



Academy of Business & Retail Management
Progress and prosperity through Managerial Excellence

ITARC - London 2011

International Trade & Academic
Research Conference

Hotel Wembley Plaza, London, UK.

7th - 8nd November 2011

Co-hosted by the

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

Conference Agenda

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International Trade & Academic Research Conference (ITARC)

7th -8th November 2011
Hotel Wembley Plaza, Empire Way,
Wembley, London HA9 8DS

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International Trade & Globalisation

C. Michael Wernerheim

Consumer Behaviour & International Retailing

Dr P.R.Datta

Finance & Economic Development

Smwarajit Lahiri Chakravarty

Trade-Blocks, Protectionism and Regional Development

Dr Silke Friedrich

Miscellaneous

Professor Ogenyi Omar

**Particular thanks are extended to the following individuals who have been instrumental in the success of
2nd ITARC - London 2011**

Mark T Jones, R. C. Bhowal, Andrew Lumbers, Maruf Hossain, Dr. B.R.Chakraborty, Karrine B.E.Luk Ok Choo, Sanjay Patil, Agalaya, Muruganandan, Ashru Bairagee, Patrick John A, Subhash Singh, Santosh Gurung, Tayab Ahmed, Clement Kwapong, Jeyabalan Jeyarajah, Frank Ishan, Natalie Singh, Mythili T, Beka Zarnadze, Dr Joel Barima and Arnoud Luk Ok Choo, Jayni Bhatt and Rushanthi Ramanathan

International Trade & Academic Research Conference (ITARC)

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**Hotel Wembley Plaza, Empire Way
Wembley, London HA9 8DS**

Dear conference participants,

It is my very great pleasure to welcome you to ITARC - London 2011. Many of you have travelled thousands of miles to be here today and we trust that during your time with us 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 academics and practitioners alike to seek a broader understanding of common themes and theories.

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

With every good wish,

Professor P. R. Banerjee

Head of Research and Development

Academy of Research and Retail Development (ABRM)

International Trade & Academic Research Conference (ITARC)

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**Hotel Wembley Plaza, Empire Way,
Wembley, London HA9 8DS**

Dear Conference Participants,

It is a great pleasure to welcome you to London and more especially to ITARC – London 2011. It is certainly fitting that such a truly international conference should take place in the world most ethnically diverse city, a city where over 300 languages are spoken (*Baker and Eversley – 2001*). All of us here are aware just how complex and interconnected our respective economies have become and so it is all the more important that academics and figures from the world of trade and commerce have an opportunity to share and explore key issues, theories and experiences. The trinity of sponsors; the Academy of Business & Retail Management, the Journal of Business & Retail Management and the London College of Management Studies believe that ITARC – London 2011 will provide academics with important networking opportunities in an environment that sets great store by: *Method – Integrity – Camaraderie*. I hope that all delegates will have a successful and intellectually stimulating conference, and leave here determined to capitalise and build upon the relationships begun during this time.

Wishing you every success with all your future endeavours.

Mark T Jones

Director – ITARC 2011

Director of External Affairs

Academy of Business and Retail Management

International Trade & Academic Research Conference (ITARC)

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SCHEDULE FOR THE CONFERENCE 2011

Saturday 5th November, 2011 thru Sunday, 6th November, 2011

Arrival and Independent traveling days in London, UK

MONDAY, NOVEMBER 7, 2011

8.00 AM -9.00AM **Registration**

MONDAY, NOVEMBER 7, 2011

9.00AM-9.15AM

OPENING ADDRESS & WELCOME

9.15AM-13.00 PM (Break: 11.00-11.15)

Track: International Trade & Globalisation

Session Chair: C. Michael Wernerheim

- I. *Globalisation and Cause related Marketing*
Purushottam Neha, Graduate School of Business Leadership, University of South Africa, South Africa

- II. *The evolution of transfer pricing legislation in China*
Jingyi Wang, King`s College, London, UK

- III *An Exploration of the Impact of International Trade on the Growth of Nigeria`s Manufacturing Sector, 1978-2010*
Omolade Adeleke and Ogunleye E.O, Department of Economics, College of Education, Ikere-Ekiti, Nigeria

- IV. *Export & Economical Growth: New Evidence from Developing Countries using pool data*
Yousef Mehnatfar and Seyed Bijan Babayee, University of Mazandaran, Baboolsar, Iran.

