



**7th International Conference on Restructuring of the Global Economy
(ROGE)
3-4th July 2017
Said Business School, University of Oxford, UK**

Co-hosted by the

*Academy of Business & Retail Management (ABRM)
&
Journal of Business and Retail Management Research (JBRMR)*

Conference Programme & Proceedings

Method - Integrity – Camaraderie

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ABRM-7th International Conference on Restructuring of the Global Economy (ROGE) Said Business School, University of Oxford, UK

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ABRM-7th International Conference on Restructuring of the Global Economy (ROGE)

Tracks and Session Chairs

Day-1: Monday 3rd July 2017

Session-1: Inaugural session

Session-2: Globalisation & International Trade-1

Alan Morgan, Dublin Institute of Technology (DIT), Dublin, Ireland

Session-3: HRM, Marketing & IT-1

Avanenge Faajir, Benue State University, Nigeria

Prof. Kevin Wongleedee, Graduate Program, Suan Sunandha Rajabhat University, Bangkok, Thailand

Session-4: HRM, Marketing & IT-2

Prof. Dr P.R.Datta, ABRM & University of Hertfordshire, UK

Session-5: Globalisation & International Trade-2

Prof. Kevin Wongleedee, Suan Sunandha Rajabhat University, Bangkok, Thailand

Session 6: Keynote addresses & Teaching & Learning for LLS

Mark T. Jones, Centre for Innovative Leadership Navigation

Session-7: Globalisation & International Trade-3

Prof. Kevin Wongleedee, Suan Sunandha Rajabhat University, Bangkok, Thailand

Session-8: Finance, Accounting & Organisational Structure-1

Prof. Małgorzata Magdalena Hybka, Department of Public Finance, Poznan University of Economics and Business, Poland

Day-2: Tuesday 4th July 2017

Session-9: Finance, Accounting and Organisational structure-2

Prof. Michael D. MacColl, Vancouver Island University, Nanaimo, British Columbia, Canada

Session-10: HRM, Marketing & Information System-3

Prof. Archana Shrivastava, Head-Business Communication Area, Birla Inst. of Management Technology, UP, India

Session-11: Globalisation & International Trade-4

Prof. Stephen P. Magee, University of Texas at Austin Texas, USA

Session-12: Growth & Economic Development

Prof. John Spencer, Cape Peninsula University of Technology, Cape Town, South

ABRM-7th International Conference on Restructuring of the Global Economy (ROGE)
Said Business School, University of Oxford, UK

Co-Sponsors



The Academy of Business and Retail Management (ABRM) seeks to contribute to progress and prosperity through research and managerial excellence. It publishes prominent academic journals each year, as well as organizing international academic conferences and delivering high impact training. ABRM is committed to advancing research, education, theory and practice in the field of management. Its various journals provide a respected vehicle for theoretical insights and developments in the field of business, management and economic development. Articles published in these journals empirically examine theory-based knowledge. Its conferences are truly international and aspire to nurture young aspiring academics and well as to ensure interaction with some of the finest minds from academia. ABRM is committed to working to uphold the highest standards of probity and academic rigor in all that its endeavours.



The mission of this journal is to publish empirical research that tests, extends or builds business management theory and contributes to retail management practice. All empirical methods including qualitative, quantitative, field, laboratory and combination methods are welcome. In order to be published in JBRMR, a manuscript must make strong experiential and theoretical contributions and highlight the significance of those contributions to the management field. Thus, preference is given to submissions that test, extend or build strong theoretical frameworks while critically examining issues with high importance for business management theory and practice. The JBRMR is not tied to any particular discipline, level of analysis or national context.

ABRM-7th International Conference on Restructuring of the Global Economy (ROGE)

University of Oxford

Saïd Business School, University of Oxford, Park End Street, Oxford, OX1 1HP

Dear Conference Participant,

I am delighted to welcome you to the 7th International Conference on Restructuring of the Global Economy (ROGE), University of Oxford, UK. It is a particular pleasure to see so many countries being represented at this conference, a fact that is not only healthy, but vital if lasting solutions are to be found for some of the challenges facing the world today. We are happy that you are joining with us, and are grateful for your trust and willingness to place your research into the public domain at such an event.

The Academy is indebted to the reviewers for the vitally important role that they have played in ensuring that this conference is well placed to continue to maintain the high standards that we all aspire to. We want to thank our keynote speakers in anticipation of their insightful contributions, as well as our various track chairs for their time, observations and feedback. To all the academics present or *in absentia* who have placed their research in the public domain via this conference, we are grateful for your good faith and trust. We also pleased that various observers from diverse organisations are able to be present with us.

