



6th International Conference on Business and Economic Development (ICBED)

**10th -11th April 2017
New York - USA**

Co-hosted by the
Academy of Business & Retail Management (ABRM)
&
International Journal of Business & Economic Development (IJBED)
Journal of Business and Retail Management Research (JBRMR)

Conference Programme

Method - Integrity – Camaraderie

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ABRM 6th International Conference on Business & Economic Development (ICBED), New York, USA

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**6th International Conference on Business & Economic Development
(ICBED), New York, USA
Crowne Plaza JFK Airport
138-10 135th Avenue Jamaica
New York 11436**

Tracks and Session Chairs

Day-1: Monday 10th April 2017

Session-1: HRM, Marketing & Information Technology -session 1

Prof. Iris Billy, Medgar Evers College, Brooklyn, New York, USA

Session-2: Growth & Economic Development-Session 1

Prof. Rustem Nureev, Financial University under the Government of Russian Federation,
Moscow, Russia

Session-3: Globalization & International Trade

Prof. Warren Matthews, Belhaven University, USA

Session-4: Education & Teaching for LLS

Prof. Jennifer Bowerman, MacEwan University, Canada

Day-2: Tuesday, 11th April 2017

Session-5: HRM, Marketing & Information Technology -session 2

Dr. P R Datta, ABRM, UK and University of Hertfordshire, UK

Session-6: Finance, Accounting & Organisational Structure-Session 1

David R Borker, Manhattanville College, USA

Session-7: Finance, Accounting & Organisational Structure-Session 2

Prof. Umopathy A, New York Institute of Technology, New York, USA

Session-8: Growth & Economic Development-Session 2

Prof. Anthony Wood, The University of the West Indies, Barbados

Session-9: HRM, Marketing & Information technology-Session 3/HSC

Prof. Lee W. Lee, Central Connecticut State University, USA

Session-10: Growth & Economic Development-Session 3

Prof. Akhabue A Okharedia, University of South Africa, South Africa

Research Fellows/Associates

Florence Dey-Project Manager& Research Fellow

Suchitra R Datta - Journal Operation Manager

Sujata Dey- Manager- Membership and Subscription

Michael O`Cancey-Research Associate

Justine Smith- Research Associate

Hassan Mostafa -Research Associate

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Dear Conference Participants,

I am delighted to welcome you to the 6th International Conference on Business & Economic Development Conference (ICBED), New York 2017. 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. One of those who will be with us is someone who hails from the Himalayan Kingdom of Bhutan, a country that endeavors to measure Gross National Happiness.

With happiness in mind, all connected with The Academy 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. We are indebted to the reviewers for the important role that they have played in ensuring that this conference is well placed to continue to maintain the high standards that we aspire to. It is always a joy to welcome back old friends of The Academy as well as to meet new participants eager to engage in a positive and purposeful manner. It is also our particular pleasure to note that a number of international observers have decided to join us for the duration. It is our earnest wish that all participants will feel fully engaged, every ready to ask searching, yet constructive questions and eager to learn.

The Academy of Business & Retail Management is to be playing a part in seeking to address the knowledge deficit. Fresh, rational thought is essential for mankind's development. Equally tolerance and mutual respect help each of to find a path or paths towards truth. Each of us must endeavor to play a part in seeking fresh insights, something that makes international conferences such as this one taking place in New York all the more important. What a fascinating era we are living in.

Being in the United States of America and in New York in particular affords us the opportunity to gain an insight into the boundless energy and dynamism that is so admired around the world. Whether visitors or locals, let us be willing to look afresh, be objective and be ever ready to learn. I trust that you will take away a wealth of positive memories and gain new insights thanks to the research and endeavors of others. I wish all participants a safe and pleasant stay.

Again, thank you for joining with us.



