

ITARC - LONDON 2010

International Trade Academic Research Conference

Wembley Plaza, London, UK.

8TH - 10TH November 2010

Programme & Proceedings

Exchanging Ideas & Sharing Knowledge

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Registration Days and Times

8.00-9.30 Monday Pre-registration at Wembley Plaza Hotel

International Social Networking Event

17.30-19.30 Monday Wembley Plaza Hotel

Conference Proceedings

The Conference Proceeding will be uploaded via the Internet after the 10th November 2010. In order to view the Proceeding, please go to www.abrnr.com, then click of **ACADEMIC CONFERENCES** on the left side of the page, once you have entered the page then click on **London (UK) 8th – 10th November**. Finally click on the tab Conference Proceeding.

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Emerging Economies & Globalization

Shantanu Bhagwat

Leadership, Communication and International Business

Ross D. Petty

International Retailing & Diversification

Omar Ogyeni

Miscellaneous

Krishnan Ramasubramanian

Conference Staff

Professor P R Banerjee

Maruf Hossain

Mark T Jones

Andrew Lumbers

Sanjay Patil

Dear Conference Participants,

It is my very great pleasure to welcome you to ITARC – London 2010. Many of you have travelled thousands of miles to be with us here today and we trust that during your time at the Conference you will gain fresh insights, engage in healthy discussions and forge new friendships. The dynamic that is International Trade ensures that we all have our own perspectives on this important issue. The nature of the global economy is such that it is beholden on academic and practitioners alike to seek a broader understanding of common themes and theories. As an academic conference, ITARC – London 2010, is intent on fostering an atmosphere in which individuals feel content ‘Exchanging ideas and sharing knowledge’.

I believe that we all will benefit from our involvement with the Conference and I trust that all concerned will have a stimulating and enjoyable stay here in London.

With every good wish,

Professor P. R. Banerjee.
Head of Research and Development
Academy of Business and Retail Management

Dear Conference Participants,

It is my great pleasure to welcome you to London and more especially to ITARC – London 2010. All of us here are aware just how complex and interconnected our respective economies are and so it is all more important that academics and figures from the world of trade and commerce have an opportunity to share and explore issues, theories and experiences. The worlds of business and education have much to learn from one another, hence the International Trade Networking Event being an essential feature of the Conference. The aim of this conference is to further facilitate the exchange of knowledge between researchers and to consolidate the established network of scholars currently undertaking research in and around the topic of International Trade. It has an inter-disciplinary focus and the themes and topics reflect the organisation of research by tracks of interest within the conference theme. The trinity of sponsors; the Academy of Business & Retail Management, the *Journal of Business & Retail Management Research* and the London College of Management Studies believe that ITARC – London 2010 will provide academics from around the world both with networking opportunities and a supportive venue for constructive peer review and critique of ongoing research output. I hope that all the delegates will have a successful and intellectually stimulating conference, and leave here determined to capitalise and build on the relationships begun during this time.

Wishing you every success with all your future endeavours.



Mark T Jones

Director of External Affairs

Academy of Business and Retail Management

Why International Trade & Academic Research Conference?

The dynamics of international trade have taken on an added significance in the light of the challenges created by the recent global financial crisis. Entire sectors and even nations have begun to reassess their trading relationships and the more enlightened are eager to gain an insight into the theories and processes that have helped certain economies to weather the storm. The emerging giants of Brazil, China and India are demanding greater attention and ensuring that practitioners and academics alike invest more time and resources in understanding where their economies are at and how they will shape future of international trade. Those endeavouring to keep their finger on the pulse of international trade are eager to anticipate others areas of potential growth, yet it remains to be seen whether the likes of CIVETS (Colombia, Indonesia, Vietnam, Egypt, Turkey and South Africa) will be next trading hotspots.

Since the Doha Development Round (Doha Development Agenda – DDA) began in late 2001 the issue of international trade has gained greater prominence. This academic conference is intended to contribute to the emerging theoretical understanding and empirical base and to further advance the understanding and practice of business especially international trade & management. We welcome empirical and theoretical papers which advance our knowledge of these important areas. This conference will be the platform for dissemination of knowledge, provide a learned reference in the field and facilitate communication between academic, research experts, business leaders and practitioners.