It is our earnest wish that all participants will feel fully engaged, every ready to ask searching yet constructive questions and eager to learn. Whether you are an academic with many years of experience or one in the early years of your professional journey, we trust that you find the conference stimulating and gain some welcome insights into new research from across the globe. We certainly hope that you will Tweet about the conference deliberations using the following hashtag: #ROGE2017

Finally, all connected with ROGE 2017 wish you a positive and productive time in Oxford - the City of Dreaming Spires.



Dr. P R Datta
Conference Chair

ABRM-7th International Conference on Restructuring of the Global Economy (ROGE)

University of Oxford

Saïd Business School, University of Oxford, Park End Street, Oxford, OX1 1HP

SCHEDULE FOR THE CONFERENCE 2016

Saturday 1st July 2017 - Sunday 2nd July 2017

Arrival and Independent traveling days in London

DAY 1

MONDAY, 3rd July 2017

8.30 AM -9.00 AM

Registration and Refreshments

Monday, 3rd July 2017

SESSION-1: INAUGURAL SESSION

9.00.00AM -10.15AM

OPENING & KEYNOTE ADDRESSES

Location: Edmond Safra Lecture Theatre

Welcome Message: Prof. David Graves, University of Derby, UK

Welcome and Opening Address: Mark T Jones, Director - Centre for Innovative Leadership Navigation, London, UK.

Welcome message and About ABRM: Dr. P.R. Datta, Conference Co-Chair and Executive Chair of the ABRM, UK

Keynote address-1: Prof Deepraj Mukherjee, Kent State University, USA

Deepraj Mukherjee has received his Ph.D. in Business Administration with concentration in Economics from the University of Memphis, USA. Deepraj Mukherjee's areas of specializations are in international trade and business issues. His works have been published in well-known journals like Applied Economics Letters, Management Decision, European Business Review, Review of Development Economics among others. His projects are frequently collaborated with researchers from other institutions, like his paper 'Re-examining the Relationship between Domestic Investment and Foreign Aid: Does Political Stability Matter?' has a collaborator from the World Bank. Dr. Mukherjee has been recognized as an excellent scholar related to the emerging markets /economies and have been invited as an affiliate member of Emerging Market Internationalization Research Group (EMIRG) at University of Sydney, Australia. This internationally-recognized group is tasked with looking at the entire economic future of several emerging markets around the world to determine steps to be taken in their international expansion.

Dr. Mukherjee was awarded two best track paper awards at International Conference on Business and Economic Development (ICBED) one in April 2014, and one in April 2016, for his papers "Preferential trade agreements and corruption: a cross-country panel study of pre-WTO agreements", and "Understanding the international trade-corruption linkage: taking stock and moving forward", respectively. ICBED is a conference related to international development and organized by the Academy

of Business and Retail Management from the United Kingdom. Dr. Mukherjee has been recently awarded a grant to study the location strategies of the multinationals that come out of the emerging economies.

Dr. Mukherjee is on the Editorial Board of the journal of *International Journal of Business and Economic Development* for the last two years. This journal is published from the United Kingdom and is indexed by DOAJ, EBSCO Host, ProQuest, and Cabell's Directory. He is also on the Editorial Board of *Eastern European Business and Economics*, published from Europe. His papers regularly get accepted at prestigious international conferences like International Atlantic Economic Conference, American Economic Association Annual Conference, and the Annual Conference of the Academy of International Business. Mukherjee also contributed in the capacity of a reviewer for journals like *Economic Change and Restructuring*, *Journal of World Business*, and *International Journal of Emerging Markets* to name a few.

Topic: Emerging Markets in International Business: Representative Case Studies

Brief Synopsis

The rise of emerging markets is seen by many as the most important business development of the new millennium. This development is changing the world of international business and raises distinctive challenges and opportunities for developed country firms competing internationally, as well as for domestic companies at the developed markets in confronting new competitors at home. The keynote address would like to capture two effects of the emerging markets on the international business landscape that are, investment in emerging markets, and the investment abroad by the emerging market firms, through the prism of business case analyses.

Emerging markets represent a paradox for the western multinational enterprises (MNEs). On the one hand, many of the most attractive business opportunities internationally reside in these markets, making them of special importance and interest for developed country firms. These firms are well-aware of these opportunities and many (most) of them believe that their major future growth will originate in these markets. About 30% of 351 MNEs surveyed by the World Bank reported an intention to shift their foreign investment from developed to emerging markets (World Bank Group Entrepreneurship Snapshots, 2013). At the same time, many developed country firms fail in emerging markets, among them some of the world most successful companies, which hold dominant competitive positions elsewhere. There seems to be something distinctive about emerging markets that curtails the ability of developed country firms to compete there successfully. The success of Amazon in India clearly should be a leading business case analysis to undermine the factors that lead to sustainability in the emerging markets by the foreign companies.