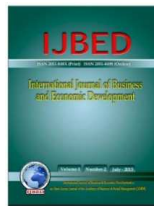
Dr P. R. Datta
Conference Chair

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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 and economic theory and contributes to business and economic development. All empirical methods including qualitative, quantitative, field, laboratory and combination methods are welcome. In order to be published in IJBED, a manuscript must make strong experiential and theoretical contributions and highlight the significance of those contributions to the business management and economic field. Indexed by Ebsco Host, ProQuest, DOAJ, Cabell's Directory.



The JBRMR is a scholarly and refereed journal that provides an authoritative source of information for scholars, academicians, and professionals in the fields of business and retail management. The journal promotes the advancement, understanding, and practice of business & retail management. Manuscripts offering theoretical, conceptual, and practical contributions are encouraged. The journal is indexed by SCOPUS, ProQuest and Ebsco Host and is an approved list of DHET (Department of Higher Education and Training) in South Africa.

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SCHEDULE FOR THE CONFERENCE 2017

Saturday 8th April - Sunday 9th April 2017

Arrival and Independent traveling days in New York, USA

DAY-1

MONDAY, 10th April, 2017

8.00 AM -9.00AM **Registration**

9.00am-9.10am: OPENING ADDRESS

Dr. P R Datta, Executive Chair, Academy of Business & Retail Management Research, London, UK and University of Hertfordshire, UK

SESSION 1 (PLANERY SESSION)

9.10am-11.00 am (Tea and Coffee break & Networking: 11.00am-11.15am)

Track: HRM, Marketing & Information Technology-Session 1

Session Chair: Prof. Iris Billy, Medgar Evers College, Brooklyn. New York, USA

Location: Wright Brothers Room

9.10AM - 9.35: KEY NOTE ADDRESS

Professor Frank Vandall, Emory University School of Law, USA

Professor Frank J. Vandall is one of the most senior faculty members at Emory University School of Law, where he has taught for over 40 years. He teaches Torts and Products Liability and has a casebook in each subject. His areas of emphasis are public policy, tobacco and gun litigation. He has written seven books dealing with diverse subjects, such as strict liability and police training, and he has authored over thirty-five civil litigation articles on topics such as the Ford Pinto, the social costs of tobacco, casino gambling, city suits against gun manufacturers and internet gambling. His two recent articles consider the Cuban embargo. He was a visiting scholar at the London School of Economics and the Roger Traynor Research Scholar at Hastings College of the Law. Professor Vandall recently testified before the United States Senate Judiciary Committee on the question of whether corporations should be criminally prosecuted for manufacturing a product that is knowingly defective and takes lives. He taught in Ohio and Georgia and has presented papers in England, Germany, Greece and Switzerland. His B.A. was earned at Washington and Jefferson College, his J.D. at Vanderbilt and his L.L.M. and S.J.D. degrees from Wisconsin. His most recent book is "A History of Civil Litigation: Political and Economic Perspectives" was published by Oxford University Press (2011). Professor Vandall is the author of an interactive play, "AK 47 Chronicles," that evaluates the costs of gun ownership.

Topic: International Business, Emerging Scholars and President Trump

PRESENTATIONS

- I *Evaluating the impact of the socio-technical digital intelligence factor on customer-business relationships*
K. M. Moorning, Department of Computer Information Systems, Medgar Evers College, The City University of New York, USA
- II *Marketing Offer Presentation on the Real Estate Market*
Beata Zatwarnicka-Madura, Rzeszow University of Technology, Faculty of Management Rzeszow, Poland
- III *The cultural genogram: experiential entrepreneurship through a global lens*
J.D.Rolle; Iris Billy; Khasadyahu Zarbabal, Medgar Evers College, Brooklyn. New York, USA; **Jacquelyn Kisato**, Kenyatta University, Nairobi. Kenya; **Roberto Acevedo**, Universidad Mayor, Santiago. Chile
- IV *Are Thai urban consumers willing to pay higher prices for “certified organic vegetables”?*
Prapinwadee Sirisupluxana; Isriya N. Bunyasiri, Department of Agricultural and Resource Economics, Faculty of Economics, Kasetsart University, Bangkok, Thailand
- V *The importance of customer lifetime value in determining their profitability*
Grzegorz Lew, Rzeszow University of Technology, Faculty of Management, Rzeszow, Poland
- VI *Global virtual team performance, shared leadership, and trust: proposing a conceptual framework*
Keun S Lee, Department of Marketing and International Business, Frank G Zarb School of Business, Hofstra University, Hempstead, NY, USA; **Xu Zhu**, Department of Psychology, Hofstra University, Hempstead, NY, USA