ITARC – London seeks to ensure that academics and those in trade and commerce gain a broader understanding of the dynamics of a human activity that has an impact on all of lives.

Monday, 8th November 2010

Time: 9:50am – 11:00am

Session Title: Emerging Economics & Globalization

Session Chair: Shantanu Bhagwat

Universal perspectives of the Asian giants to the rest of the world by **Agnieszka Grzywna**.

Abstract: The article deals with the appearance, importance and perspectives of a group of emerging countries: Brazil, Russia, India and China, called the BRIC, whose development has changed the situation and structures of today's world. The role which the Asian Giants play on the contemporary international stage has been explored and compared. The analysis reveals the main objectives of India and China, which are mainly to become leaders and take advantage of the present situation of the world's recession. The data suggests that they have many opportunities because of natural resources, being complementary, population potential, etc...

Tariffs and Imports Mis-invoicing under Oligopoly by **Amit K Biswas** and **Sarbajit Sengupta**.

Abstract: Mis-match of trade statistics between developed and developing countries indicate a substantial mis-invoicing of trade figures, primarily by developing country traders. This is due to the inflexible exchange rate regimes, severe import restrictions and export subsidies prevailing in LDCs. This paper focuses on the import under-invoicing due to high tariff barriers in a market where domestic producers compete with importers...

A changing world: Globalisation, Asia, India and China by **Shantanu Bhagwat**.

Abstract: In paper talk, Shantanu Bhagwat will examine the impact of globalisation on the world around us and how the re-emergence of Asia is fundamentally altering the economy, society and business relationships of the 21st century. The presentation draws from a rich variety of sources, articles and presentations. In addition, it draws substantially from Mr Bhagwat's two decades of long and varied work experience in Europe and Asia, including several years spent working in India, Japan and United Kingdom. The presentation sets the scene with an array of data and figures that illustrate the profound changes happening around us. It then examines the impact of these changes on businesses and companies. It particularly emphasises how the change is an opportunity more than a threat.

Euro-dollar real exchange rate misalignments: Is the euro overvalued? By **Leonardo Tariffi**.

Abstract: This paper estimates both short term and long run relationship between the real bilateral EUR-USD exchange rate and its real determinants. In the long run, it finds that the non-stationary real exchange

rate in levels is linearly co-integrated with real variables. Using an ordinary least squares method with error correction mechanism, it investigates real EUR-USD exchange rate misalignment in the short term. By analysing real variables and their influence on international trade and capital movements, potential economic policies capable of maintaining equilibrium in the balance of payments and avoiding currency overvaluation are considered.

SME the growth in contemporary economics by **Joel Barima** and **Joe Adomako**.

Abstract: One of the most significant threats for many businesses today, irrespective of their size and type of operations is insolvency. Many economists attribute the phenomenon to high interest rates, recession squeezed profits and heavy debt burdens. This article is to examine corporate failure in general and prediction of possible ways of financing SME's as a life blood of the economy. The traditional view of small businesses and how their agility and flexibility could match with the rapid changes at business environment. Furthermore, how it can enhance entrepreneurial fashion and create more employment for economic growth. Finally it will draw possible suggestions and recommendation.

The Effect of the Recent Financial Crisis on International Trade and Maritime Transportation an Applied Study on the Egyptian Economy by **Hoda Abd El Hamid Ali**.

Abstract: The surprising, fast, and snappy economic crisis pushed the whole world to the edge out of fear of going down to bankruptcy and being unable to pay the debts which will result in hindering trade, production, and providing services. Consequently, this shall hinder progress, development and being able to catch up with civilization convoy and this is called globalization i.e. the fusion of all countries and independent institutions into one country which is considered to be the natural outcome of the huge progress in the world of communication, satellite, internet, computers, and other means that connect the world.

Globalisation of Land markets - its impacts on development with specific reference to Pakistan by **Abdul Rahim Soomro**.

Abstract: Land is considered as an important factor of production with ever increasing value and importance. Land management is the only way that can give better productivity for efficient economic production and development. Land has various dimensions and importance, of them the most important is a source of poverty alleviation and food security. Survival and livelihood has always been the issue of mankind since its creation, where land is the oldest associate when man started cultivating for his food requirements. The efficient management and administration has always been an issue throughout the world especially in developing countries. The productivity brings prosperity; it brings status and well being in the society. In land management security of land tenure brings certainty and sense of ownership which results in more and efficient productivity. After World War II, the land reforms have also been matter of concern all over the

world. Since the topic is so vast therefore this discussion shall be confined to Pakistan, specifically to the province of Sindh.