Western multinationals know how to compete with their counterparts in other developed countries – they have done that for centuries. But the challenges that emerging market firms represent are new. Western multinationals that often have more advanced technologies and managerial and organizational skills than their emerging market counterparts often derail in competition with them. Just as investment in emerging markets appears different in some important ways than investment in the developed world, so is the competition with emerging market firms. In this context, the next case analysis seeks to deepen the understanding of the distinctive attributes of emerging market firms, and the changes that they bring to the global competitive environment by looking at Tata Motors' acquisition of Jaguar Land Rover.

Keynote address-2: Prof. Viacheslav M. Shavshukov, Professor of Economics of the St. Petersburg University, Russia

Academic experience – 33 years.

Teaching courses and Scientific Interests: Economics, International banking, Global finance.

Business experience – 5 years (Bank. Responsible for Risk Managements & Ratings, Deals on the International Financial Markets, rating process).

Professional training, European Bank for Reconstruction and Development (School of Business Management and Privatization)

Topic: Post-crises architecture of global finance

Brief Synopsis

Global crisis of 2008–2009 and long post-crisis recession have raised questions about the future structure of the world economy in the XXI century. The first crisis of the century is viewed as a crisis of the basic elements of global finance. The international markets of financial assets failed to regulate themselves and aggravated conflicts between the global and national finance. In 2010–2017 the world economy faced the risks of post-crisis period. De-globalization and de-dollarization processes questioned the previous philosophy and world economic leadership. The author presents his point of view on the processes of globalization and the structure of the world economy.

SESSION 2 (PANEL SESSION)

10.15am -11.15am (11.15-11.30: Tea/Coffee break and networking)

Track: Globalisation & International Trade-Session 1

Session Chair: Prof. Alan Morgan, Dublin Institute of Technology (DIT), Dublin, Ireland

Location: Edmond Safra Lecture Theatre

- I *The FDI psychic distance paradox: myth or reality?*
David Coldwell; Tasneem Joosub, School of Economic and Business Sciences
University of the Witwatersrand, Johannesburg, South Africa
- II *The new determinant creation theory: the case of Peru*
Juan Carlos Botello; Martín Dávila; Carolyn Vargas ; Universidad Popular Autónoma
del Estado de Puebla, México, Business School
- III *BRICS banking: Review of green banking initiatives among the BRICS nations*
Guru Prasad Rao; Sandeep S Shenoy, Dept of Commerce, Manipal University, India;
C K Hebbar, Mangalore University, India; **Niranjan J Prabhu**, Dept of Commerce,
Manipal University, India
- IV *Currency pegged to a foreign currency - GCC and Europe models*
Narcisa Roxana Mosteanu, American University in the Emirates, College of Business
Administration, United Arab Emirates, Dubai, Dubai International Academic City, UAE

SESSION 3 (PANEL SESSION)

10.15am-11.15 am (11.15-11.30: Tea/Coffee break and networking)

Track: HRM, Marketing & IT-Session 1

Session Chairs: Prof. Avanenge Faajir, Benue State University, Nigeria

Prof. Kevin Wongleedee, Graduate Program, Suan Sunandha Rajabhat University, Bangkok,
Thailand

Location: Seminar Room-8

PRESENTATIONS

- I *The influencing of service marketing mix: a case study of three star hotels in Thailand*
Phatthanant Chaiyabut, Suan Sunandha Rajabhat University, Bangkok, Thailand

- II *Modeling the barriers of Indian logistics service providers: ISM approach*
Anchal Gupta, Delhi School of Management, Delhi Technological University, Delhi, India; **Rajesh K.Singh**, Management Development Institute, Gurgaon, India; **P.K.Suri**, Delhi School of Management, Delhi Technological University, Delhi
- III *Services cargo operators of logistics service providers in Bangkok Thailand*
Wanee Sutthachaidee, Department of Transportation Management, Suan Sunandha Rajabhat University, Thailand
- IV *Important marketing decision to purchase condominium: A case study of Bangkok, Thailand*
Kevin Wongleedee, Graduate Program, Suan Sunandha Rajabhat University, Bangkok, Thailand

SESSION 4 (PANEL SESSION)

11.30 am-13.00 pm (13.00-14.00: Lunch break and networking)