SESSION 2 (PLANERY SESSION)**11.15am-13.00pm****Track: Growth & Economic Development-Session 1****Session Chair: Prof. Rustem Nureev**, Financial University under the Government of Russian Federation, Moscow, Russia**Location: Wright Brothers Room****11.15-11.40: KEY NOTE ADDRESS****Prof. Sudhakar D. Deshmukh**, Kellogg School of Management, Northwestern University, USA

Professor Deshmukh teaches courses in analytical decision modeling with Excel, business analytics, and operations management in MBA and EMBA programs. At the doctoral level, he has taught courses in stochastic processes and optimal statistical decisions.

Professor Deshmukh's research interests involve probabilistic and stochastic optimization models of decisions involving time and uncertainty, with applications in management science and economics. His research papers have appeared in a variety of scholarly journals such as Management Science, Operations Research, Journal of Applied Probability, Journal of Economic Theory, Econometrica, Review of Economic Studies, and Journal of Finance. He is a member of the Institute for Operations Research and Management Sciences (INFORMS). Professor Deshmukh received his bachelor's degree in mechanical engineering from Pune University in India, a masters in industrial engineering from Purdue University, and a Ph. D. in Business Administration from the University of California at Berkeley.

Topic: Innovation Games

Brief synopsis

Better quality products usually capture larger market shares and yield higher profits to the producing firm. However, developing better quality products takes longer times, during which a competing firm may develop and introduce its product to usurp a market share, leaving less for the laggard to capture. Competing firms must balance these two effects in determining their strategies of new product development and timing of its introduction.

We model this innovation competition as a stochastic game between two firms and characterize the equilibrium strategies. We show that in equilibrium, each firm sets a minimum target quality that it aims to develop before introducing the product. The technologically stronger firm is shown to set a higher target quality and capture a larger market share than the weaker firm. Competition to be the first is shown to induce both firms to set lower targets and introduce inferior products sooner than they would without competition.

However, consumers are shown to be better off with competition than with a weak monopolist. On the other hand, a strong monopolist is shown to yield an even better outcome for the consumers, which is in fact proved to be socially optimal. Finally, this socially optimal outcome is shown to be attainable also with competition among equally strong firms, and is in fact attained faster than that with a monopolist. Thus, competitive innovation among competitors of equal technological strengths is shown to be the best industrial structure for the society.

PRESENTATIONS

- I *Monetary policy: friend or foe?*
Warren Matthews, Belhaven University, USA; **Robert Driver and Ken Gerhart**
LeTourneau University, USA
- II *Dynamics of yield gravity*
Nahum Biger, Faculty of Management, University of Haifa, Israel; **Dan Geller**;
Analyticom, Behavioral Economics in Financial Services, California, USA
- III *National economic growth and CEO incentive compensation*
Cynthia J. Campbell, Iowa State University, USA; **Rosita P. Chang**, University of
Hawaii at Manoa, USA; **Jack C. DeJong, Jr.**; Nova Southeastern University, USA; **Robert
Doktor**, University of Hawaii at Manoa, USA; **Lars Oxelheim**, Research Institute of
Industrial Economics (IFN) and Lund University, Sweden; **Trond Randøy**, University of
Agder, Norway
- IV *The U.S. Gig economy: Economic imposition or economic choice?*
Simon Best, Medgar Evers College, New York, USA
- V *Portuguese women as wine consumers: the impact of beliefs on the option to drink*
Hélia Gonçalves Pereira; **Maria de Fátima Salgueiro**; **Susana Henriques Marques**,
Instituto Universitário de Lisboa (ISCTE-IUL), BRU-IUL, Marketing, Operations and
Strategy Department, Lisbon, Portugal