Room: National Suite

Time: 11:45am – 13:00am

Session Title: Leadership, Communication and International Business

Session Chair: Ross D. Petty

Manufacturing and distributing strategies, distribution channels, and transaction costs: The case of parallel imports in Automobiles by **Godfrey Yeung** and **Vincent Mok**.

Abstract: We apply transaction cost economics to examine the roles of transnational corporation' (TNCs) manufacturing and marketing strategies and how constraints on official distribution channels, the asset specificity and bounded rational behaviour of franchise dealers and parallel trades could contribute to the sustainability of parallel imports in automobiles. TNC's manufacturing and distribution strategies partly contribute to the existence of regional differences in the pricing and availability of specific models and specifications of vehicles.

Increasing inflows of foreign direct investment (FDI) into a country is often seen as a means of promoting economic development by **Shashi Dissanayake**..

Abstract: This paper examines the relationship between foreign direct investment and economic growth of Sri Lanka within the period of 1995- 2009. Foreign Direct Investment is believed to benefit a poor country like Sri Lanka, not only by supplementing domestic investment, but also in terms of employment creations, transfer of technology, increased domestic competition and other positive externalities. This shows that Sri Lanka offers attractive investment opportunities for foreign companies and has adopted a number of policies to attract foreign direct investment into the country and the country seems to offer perhaps one of the most liberal FDI regimes in South East Asia. Within the last 10-15 years the FDI of inflows in Sri Lanka has rapidly increased by 9.9% in 1995 to 11.2% in 2009. Due to the attitudes of the civil society on the impact of FDI, there has been lack of opportunities for business and economic activities and the attitudes of foreign firms towards FDI. As a result this has led to a lack of good government, corruption, political instability and poor law and order situations.

Political Band: Trusting a candidate is the age of mistrust by **Mirza Ashfaq Ahmed, Suleman Aziz Lodhi** and **Mirza Naveed Shahzad**.

Abstract: The mind-set of votes taking part in general elections of Pakistan has matured over the years. They have become more politically aware and demanding at the same time. Therefore it is argued that the political parties in near future shall have to plan their political marketing in a very professional manner.

Research interest in application of brand management principles to political parties is continuously increasing in developed countries. Managing a political party on the basis of brand management is very challenging task. But, by applying traditional branding theories to political marketing, it is possible to develop an increased knowledge of brand behavior in politics.

Designing a model for measure the economic and culture consequences of information and communication technology in Iran by **Farzaneh Chavoshbashi** and **Mohsen Ghadami**.

Abstract: Today, the phenomenon that is referred to as ICT, the only appearance of a product technologies in the field of science is not certain, but due to the effects of the evolution of human life, all areas have been included. Information and communication technology, new definitions of all aspects of cultural, social and economic life has created a new era. In this article, cultural and economical consequences for assessing ICT experts and referring to weight behind development model forming a series of mathematical and statistical techniques have been used. Technical coefficients for calculating mean and paired comparison model and MATLAB software using statistical models and finally quantitative (mathematical) measure cultural and economical consequences of ICT in Iran is presented.

The World Wide Web vs. National Trademark Laws – Protecting the Brand in Global Commerce by **Ross D. Petty**.

Abstract: The internet allows brands to readily obtain a global selling presence but they also may suffer internet branding risks such as cyber squatting, the unauthorized use of trademarks by third parties as metatags to attract search interest or as advertising triggers for rival ads, and the sale of brand counterfeits in both the real world and virtual worlds. In addition, the growth of social media on the web creates risks that brands may be disparaged or may mislead consumers through social media participation. This paper analyzes these legal issues and examines tactics for brand marketers to minimize these legal risks.

Room: National Suite

Time: 14:30pm – 16:55pm

Session Title: International Retailing & Diversification

Session Chair: Omar Ogyeni

Bank Clients' perceptions of information technology usage, service delivery and customer satisfaction: Reflections on Uganda's banking sector by **Andrew Musiime** and **Fayth Biyaki**.