Track: HRM, Marketing & Information System-Session 2

Session Chair: Dr.P.R.Datta, Academy of Busines & Retail Management and University of Hertfordshire, UK

Location: Edmond Safra Lecture theatre

PRESENTATIONS

- I *Corporate social responsibility and psychological contract: towards redefining relationships*
Enuoh, Rebecca Oliver, University of Calabar, Calabar, Nigeria
- II *Reconstructing retail management in wholesale business in order to survive in online era – case study of bakery business in Thailand*
Pathawit Chongsermsirisakul, Faculty of Science, Chulalongkorn University, Bangkok, Thailand; **Siripen Iamurai**, Assumption University, Bangkok, Thailand
- III *Dear to dare – need for human resource virtuosity re-thinking approach and execution!!! a mixed method study in Indian context*
Ruchi Pathak; Meghna Sharma, Faculty- International Business and Strategy- AIBS, Amity University, Noida (UP), India; **Ashvini Chawla**, Head of Faculty, Faculty of Management Studies and Advanced Technology, Airforce Technical College, Bangalore, Karnataka, India
- IV *Drivers of customer attractiveness on raw material markets*
Bernd M. Zunk; Martin J. Marchner, Institute of Business Economics and Industrial Sociology, Working Group „Industrial Marketing, Purchasing and Supply Management“, Graz University of Technology, Graz, Austria
- V *Gao guanxi and interpersonal communication media preferences for China market*
LO, Olivine Wai Yu, Hong Kong Shue Yan University, Hong Kong
- VI *Modeling linked open data for decision support in Thailand tourism*
Kittima Mekhabunchakij, Suan Sunandha Rajabhat University, Thailand

- VII *A Study related to the Importance of performance evaluation structure in a hotel management establishment*
Niranjan J Prabhu, Sandeep S Shenoy, Department of Commerce, Manipal University, India; **C K Hebbar**, Mangalore University, India; **Guru Prasad Rao Y**, Department of Commerce, Manipal University, India

SESSION 5 (PANEL SESSION)

11.30 am-13.00 pm

Track: Globalisation & International Trade-Session 2

Session Chais: Prof. Kevin Wongleedee, Graduate Program, Suan Sunandha Rajabhat University, Bangkok, Thailand

Location: Seminar Room-8

PRESENTATIONS

- I *Influencing success factors of a ceramic industry cluster in the North of Thailand*
Chaithanaskorn Phawitpiriyakliti, College of Innovative Management, Suan Sunandha Rajabhat University, Thailand
- II *Acquiring Start-Up capital for small entrepreneurs*
Chandej Charoenwiriyaikul, Ph.D. Administration Development, Suan Sunandha Rajabhat University, Thailand
- III *An examination of level of satisfaction: a case study of international tourists at Phuket, Thailand*
Jetsalid Angsukanjanakul, Suan Sunandha Rajabhat University, Bangkok, Thailand
- IV *International passengers' satisfaction: A case study of low-cost airlines*
Natnaporn Aeknarajindawat, Graduate School, Suan Sunandha Rajabhat University, Bangkok, Thailand
- V *Factors affecting performance efficiency of hotel employees: A case study of Phuket Province, Thailand*
Natnicha Hasoontree, Graduate School, Suan Sunandha Rajabhat University, Bangkok, Thailand
- VI *The enhancement of service quality by utilizing traditional service factors as competitive advantages for Thai tourism industry*
Nopadol Burananuth, Suan Sunandha Rajabhat University, Bangkok, Thailand
- VII *Key success for registered nurses to be entrepreneur in senior healthcare business in Thailand*
Tanapol Kortana, College of Innovative Management, Suan Sunandha Rajabhat University

13.00 - 14.00

BREAK FOR LUNCH

SESSION 6: KEY NOTE ADDRESSES & Teaching & Learning for LLS
14.00 pm – 15.30pm (Tea/Coffee Break/Networking: 3.30pm-3.45pm)
Session Chair: Mark T Jones, Centre for Innovative Leadership Navigation, UK
Room: Edmond Safra Lecture theatre

14.00-14.30: KEY NOTE ADDRESS

Prof. Paurav Shukla, University of Essex, UK

Paurav Shukla is the Professor of Marketing at Essex Business School, University of Essex, UK. His research interests include cross-cultural marketing, comparative consumer behaviour, and marketing in emerging markets with a particular focus on luxury brands. His research highlights the hidden meanings and associations embedded within consumption practices across cultures and offers novel insights for researchers and practitioners. Paurav's career began in industry, and he continues to work hand in hand with industry as a researcher, practitioner and advisor. He has also delivered corporate training, teaching and consulting assignments for organisations in Europe, Asia and Africa, and has been actively involved in funded research projects. He has written widely in the areas of his research domain in top-tier journals and contributed chapters to edited books, case studies and popular accounts of his work have appeared in the Sunday Times, the Guardian, Woman's Wear Daily (the fashion bible), Luxury Society, Business Insider, Business Week, National Post of Canada and LiveMint Wall Street Journal, among others.