13.00PM-14.00PM
BREAK FOR LUNCH

SESSION 3 (PLENARY SESSION)**14.00Pm-15.45 pm (Tea and Coffee Break & Networking: 15.50pm-16.05pm)****Track: Globalisation & International Trade****Session Chair: Prof. Warren Matthews, Belhaven University, USA****Location: Wright Brothers Room****14.00-14.25: KEYNOTE ADDRESS****Prof. Fabrizio Pezzani**, Department of Policy Analysis and Public Management, Bocconi University, Milano, Italy

He is a senior faculty member of the SDA Bocconi Public Management and Policy Department. He has taught at the Universities of Parma and Trento. He has been a visiting professor at the Harvard Business School and the Harvard School of Public Health. He is a member of the commission on the reorganization of control systems in the Department of Public Administration. Member of the Accademia Italiana di Economia Aziendale and the Società Italiana di Storia Della Ragioneria. Member of the national scientific committee of Legautonomie. Member of the scientific committee of the European Centre for Public Affairs, Brussels. Member of the Board for the Cari-Parma Foundation. Public accountant and auditor. Member of the editorial board for the journal, Azienda Pubblica Ed "Economia & Management.

Topic: The crisis of our time between the past and the future : a great sociocultural challenge**Brief synopsis:**

Today we are facing to an anthropological crisis not economic founded on neoliberalism absolute true , so indeed seeing the success of a highly liberalist and capitalist sociocultural model, taken as being "indisputably truth" and based entirely on a technical-rational philosophy. The result is a mainly conflictual and aggressive society that aims to maximize short-term gain for single individuals or groups of individuals. And in turn this produces an individualistic, anti-egalitarian society in terms of redistribution of wealth.

It is exactly the increase of inequalities, as we will see in the USA, which increases the level of conflict. This makes the consequent social issues and costs worse, and these then boomerang back against the system. The current model has ended up by creating a crisis in the middle class, the class that really "primes the pump" in our societies. But if a crisis exists for a significant minority of our societies, inevitably there will be a crisis for everyone else. This paper holds that the true, deep-rooted causes of the crisis we are experiencing can be found in this sociocultural model now on the point of collapse. A model incapable of providing an answer for society's real needs. We fail to see that the origin of today's crisis all began way back, in the history of philosophy and in the field of speculation. Instead today we are used to always linking negative or positive facts to the last event that occurs.

So a single technical-rational and materialistic culture and philosophy, and its indifference to the humanistic culture that has developed over the past two centuries, prevents us from capturing the more metaphysical and spiritual as opposed to purely physical essence of the crisis under way. This has been legitimated by a culture claiming that the sole principle of truth is "what we can see, touch and measure". In fact, while physical reality is measurable, spiritual and emotional reality is not, and so the perimeter that defines the measurement becomes clouded and irrelevant when used for decisions. But the rationale culture founded on positive science has changed this science in moral science and not instrumental science, but the deterministic culture in human science, like economy, is absolutely opposite to a freedom, democracy, and creative life.

We have to rediscover the humanistic culture in economic studies because the economy is a social and moral science not positive and exact science as we are studying (or better we are studying finance not economy) as Keynes said "The master-economist must possess a rare combination of gifts He must be mathematician, historian, statesman, philosopher – in some degree. He must understand symbols and

...speak in words. He must contemplate the particular, in terms of the general, and touch abstract and concrete in the same flight of thought. He must study the present in the light of the past for the purposes of the future. No part of man's nature or his institutions must be entirely outside his regard. He be purposeful and disinterested in a simultaneous mood, as aloof and incorruptible as an artist, yet sometimes as near to earth as politician." (John Maynard Keynes)