- V *The importance of Corporate Social Responsibility in the Development of Global Trade and Case Study on Corporate Social Responsibility of MNC`s in Turkey*
Fatma Ulucan Ozkul and Zehra Ozdemir, Bahcesehir University, Istanbul, Turkey

- V1.** *Impetus to Exports through CSR: case of ITC Agri Business Division, India*
Radhika Lobo, Birla College of Arts, Science and Commerce, Kalyan, India
- VII.** *The Deman side of Euro-Asian Foreign Direct Investment in Africa since 2000: Is “Life-Bout Theory” the Government Spirit?*
Habtamu Alebachew, College of Law and Governance, Mejjelle University, Ethiopia
- VIII.** *The Impact of Nigeria`s Exports on Global Trade*
Ailemen Moses Isunu, Ambrose University, Ekpoma, Nigera
- IX.** *Productivity and the Global Sourcing of Commmercial Services by Canadian Industry*
C. Michael Wernerheim, Memorial University of Newfoundland, Canada.
- X.** *Trade Liberalisation and Agricultural Development in Sri Lanka*
Mahindra Henegedara, University of Kelaniya, Sri Lanka
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13.00-14.00
BREAK FOR LUNCH

MONDAY, NOVEMBER 7, 2011

14.00 PM-14.20 PM

Key Note Speaker
Mark T Jones

Topic: How the ‘knowledge deficit’ is hampering international trade with Africa and beyond

Mark is a fervent internationalist, who is widely travelled. During his career to date as well as having worked in Jordan for two years, he has spent a considerable amount of time in Africa. He initiated and oversaw a major humanitarian venture into war-torn Sierra Leone in 2000 and his logistical and regional knowledge is in considerable demand. He writes and speaks on a variety of subjects ranging from international trade to women’s health in the developing world.

As well as being an orator of distinction Mark believes that it is essential that we articulate our convictions with passion; in this regard he is eager to help the voice of others to be heard. He is a Legislative Leadership Training specialist, as well as being an advisor on trade and investment in frontier markets. He believes that many of the current difficulties in the world economy are due to a poverty of leadership, poor regional/market knowledge and a lack of real vision. He is the Co-Founder & Executive Director of the Horn of Africa Business Association (HABA) and sits on the Board of the Kitenge Africa Foundation. In 1994 he was elected a Freeman of the City of London.