Topic: Luxury markets and marketing - the changing global narrative

14.30pm -15.00pm: KEY NOTE ADDRESS

Prof. David M J Graves, Academic/ Researcher and Lecturer of Law and Corporate Governance at Universities and Colleges within The United Kingdom

After a varied career in the Public Sector David specialises in Private and Public Corporate Governance issues, National and International Financial Crime, and all fraud related offences. Now a retired Fraud Squad Detective, David has extensive experience in the areas of: Management Skills and Training, Corporate Governance within the Public/Private Sector, National and International Global economic crime, Money Laundering, Identity Theft, The Police & Criminal Evidence Act, Vulnerable and Intimidated Witness programmes, Crime Reduction strategies, Project Management/Leading Project Teams, Business Customer Care Programmes, Degree course design for Universities

During his time within the Police service David was the Manager of one of only three UK National Police Fraud Management Course accredited by Teesside University Business School. Since Leaving the Police Service David has taught law subjects at Warwick University Law School and a wide range of Managerial Skills at Coventry City University Management School. David has both developed and taught academic programmes on the subject of Corporate Governance at Magna Carta College, Oxford. David has previously held the position of lecturer of Law and Corporate Governance at the international Policing and Justice Institute, University of Derby.

Since setting up his own company 'dg Anti-Fraud Consultants Ltd' David has been commissioned to assist the Polish, Turkish and Lithuania Governments' fight against organised crime. He has presented training and delivered papers on Government reform strategies, Corporate Governance, Money Laundering, Organised Crime Issues, Corruption, VAT Fraud and runs bespoke delegate interactive workshops to the Polish Police, Customs Officers, Border Guards and Prosecution officials at different venues in Poland. This programme has gained European recognition and has been extended to cover Turkey and Lithuania. Missions of this nature in these developing countries continue to be in high demand by the sponsoring authority The European Commission in Brussels.

David is currently developing a Masters programme for Fraud Investigation and Management for Nottingham Trent University. This programme will be available to attend both here in the UK and

Internationally from September 2017. David also reviews working papers for the Oxford University Press in the field of Policing: A journal of Policy and Practice.

David holds a Masters of Art Degree in Fraud Investigation and Management and is a Fellow Founding member of the Institute of Leadership and Management, a Chartered Manager and Fellow of Chartered Management Institute, appointed Chancellor and a Fellow and member of the Board of Governors of the African Business School UK Division and a member of the Association of Certified Fraud Examiners

Topic: Ethical Behaviour - Conducting Business without Bribery and Corruption

Brief Synopsis

Bribery is a common phenomenon throughout the business world from developed countries to the least developed countries. Research suggests that local and international businesses engage in this type of activity as a matter of routine. There are different magnitudes and different extents of Bribery, but everywhere in the world you will find it. The idea that Bribery does not exist is a myth.

It is well known that Bribery has become a notorious problem both for general business as well as the country where they operate their business. It hampers the successful performance and the growth by creating obstacles during the execution of the business process.

Because it is now seen to be such a common issue there has been an increased interest in research into the impact of Business Bribery and Corruption. As an extension to this research this keynote period will cover the existence of Bribery and Corruption as a Global threat to business worldwide.

PRESENTATIONS

I *Preparing education business leaders for Australia's autonomous schools: Work-in-progress report*

Karen Starr, Inaugural Chair, School Development and Leadership, Faculty of Arts and Education, Deakin University, Victoria, Australia

SESSION 7 (PANEL SESSION)

Track: Globalisation & International Trade: Session 3

15.45 pm - 17.30pm

Session Chair: Dr. Kevin Wongleedee, Suan Sunandha Rajabhat University, Bangkok, Thailand

Location: Seminar Room-8

PRESENTATIONS

I *Drugstores in Bangkok, Thailand: The business of responsibility for people*

Pimporn Thongmuang, Department of Aesthetic Health Science, College of Allied Health Science, Suan Sunandha Rajabhat University, 1 U Thong- Nok Road, Dusit, Bangkok, Thailand

II *An investigation of international tourists' loyalty: a case study of Chiang-Mai, Thailand*

Polamorn Tamprateep, Graduate School, Suan Sunandha Rajabhat University, Bangkok, Thailand