Abstract: The banking industry in Uganda is steadily expanding. The establishment of several banks corroborates this claim. Some of these banks are barely ten years old. The liberalization of the economy has created a competitive culture, which has taken the service industry and particularly the banking industry by

the storm. In today's retail banking environment information technology, effective service delivery and customer satisfaction are an indispensable competitive strategy. Furthermore, the stiff competition and the compression of the interest rates, has forced banks to set up and put into effect all necessary decision support systems. This enables them to dynamically plan new locations, evaluate their performance, forecast customers' attitude to new offered products and services, estimate clients' switching behavior, and finally provide marketing support to their geographically separate branches.

*An exploration of the relationship between an organizations diversified workforce in a multicultural economy and its competitive advantage. A case study of Sainsbury's Supermarket, Borough High Street, London by **Humayun Kabir Fahad.***

Abstract: Diversification today is an issue which is growing in a fast pace but is invisible in a sense that it is not been utilized in organization for achieving a greater benefit in customer services and revenue. The author in this research paper was very eager to find out links between an organization having diversified employees in a multicultural economy and having a sustainable competitive advantage. For the research purpose he has used multi method qualitative studies to find out of potential links. This has been done by a case study on one of the Sainsbury's unit in London. After thorough literature review several grounded theories were found existing in relation to the topic of research.

*An exploration of risk management - Improving product damage results; a case study of IKEA Edmonton by **M.V. Karrine B.E- Luk Ok Choo.***

Abstract: In order to maintain performance and achieve a competitive advantage, building resilient and strong risk management has become critical for businesses of all kinds, especially those who aim to be leaders of their industry. This study focuses on developing resilient risk management processes and strategies to improve product damage results. It focuses on developing better risk management by effectively dealing with causes of risk through the supply chain, operation in the warehouse, evaluating risks considering severity of hazard, likelihood of harm and also an overall risk assessment.

*Customers' discernment of mobile banking business: north region of Thailand by **Supathanish Termsnguanwong.***

Abstract: In a modernization epoch, strategic marketing management and marketing information technology plays a major role in shaping industries all over the world. Apparently, banks depend on information technology in conducting their businesses and spend huge amounts of money on such technology to reduce operation costs and gain competitive advantage over their rivals by offering customers better services through ATMs machines, telephone banking internet banking and more obviously in the last decade the mobile banking.

Interrelations between service quality attributes, customer satisfaction and customer loyalty in the retail banking sector in Bangladesh by **Kazi Omar Siddiqi**.

Abstract: The main objective of this study is to find the interrelationships between service quality attributes, customer satisfaction and customer loyalty in the retail banking sector in Bangladesh. The study sought to identify the most important attributes in bank settings, which may be used to review characteristics of the banks as experienced by customers. In Bangladesh, no study has yet investigated the above mentioned interrelationship. The purpose of this study is to fill this gap. A review of literature was conducted to find out the relationship among service quality, customer satisfaction and customer loyalty. The literature review confirms this relationship.

A Comparative study on the consumer behaviour in the Indian organized Retail Apparel market: Consumer brand selection pattern in Urban India for manufacture owned brand vs. retail brand by **Gairik Das**.

Abstract: India topped the Global Retail Development Index in 2009(A.T Kearney Report) but fell to third position in 2010. In spite of that retail growth is continuing in India, but an influx of foreign players, limited and expensive desirable real estate and foreign investment restrictions may have pushed the country's retail market closer to maturity. The BMI India Retail Report forecasts that total retail sales will grow from an estimated US\$427bn in 2009 to US\$798bn by 2014. In India, clothing retail accounts for 36% of organized retail business. It is the largest sector. Ready-made apparel accounted for an estimated 20% of domestic clothing sales in 2007. A major challenge of Indian organized retail apparel industry is the competition between manufacturer and supplier's brands...

The impact of supermarkets emergence in Ghana on rural development by **Alfred Mensah**.

Abstract: While supermarkets have been present for some time in countries like South Africa and Kenya, they are relatively new in Ghana in the last ten years, supermarkets have appeared. The main multinational ones are Woolworth, Shoprite, Marx Mart, Koala (owned by South African and other multinational companies). Before the advent of supermarkets, local people traded among themselves at the local open-air markets, traders brought food items such as plantains, yams, vegetables, and grains from other parts of the country. The local people used external buyers through middlemen who tried to channel products to the appropriate markets beyond the local ones. Thus, supermarkets have dramatically changed the market place.