14.30 PM – 17.55 (Break: 16.00-16.15)

Track: Consumer Behaviour & International Retailing

Session Chair: Dr P R Datta

- I *A quail-quantitative approach of assessing organized retailing potential of food & grocery industry in East India*
Ranjit Chakraborty and Ayan Chattopadhy, Department of Business Management, University of Calcutta, India
- II *An Investigation of consumers perceptions of in house food brands in Durban`s major food retailers*
Maxwell Agaba Phiri and Stewart Peter Kaupa, School of Management, University of Kea Zulu-Natal, South Africa
- III *Measuring Customer Relationship Management (CRM) and its relationship with customer satisfaction in the Egyptian banking Sector*
Passant Tantawi and Heba Sadek, Arab Academy of Science, Technology and Maritime Transport, Egypt
- IV *Customer Relationship management in Private Hospitals (with special reference to Madhurai City, Tamil Nadu, India)*
A Jayakumar, Department of Commerce, Periyar University, Tamil Nadu, India
- V *The influence of Demographic Variables on the national Identity of Jordanian Consumers*
Saeb Farhan Al Ganideh, Department of Marketing, Al Zaytoonah University of Jordan, Jordan
Ghaleb A. El Rafee, Department of Finance and Banking, Al Ain University of Science and Technology, Al Ain, U.A.E
Motasem M.H.Al Shareef, Department of Management, Al Zaytoonah University of Jordan, Jordan
- VI *Relationship Marketing: various schools of Thought and Future Research Agenda*
Palto Ranjan Datta & Omar Ogenyi, University of Hertfordshire, UK and **G Dixon**, Manchester Metropolitan University, UK.
- VII *The effect of mall atmospherics and convenience on flow: A study of shoppers in Malaysia*
Fon Sim Ong, Taylor`s University, Malaysia
- VIII *Retailers brand management: Private label marketing management and retailer brand equity*
Duarte Xara-Brasil, Instituto Politecnico de Setubal, Portugal
Cristina Marreiros and Andreia Dionisio, Universidada de Evora, Portugal
- IX *Evaluating the effectiveness of CRM status: An Iranian case*
Reza Allahyari Soeini, Behzad Jafari and Amin Ganjdanesh, Nooretouba Virtual University, Iran
- X *Job satisfaction among contingent employees (A study of Textile Sector Pakistan)*
Fahad Afzal, Dept. of Management Science, Army Public College of Management Sciences, Rawalpindi, Pakistan
Adnan Riaz, Dept. of Business Administration, Allama Iqbal Open University, Islamabad, Pakistan
- XI *Opinion leadership and opinion seeking as mediators of satisfaction and loyalty in the Arts*
Javier Flores-Zamora and Jesus Garcia De Madariaga, Universidad Compluteense de Madrid, Spain

- XII** *Measuring the impact of certain hedonic and rational components on consumers` intention to adopt innovative fast moving consumers goods (FMCG) in Egypt*
Eiman Negm and Passent Tantawi, Arab Academy for science, Technology and Maritime Transport-College of Management and Technology, Egypt
- XIII** *Examination of country of origin on food sector in Asian consumers*
Kanokkan Vichasilp and Takio Nakagawa, Tohoku University, Sendai, Japan
- XIV** *Exploring the ethical nature of TV advertising: A qualitative Study on consumers perceptions in Egypt*
Ayat Yehia, Arab Academy of Science and Technology and maritime Transport, College of Management technology, Egypt
- XV** *Relationship Marketing: various schools of Thought and Future Research Agenda*
Palto Ranjan Datta & Omar Ogenyi, University of Hertfordshire, UK and **G Dixon**, Manchester Metropolitan University, UK.

17.55PM

CLOSING SPEECH FOR THE CONFERENCE

TUESDAY, NOVEMBER 8, 2011

9.00AM-9.15AM

OPENING ADDRESS FOR DAY 2

TUESDAY, NOVEMBER 8, 2011

9.15AM -11.00AM

Track: Trade-blocks, protectionism and mergers and acquisitions

Session Chair: Dr Silke Friedrich

- I** *Compulsory Licensing and Public Health an Interpretation of the Article 31 of the TRIPS Agreement*
Ping Xiong, University of South Australia, Australia
- II** *`Made in China` Constroversies: Cases of Dumping or Productive Efficiency?*
Kingsley Yeung, Univesity of Warwick-UK, **Vincent Mok**, Hong Kong Polytechnic University-Hong Kong and **David Leung**, The University of Hong Kong-Hong Kong
- III** *The Scope of the EU CCP after Lisbon.*
Ottavio Quirico, Université Panthéon-Assas (Paris 2) and University Institute, Via dei Roccettin, France
- IV** *Steepest ascent tariff reform for a small open economy: An application of the overlapping generations and multi-sector computable general equilibrium model to Australia.*
Ha Viet Nguyen, University of New South Wales, Australia.