III *Management in effectiveness service for outpatient department (OPD) Vichaivej International Hospital Omnoi*

Rachada Fongtanakit, Graduate School, Suan Sunandha Rajabhat University, Bangkok, Thailand

- IV *The Influences of participation and potentiality of community on the development of sustainable cultural tourism*
Sarathip Hasoontree, Graduate School, Suan Sunandha Rajabhat University, Bangkok, Thailand
- V *Factors affecting prosperity, stability, and sustainability of tourism business and services in Phuket, Thailand*
Siravit Koolrojanapat, Graduate school, Suan Sunandha Rajbhat University, Bangkok, Thailand
- VI *Induction on philosophy of the sufficiency economy to the Thai way of life*
Sriparinya Toopgrajank, Graduate School, Suan Sunandha Rajabhat University, Bangkok, Thailand
- VII *Advantages and disadvantages of outsourcing*
Sudawan Somjai, Graduate Program, Suan Sunandha Rajabhat University, Bangkok, Thailand

SESSION 8 (PANEL SESSION)

15.45 pm – 17.30pm (Tea/ Coffee Break/Networking-16.00pm-16.15pm)

Track: Finance, Accounting & Organisational Structure-Session 1

Session Chair: Prof. Małgorzata Magdalena Hybka, Department of Public Finance, Poznan University of Economics and Business, Poland

Room: Edmond Safra Lecture theatre

PRESENTATIONS

- I *Identifying barriers to environmental management accounting practices: a comparative study of Nigeria and South Africa*
Iredele Oluwamayowa Olalekan; Ogunleye Omowunmi jumoke, University of Lagos, Akoka, Lagos, Nigeria
- II *Using the real options binomial lattice to select and plan capital projects*
Mark Smith; Warren Matthews; Robert Driver, LeTourneau University, USA
- III *Working capital management, competitive performance and strategic choices of the companies listed in Dhaka Stock Exchange*
Shakila Yasmin; Mohammad Mohiuddin, Institute of Business Administration University of Dhaka, Bangladesh
- IV *On e-business strategy planning and performance evaluation: An adaptive algorithmic managerial approach*
Alexandra Lipitakis; Evangelia A.E.C. Lipitakis, Kent Business School, University of Kent, Canterbury, UK
- V *The influence of the Sharia gold standard introduction on the gold market*
Manakhov Boris, Financial University under the Government of the Russian Federation, Russia, Moscow
- VI *Implied maturity mismatches and investor disagreement*
Mark Iarovyi, Bocconi University, Italy; **Sasson Bar-Yosef**, The Hebrew University of Jerusalem, Israel; **Itzhak Venezia**, Tel Aviv-Yaffo Academic College and The Hebrew University of Jerusalem

- VII *Gulf economic crisis of 2015-16 and its impact on Indian economy*
Sandeep S Shenoy; Guru Prasad Rao; Lumen Shawn Lobo, Dept of Commerce,
 Manipal University, India
- VIII *Long run performance of initial public offerings in India*
Madhuri Malhotra, Loyola Institute of Business Administration, Chennai, India; **N. Premkumar**, Madras School of Economics, India (**VIDEO PRESENTATION**)

17.30pm

CLOSING SPEECH FOR THE 1st DAY CONFERENCE**DAY 2**

TUESDAY, 4th July 2017

8.30am -9.00 am

Registration and Refreshments

9.05am-9.15 am

OPENING ADDRESS FOR DAY 2**SESSION 9 (PLENARY SESSION)****9.15am -11.00am** (Tea/ Coffee Break/Networking: 11.00am-11.15am)**Track: Finance, Accounting & Organisational Structure-Session 2****Session Chair: Prof. Michael D. MacColl**, Vancouver Island University, Nanaimo, British Columbia, Canada**Location: Edmond Safra Lecture Theatre****9.15AM -9.40AM: KEYNOTE ADDRESS****Professor Srinivas Sampalli**, Dalhousie University, Halifax, Nova Scotia

Dr. Srinivas (Srini) Sampalli is a Professor and 3M National Teaching Fellow in the Faculty of Computer Science, Dalhousie University, Halifax, Nova Scotia, and brings with him nearly 20 years of teaching and research experience. His interests are in the areas of security and applications of emerging wireless technologies. He has successfully led industry-driven research and development projects on protocol vulnerabilities, security best practices, design of intrusion detection and prevention systems, and applications of RFID systems and NFC-enabled smart phones. His projects have been funded by NSERC, Industry Canada and the NRC. Teaching is one of Dr. Sampalli's primary passions. He has received the Dalhousie Faculty of Science Teaching Excellence award, the Dalhousie Alumni Association Teaching award, the Association of Atlantic Universities' Distinguished Teacher Award, a teaching award instituted in his name by the students within his Faculty, and the 3M National Teaching Fellowship, Canada's most prestigious teaching acknowledgement.