An Examination into Customer Relationship Marketing and Customer Retention in Grocery Food retailing in Bangladesh: Proposed Research Agenda by **Palto R. Datta**.

Abstract: The general purpose of this research investigation is to identify, describe and analyse factors that have an impact on customers retention in the Bangladesh food retailing context. Customers retention has

received considerable attention and has become a prime issue for food retail organisations desiring to stay in business, increase footfall, maximise profits and / or build and sustain competitive advantages in the food sector. The longer customers and retained by an organisation, the more benefits it is likely to accrue from a sustained income stream. This research intends to examine customer retention in the context of relationship marketing, and giving particular attention to the antecedents of customers relationships in the food retailing and to find out how retailer relationships with customers lead to customer relation.

Room: National Suite

16.55 pm

CLOSE OF SESSIONS AND ANNOUNCEMENTS

17.30pm - 19.30pm

International Trade & Academic Networking Events & Buffet

International Trade Social Networking Event

The ITARC Conference recognises the value of bringing theorists, policy makers and practitioners together. The ever changing nature of International Trade and Commerce means that there is a need for a constructive dialogue between all those who have an interest in this area. Whilst ITARC is an academic conference we believe that there is much to be gained by academics having an opportunity to interact with those at the sharp end of championing trade. This social networking event is far from being an added extra, but is integral to the ethos of ITARC. It is our earnest wish that a positive synergy will result, and that a number of purposeful and constructive relationships will have their genesis here.

Tuesday, 9th November 2010**Time:** 9:45am – 12:30pm**Session Title:** Miscellaneous**Session Chair:** Krishnan Ramasubramanian*Maternal and child health policy analysis of Pakistan* by **Sajida Rahim**.

Abstract: The aim of this paper is to draw attention of policy makers to consider the various factors, and context of Pakistan as they adopt and implement the maternal and child health policies. The intension of this study is to demonstrate how these factors and political system influence the policy process. The analysis of maternal and child health (MCH) and family planning (FP) policies in Pakistan will be carried out using the model of Walt & Gilson (1994). This will cover the period after 'Safe Motherhood Initiative' 1989-2010. It starts by reviewing the broader health system of the country in which MCH services are delivered. This will be followed by identifying the gaps and weakness in National Health policy related to maternal and child health. The study found that maternal and child health indicators are poor, especially for the lowest socio-economic groups in rural areas. Despite the fact that Maternal and child health (MCH) services have been included among the priority health programmes in the National Health policies of 1990, 1997 and 2001 but health reforms were taken without addressing the previous gaps and lack of participation of interest groups.

An Investigation into the formation of moral judgement of peter Drucker's Knowledge worker 21st Century by **Sarat Das**.

Abstract: The research aims at examining what makes up the 'moral judgment' of a 21st-century "knowledge worker". It makes a particular reference to the Scottish moral philosopher and economist Smith's doctrine of moral thinking which suggests that conscience arises from social relationships. The research also takes a cursory glance at Smith's theory of sympathy, in which the act of observing others makes people aware of themselves and the morality of their own behavior. The research aims to answer how moral judgments are formed, in spite of man's natural inclinations towards self-interest, in the light of contemporary contingent and systems theories of management.

"Passive Dictators" of the family and consumer behaviour: A case of malted food by **Akhilesh Chandra Pandey** and **Aniruddh Singh**.

Abstract: There are various roles played by the members in a family but research on family decision making has been largely confined to spouses, who have been considered as the relevant decision making unit in a family. However, the role of third party influences, such as children, on decision making strategies and negotiations is essential to taking a broader view of the relevant unit of analysis. Traditionally, women were seen to be the purchasing agents for the family. Now a days, In India increasing participation of women

in the workforce has prompted a shift in this role as children are increasingly the "buyers" for the entire family. Even in families where women do not work, children are observed to share this role with their mothers. Children enjoy greater discretion not only in making routine consumption decisions for the family but also in pestering their parents to buy other products desired by them. It is also observed that children are socialized by their parents to act as rational consumers. After years of direct or indirect observation of parental behaviour in the marketplace, they gradually acquire relevant consumer skills from their parents.