- V *The effect of the PBGC Bailout on Voting for Trade Protection-Evidence from the US Steel Industry*
Bruce Blonigen, Silke Friedrich and Wesley Wilson, IFO Institute for Economic Research,
 Department International Institutional Comparisons, Germany.
- VI *African and Asian Economic Union: A call for the establishment of Afrasian Economic Community (AAEC
 or AfrAsEC)*
Rasheed Olajide Alao, Adeyemi College of Education, Nigeria.
- VII *Impact of Multilateral and Bilateral Trade Agreements on the Sri Lankan Economy*
Prema Podimanike and J.A.P Kumari, Department of Economics, University of Kelaniya,
 Sri Lanka

11.00-11.20

Key Note Speaker
Professor Ogyeni Omar

Ogenyi Ejye Omar is a professor of retail marketing and is currently at the London College of Management Studies where he is the Head of University Collaboration (HUC). Professor Omar was formally the director of marketing doctoral programs at the University of Hertfordshire, United Kingdom. He received his PhD from Manchester Metropolitan University, United Kingdom. His academic papers have been published in the Journal of Business Research, Journal of Retail and Distribution Management, Journal of Strategic Marketing, Journal of Public Sector Management, Service Industries journal, the Journal of Food Product Marketing and many others. He is the author of one of the best-selling textbooks on retailing now in its second edition (2nd ed.), published by Financial Times/Pitman Publishing. His current textbook publication is on international marketing published by Palgrave/Macmillan. Professor Omar's current research interests are in retail marketing management, pricing, distribution and supply chain, services marketing, multicultural marketing, and global retailing.

11.30AM -13.00 PM

Track: Miscellaneous

Session Chair: Professor Ogenyi E Omar

- I *Sustainability Education @ B-Schools.*
Amith Sharma and S. Rangnekar, Indian Institute of Technology, Roorkee, India.
- II *A study on styles and contents of messages in contemporary advertising.*
Dibakar Pal, Civil Servant in India & Independent Researcher, India.
- III *Building sustainable Entrepreneurial community through the informal sector in Nigeria a Theoretical framework.*
Ogedegbe, Rukevwe Juliet, Ajayi Crowther University, Nigeria.

- IV** *The internationalization of business of the small and medium-sized enterprises: the case of Brazilian tool-machines.*
Nadia Wacila and **Hanania Vianna**, Universidade Paulista, Brazil and **Marcos Roberto Piscopo**, Fundacao Getulio Vargas/SP, Brazil.
- V** *The use of Information and Communication Technologies (ICT) in front office operations of chain Hotels.*
Albert Ansah and **Millicent Kontoh**, University of Mines and Technology (UMaT), Ghana & **Victoria Blankson**, Zenith University College, Ghana
- VI** *Determinants of Demand for Automobiles*
Aditi Abhyankar, Ramnarain Ruia College, Mumbai, India.
- VII** *The effects of advertising expenditure on the earnings and stock value of retail firms.*
Steve Johnson, Sam Houston State University, USA.
- VIII** *Entrepreneurs Networkings: The Stock of Knowledge and the Willingness to co-operate.*
Vitor Braga, School of Technology and Management of Felgueiras, Portugal.
- IX** *Perception of HR Managers and Business Educators on Business Communication Skills: A Survey Study*
Jagdish S. Joshi, Gujarat University, India.

13.00-14.00
BREAK FOR LUNCH

14.00 PM -14.30.PM

Key Note Speaker
Shantanu Bhagwat - Udbhav Associates

An engineer by training, Shantanu Bhagwat is a one-time diplomat turned venture investor and now advisor, to start-ups. These days he divides his time between the UK and India working with early stage companies and on ideas to improve political systems and governance in India.

In a career spanning two decades, Mr Bhagwat has worked across geographies and industries, including several years in Japan and in the UK. Until recently a Partner at a venture capital firm, Mr Bhagwat has also worked at Monitor Co. in London. Prior to that, he spent several years as a fast-track career diplomat with the Indian Foreign Service, working in New Delhi and Tokyo.

Over the last few years, he has spent quite a lot of time thinking about and commenting on globalization, innovation and entrepreneurship both internationally and across sectors, with a particular emphasis on India.