Topic: Top Emerging Cyber Security Challenges**9.40AM-10.00AM: EXTENDED EXPOSITION****Prof. Viacheslav M. Shavshukov**, Professor of Economics of the St. Petersburg University, Russia**Topic: BRICSin the XXI Century: A Significant Phenomenon in the Global Economy and Finance****Brief Synopsis**

The paper is devoted to the BRICS as one of the strong players in the global economy and is aimed at identifying major obstacles for the economic growth. It examines BRICS money and debt capital markets and their attractiveness for foreign investment in 2006–2016.

During the period of 2006–2007 BRICS countries were becoming increasingly attractive for foreign direct investments, mostly due to their natural and labor resources. Modernization reforms, carried out in the 80s, also stimulated competition and enhanced standards of living. BRICS countries produced higher GDP, promoted production growth, reached positive balance of payments. Since 2007 BRICS have not only attracted investments, but has been investing into developed economies.

However, the analysis also revealed some fundamental economic weaknesses, originating in the global economic crisis. Most serious of them are increasing financial risks and destabilization of money markets. Post-crisis period is characterized by the struggle for stability and creation of new infrastructure (New Development Bank and Pool of Contingent Reserve Arrangement).

PRESENTATIONS

- I *Estimating the discount for lack of liquidity in valuing privately held businesses using trading frictions of stocks in small markets: an econometric model approach*
Stefan O. Grbenic, Institute of Business Economics and Industrial Sociology Working Group “Management Control, Accounting and Finance”, Graz University of Technology Graz, Austria
- II *Fiscal audits in Poland – general principles, objectives and outcomes*
Małgorzata Magdalena Hybka, Department of Public Finance, Poznań University of Economics and Business, Poland
- III *The motivations and the risks of real estate strategies of firms in the restaurant industry*
Abraham Park, Graziadio School of Business and Management, Pepperdine University, USA
- IV *Market competency: The role of the customer in evaluating strategic competitiveness*
Michael D. MacColl, Vancouver Island University, Nanaimo, British Columbia, Canada

SESSION 10 (PANEL SESSION)

11.15am-13.00pm

Track: HRM, Marketing & Information System-Session 3

Session Chair: **Archana Shrivastava**, Head-Business Communication Area, Birla Inst. of Management Technology, UP, India

Location: Seminar Room-8

PRESENTATIONS

- I *Team innovation capability: how ‘organizational-level leadership’ impacts research teams in India*
Tikas G.D; Akhilesh K.B, Department of Management Studies, Indian Institute of Science, Bangalore, India
- II *Relating emotional quotient to understand self and adapt socially*
Archana Shrivastava, Head-Business Communication Area, Birla Inst. of Management Technology, Greater Noida, UP, India; **Pallavi Katoch**, Director & Founder- Per4m Dwarka, Delhi, India

- III *Political skill and counterproductive work behaviour: A power perspective*
Fariha Zahid; Pakistan; Arif Nazir Butt, Lahore University of Management Sciences (LUMS), Lahore, Pakistan
- IV *Toward the value-based business ecosystem model for 5G mobile communications networks*
Sara Moqaddamerad; Petri Ahokangas; Marja Matinmikko; Veikko Seppänen, University of Oulu, Finland
- V *Achieving market agility through organizational mindfulness towards IT innovation and information processing capacities*
Yun Wu, Department of Information and Decision Sciences, Salisbury University, USA;
Yichuan Wang, Newcastle University Business School, Newcastle University, UK
- VI *Storage facility development and marketing of grains in The states of the north of Nigeria*
Avanenge Faajir, Department of Business Management, Faculty of Management Sciences, Benue State University Makurdi, Nigeria
- VII *Interactive effects of hindrance stressors and Core self evaluations on in-role and extra-role behaviors of employees. Evidence from Islamic Banks of Pakistan*
Khansa Hayat, The University of Lahore-Islamabad Campus, Pakistan; **Zummar Nayyar**, Zummar Enterprises (Pvt. Ltd.), Pakistan
- VIII *Examining the linkages between retail shoppers' experiences versus satisfaction on retail store attributes*
Parimal H. Vyas; Shri Parag Sunil Shukla; Madhusudan N. Pandya, The Maharaja Sayajirao University of Vadodara