Evaluation public sector projects: choosing discount rates by **Mariya Sheluntsova.**

Abstract: Nowadays evaluation of public sector projects is one of the most important points of decision – making process in the public sector of the economy. In the framework of this task we should single out the problem of time value of money estimation. In other words it is needed to determine the rate to make intertemporal comparisons of costs and benefits in the public sector (a social discount rate). Generally three main approaches to choosing discount rates in the public sector of economy: social rate of time preference (SRTP), social opportunity cost of capital (SOC) and shadow price of capital (SPC) approach. The SRTP is the most popular approach for determination of a social discount rate due to its universality, readiness, and comprehensibility. The social opportunity cost of capital is also rather popular but it suffers from such shortcomings as absence of a formula for calculation and difficulties with forecasting such rate. As for the shadow price of capital approach it is not as popular as previous ones because SRTP and SOC are closed to the same value. However it is very interesting to examine what important results can be derived with the help of a shadow price.

Role of Technology in internationalisation of business education by **Krishnan Ramasubramanian.**

Abstract: Management education plays a vital role in today's dynamic business environment. As the world economy continues to grow, the demand for trained managers will continue to increase. In an increasingly globalized business world, management schools will have to provide an education that is in line with requirements of industry while at the same time addressing the needs of a more varied, diverse and increasing global student population. While higher education institutions struggle to increase funding to achieve ever-greater value propositions, they will need to adopt strategies that allow them to differentiate themselves from competition and prove their value. The business education market will become increasingly competitive in the future, and education providers will have to provide new methods, global opportunities and implement creative and innovative strategies to effectively compete (Cornuel, 2007).

The effect of innovation in organisational Investigation into the Determinants that Contribute to the Development and Integration of Innovation in Organisation by **Gladys S. Njoh and Bonya Chakraborty.**

Abstract: This paper brings out the crucial role of innovation and knowledge to ameliorate efficiency in organisations. It discusses the determinants of innovation in organisations as identified by the study and to present, by means of a model, these determinants of innovation in organisation. The investigation started with a literature study which showed that a model can offer a holistic approach in describing organisational culture which employs the wealth of knowledge deposited in its workforce and, how it endeavours to perfect their skills and abilities in order to bring about creation of innovative products and services which will foster competition and place the organisation ahead of its competitors. The relationship between creativity, innovation and culture is discussed in this context and against the background of this model, the determinants of organisational innovation and culture were identified were strategy, system, staff, skills and style....

Case study on Corporate Social Responsibility of MNC's in India by **G. Muruganatham.**

Abstract: In this era of global competition, declining brand differentiation, and increasing media clutter, companies are going beyond the conventional marketing mix to increase the value of intangible assets. Over the years there is a shift from functionally centric brands to emotionally centric -brands to values - centric brands. Today, brands must be inspirational in a socially responsible way to all stakeholders. To achieve the same Corporate Social Responsibility (CSR) has become more common in business practices. CSR remains a very relevant strategic Marketing tool. Many companies use CSR as a way to increase their image, generate brand equity, and increase employee loyalty. The purpose of the paper is to understand the various CSR activities carried down by select MNC's in India and how are they integrating Corporate Social Responsibility into their marketing strategy to build and sustain a competitive advantage.