A graduate in computer engineering, Shantanu holds an MBA from the London Business School, where he was a Chevening Scholar. He is a Chartered Member of TiE – a global non-profit

network of entrepreneurs and professionals. He also sits on the Advisory board of Asia-Silicon Valley connection and the UK India Business Angel Network and is a frequent speaker and panellist at conferences on Venture Capital, Innovation, Asia and India.

TUESDAY, NOVEMBER 8, 2011

14.30PM - 17.25 PM (Break: 16.00-16.15)

Track: Finance and Economic development

Session Chair: Smwarajit Lahiri Chakravarty

- I** *The second-best Tax Credit Policy*
Qinwen Tan , David Just and Harry De Gorter, Cornell University, USA
- II** *Central Bank Nomenclatural Misconceptions in the United States, Saudi Arabia, west and Central African Francophone Countries*
Rashed Olajide Alao, Department of Economics, Adeyemi College of Education, Ondpo, Nigeria
- III** *Evaluating the need to measure Human Capital Return on Investment (ROI) in Training: The Case of Dti*
Maxwell Agabu Phiri and Thirnavellie Reddy, Univeresity of KwaZulu-Natal, South Africa
- IV** *The Role of Exchange rate in Offshoring: Industry Level Evidence for Sweden.*
Kiflu G. Molla, Stockholm University, Sweden.
- V** *An Econometric Study of Indian Export and Import of Oil and Non-Oil Items.*
Ranjit Chakrabarty and Smwarajit Lahiri Chakravarty, University of Calcutta, India.
- VI** *A Study of the Economic Effect of ODI on State-owned Enterprises*
Yao Lu, The university of Hong Kong, China and **Boyu Sun & Yuduo Lu**, Dalian University of Technology, China.
- VII** *A Theoretical Model for Reverse Service Outsourcing and Its Implications for Chinease Economy*
Meng Xue and Zhang Zhi-dong, Shanghai University of Finance and Economics, China.
- VIII** *Macroeconomic effects of the current crisis in Japan and MENA countries*
Anke Monnig, Institute for Economic Structures Research, Germany.
- IX** *Risk Management in Islamic financing-Application of Value-at-Risk (VaR-models)*
Fakhir Musharraf, Institute of Business Management Korangi Creek Karachi, Pakistan.
- X** *Trade and Monetary Factors in Reoccurring Economic Expansions of Developed Nations*
Jo-hui Chen and John Francis Diaz, Chung Yuan Christian University, China

- XI** *Do Italian firms recovered from the economic downturn? Lessons learned by a niche in fashion sector*
Alberto Lanzavecchia, Univesity of Padova, Italy **and Elena Meneghetti**, Italian Lifestyle Management Group, Italy.
- XII** *Forum Shopping and Insolvency of Groups of Companies in the European Insolvency Regulation*
Marco De Cristofaro, Univesity of Padova, Italy.
- XIII** *Performance evaluation of the subsidiaries of Astan Quds Razaavi by DEA `` Financial Management``*
Reza Tehrani and **Mohammad Reza Mehregan & Mohammad Reza Golkani**, University of Tehran, Iran.
- XIV** *Fiscal Strategies in Europe during the Crisis and Future Fiscal Developments.*
Ioana A. Brote, Economic Studies Academy, Bucharest, Romania

17.25 PM

CLOSING SPEECH FOR THE CONFERENCE

08th November 2011

There will be no session or function scheduled for today. Please take this opportunity to explore London.

We wish you have a safe trip home

Academic conference dates for your diary

ROGE - Pune, India	01 st - 02 nd February 2012
ICIRM – Istanbul, Turkey	23 rd - 25 th April 2012
CGBC - Boston, USA	19 th - 20 th July 2012
ICBED - Las Vegas, USA	23 rd - 24 th July 2012
ITARC - London, UK	05 th - 06 th November 2012

These conferences will be jointly organised by the

Academy of Business & Retail Management,
the Journal of Business & Retail Management Research and
the London College of Management Studies.

For details visit our website or contact:

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