SESSION 11 (PANEL SESSION)**11.15am-13.00pm****Track: Globalisation & International Trade-Session 4****Session Chair: Prof. Stephen P. Magee**, University of Texas at Austin Texas, USA**Location: Edmond Safra lecture Theatre****PRESENTATIONS**

- I *An investigation of Internal Brand Management within a Retail Internationalisation context - A case study analysis using an international retailer as a basis for understanding the antecedents and outcomes of managing the internal branding mechanisms to help forge internationalisation strategy*
Alan Morgan, Dublin Institute of Technology (DIT), Dublin, Ireland
- II *The humanities-minded students of Russian universities as consumers: a way of life and values*
Anna Glagoleva; Yuliya Zemskaya; Evgeniya Kuznetsova, Peoples' Friendship University of Russia (RUDN University), Moscow, Russia
- III *Government-sponsored labour-market training and output growth cyclical, structural and globalization influences*
Goulas Eleftherios, Department of Law & Finance, Bedfordshire University, UK;
Zervoyianni Athina, Department of Economics, University of Patras, Greece
- IV *The issue of undeserving patent monopolies in innovation-based businesses and implications thereof for underprivileged consumers*
Muhammad Zaheer Abbas, International Islamic University, Islamabad, Pakistan
PhD Law Candidate/ Research Assistant, Queensland University of Technology

- V *Effectiveness of women in managerial roles in corporate sector in India: perceptions of their manager colleagues*
Parameswar Nayak, Birla Institute of Management Technology, Bhubaneswar, India
- VI *Why Europe's quantitative monetary easing failed compared to the US*
Stephen P. Magee, University of Texas at Austin Texas, USA
- VII *Some attitudinal predictors of fair trade buying behavior in the United States*
Shawn M. Newhouse, Vice President for Traditional Undergraduate Academics
Cornerstone University, MI, USA; **Tom A. Buckles**, Department of Marketing & Entrepreneurship, School of Business & Management, Azusa Pacific University, CA, USA

13.00 - 14.00

BREAK FOR LUNCH

SESSION 12 (PLENARY SESSION)

14.00 pm - 16.00pm

Track: Growth & Economic Development

Session Chair: Prof. John Spencer, Cape Peninsula University of Technology, Cape Town, South Africa

Room: Edmond Safra Lecture Theatre

PRESENTATIONS

- I *The correlation of the forces of leadership and the level of management*
Oliver Menk, University of Salzburg Business School & University of Latvia, Riga / Management PhD Program - Austria & Latvia
- II *Working towards community upliftment: a case of a tourism management service learning project*
Pavla P. Mokoena; John Spencer, Cape Peninsula University of Technology, South Africa, Tourism and Events Management, School of Tourism, Hospitality and Sport
- III *The relationship between happiness and economic growth in KSA: Study of Jazan Region*
Hanaa Abdelaty Hasan Esmail, College of Business Administration, Jazan University, KSA. Theba Academy, Cairo, Egypt; **Nedra Nouredeen Jomaa Shili**, College of Business Administration, Jazan University, KSA. PS2D Laboratory, Tunis El Manar
- IV *Restructuring of the Global Economy: The role of climate alarmism*
Robert Halliman, Management Technology Department of Leadership and Organization Administration, College of Health and Behavioral Sciences, Austin Peay State University, Clarksville, TN, USA **(Video presentation)**
- V *Commercial mortgage loan institution as a necessary means of long-term lending for small businesses in Russia*
Gulyaeva Oksana A, Financial University under the Government of the Russian Federation, Moscow, Russia
- VI *Life insurance contribution, insurance development and economic growth in China*
Wang Ying, China PICC Asset Management Co., Ltd, China; **Yin Linsen; Pan Wenjie** Shanghai Lixin University of Accounting and Finance, China

- VII *Economic implications of universal accessibility in promoting sustainable tourism in uMhlabuyalingana, KwaZulu-Natal*
John spencer; SN Mnqayi, Cape Peninsula University of Technology, Cape Town, South Africa
- VIII *Estimation of urban infrastructure deficit in developing countries as a function of historical cement consumption*
Guillermo Grassi; Federico Caniato, Department of Management Engineering Politecnico di Milano, Milano, Italy; **Matteo Kalchschmidt**, Department of Engineering Università degli Studi di Bergamo, Bergamo, Italy
- IX *Mergers and acquisitions as a form of development of the technological industry*
A. Litvinova; O. Onokhova, Peoples' Friendship University of Russia, Moscow, Russia

16.00pm-16.15pm: CLOSING REMARKS & APPRECIATION

Conference closes

We wish you well for the remainder of your stay and for your homeward journey