Room: Hendon Suite

2:00pm – 4:30pm

Guided tour of Central London with Mark T. Jones

ITARC – London 2010

International Trade & Academic Research Conference

List of Authors & Institutions Represented

<i>Family Name, Given Name</i>	<i>Institution, Country</i>
Grzywna, Agnieszka	University of Economics, Poland.
Pandey, Akhilesh Chandra	H.N.B. Garhwal University, India.
Singh, Aniruddh	H.N.B. Garhwal University, India.
Muruganantham, G	National Institute of Technology, India.
Petty, Ross D	Babson College, USA.
Chavoshbashi, Farzaneh	Islamic Azad University, Iran.
Ghadami, Mohsen	Islamic Azad University, Iran.
Mirza, Ashfaq Ahmed	University of Gujrat, Pakistan.
Mirza, Naveed Shahzad	University of Gujrat, Pakistan.
Suleman, Aziz Lodhi	School of Business, NCBA&E, Pakistan.
Soomro, Abdulrahim	Birkbeck, University of London, UK.
Bhagwat, Shantanu	Udbhav Associates, UK.
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Yeung, Godgrey	Department of Geography National University of Singapore, Singapore.
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Adomako, Joe	South Bank University, UK.
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S. Njoh, Gladys	London College of Management Studies, UK.
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Ali , Hoda Abd El Hamid	Universitat de, Spain.
Termsnguanwong, Supathanish	Helwan Uiversity, Egypt.
Musiime, Andrew	Payap University, Thailand.
Biyaki, Fayth	Makerere University Business School, Uganda
Rahim, Sajida	Kampala International University, Uganda.
	London School of Hygine & Tropical Medicine and London School of Economics
Fahad, Humayun Kabir	University of Sunderland, UK
Biswas, Amit K	<i>Technische Universität Dresden, Germany</i>
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Das, Sarat	University of Greenwich, UK.
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Sheluntsova, Mariya	State University, Russia.
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Guests and Observers

Lamia Abdulkareem – Assistance Dean for Students Affairs, Public Authority of Applied Education, Kuwait.

M. Ismail - Former Member Federal Service Tribunal of Pakistan

Kingsley George Ogbeh - University of Groningen, The Netherlands

List of Countries Represented

Countries	Number of Authors
Egypt	1
Germany	1
Hong Kong	1
India	5
Iran	2
Pakistan	3
Poland	1
Russia	1
Singapore	1
Spain	1
Thailand	1
Uganda	2
United Kingdom	14
United States of America	1

Call for Papers

Journal of Business & Retail Management Research **ISSN (Print) 1751-8202**

The JBRMR, a scholarly and refereed journal, provides an authoritative source of information for scholars, academicians, and professionals in the fields of business and retail management and is publicised twice a year. The journal promotes the advancement, understanding, and practice of business & retail management. It is peer reviewed and is the main research platform of The Academy of Business & Retail Management (ABRM). Scholars across borders are encouraged in advancing the frontiers of management education, particularly in the area of retail trade. Contributions should therefore be of interest to scholars, practitioners and researchers in management in both developed and developing countries targeting a worldwide readership through both print and electronic medium.

Although broad in coverage, the following areas are indicative and nurture the interests of the Academy with a "retail" underpinning:

- » Business ethics and legal issues
- » Business environment
- » Business policies, strategies, and performance
- » Business and retail research
- » Business security and privacy issues
- » Consumer behaviour
- » Emerging advances in business and its applications
- » Innovation and product development
- » International business issues
- » Management and retail marketing
- » Marketing management and strategies
- » Relationship management
- » Risk Management
- » Retail Management and communication
- » New venture start-up
- » Retail buying
- » MIS and Retail Management
- » Demographics and Retail Business
- » HRM and Retail Business
- » Innovation in Retail Management
- » Law and management

Preference will be given to papers which are conceptually and analytically strong and have empirical relevance. For the forthcoming issue, submission of manuscripts should be made by **30th of January, 2011**. All papers will be reviewed according to the Journal's criterion. The Journal's website is www.jbrmr.com. For further information please call: Dr P.R. Datta on +44(0)20 8909 2100 or write to him (editor@abrmr.org). Alternatively, you can contact Mr Mark T. Jones on +44(0)20 8909 1117(mark@londoncms.com), Director of External Affairs.

ITARC – London 2010 and Corporate Social Responsibility

The organiser of ITARC – London 2010 are fully committed to Corporate Social Responsibility and has decided to support the work of *Kitenge Africa*, a remarkable Ugandan charity working to assist and support the poor and destitute in Kampala and beyond.



“Kitenge Africa is thrilled by this support coming from the ITARC Conference. May I extend our good wishes to all conference participants and send good wishes from Uganda – the Pearl of Africa.”

Koojo Justus Kojax, Founder of Kitenge Africa.

Kitenge Africa has its own Facebook page.

Academic conference dates for your diary

ROGE – Pune, India 2011 1st – 2nd February 2011
International Conference on the Restructuring of the Global Economy

CGBC – Boston, USA 2011 6th – 8th July 2011
International Conference on Corporate Governance

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