14.25PM -14.50PM: KEY NOTE ADDRESS

Dr. Zulema Blair, Medgar Evers College, The City University of New York

Dr. Zulema Blair held the position of Director of the Freshman Year Program until January 2017 and is currently an Assistant Professor of Political Science and Public Administration at Medgar Evers College of the City University of New York (CUNY). She was the first female Chair of the Department of Public Administration at Medgar Evers College (MEC) and was the youngest in CUNY at the time she served. She was the coordinator of the American Democracy Project, a national organization that is committed to producing graduates who understand and are committed to engaging in meaningful actions as citizens in a democracy civically and politically engaged graduates. She also served as Deputy Director of the DuBouis Bunche Center for Public Policy and coordinator of the American Democracy Project where she led the faculty to increase voter registration, civic engagement, and voter turnout throughout the Central Brooklyn community.

Her expertise includes Analysis of Social Class, Political Behavior, Elections, Civic Engagement, Race and Crime, Redistricting, and Research Methodology. Her book, Participation at the Margins: Is it Race or Class?, investigates the theories put forth by students of political participation and goes a step further to analyze voters by social class. It speaks to the huge divide within the Black community between the social classes and surprisingly reveals which least expected populations are more likely to vote in presidential elections when compared to other racial and income groups. She has also written on Black mayoral leadership in medium-sized cities, how low-income populations should be defined, and the benefits of civic engagement to colleges of access.

As a result, she has worked and organized a number of forums and has provided written analyses and recommendations to community leaders. Dr. Blair received her PhD in Political Science from Binghamton University as well as an MPA. She is also the proud mother of two.

Topic: How to Achieve the Best Workplace in the World: Achieving Sustainability through a renewed Corporate Culture

Brief synopsis:

Sustainability has often been thought of as mostly pertaining to environmental concerns. Although this is a very important agenda to implement, sustainability has a much broader meaning and agenda that corporate stakeholders pay a great deal of attention to. As of late, businesses have been approaching sustainability with a "triple bottom" approach – profits, people, and the planet. However, in the wake of social justice movements all over the country and world, consumers are becoming the ultimate watchdogs in analyzing how these measures are operationalized. Whether it is through employee engagement, community involvement, workplace practices, or diversity initiatives, and so on, corporations must now understand that their key to growth, development, and relevance, must incorporate practices that achieve diverse forms of sustainability. These issues will determine how sustainable is the corporation's agenda and how it retains its relevancy or become replaced.

PRESENTATIONS

- I *The effect of corporate strategy and organizational design on the spillover effects of FDI*
William L. Casey, Economics Division, Babson College, Wellesley, Massachusetts

- II *Cost-Benefit Analysis of Sanctions against Russia*
Nureev Rustem Mahmutovich, Head of the department of economic theory of Financial University under the Government of Russian Federation; **Busygin Evgeniy Georgievich**, NRU HSE, Moscow, Russia
- III *The effects of consumer ethnocentrism and cosmopolitanism on College students' study abroad behaviors*
Liz C. Wang, West Chester University of Pennsylvania, USA ; **Lu-Hsin Chang**, Ling-Tung University, Taiwan
- IV *The shift of containerisation influence: 50-year logistics innovation in international business*
Sherlita Nurosidah, Business School, University of Birmingham, Birmingham, United Kingdom

SESSION 4 (PANEL SESSION)

16.05pm-17.30 pm

Track: Education & Teaching for LLLS

Session Chair: Prof. Jennifer Bowerman, MacEwan University, Canada

Location: Wright Brothers Room

PRESENTATIONS

- I *The effects of project-based learning in "systems analysis & design" subject on communication competence of University Students in Korea*
June-Suh Cho; Hee Young Kim, Hankuk University of Foreign Studies, Seoul, Korea
- II *Wisdom of Vedanta for management educators of 21st century*
Vidhu Gaur, Assistant Professor, Management Development Institute, Gurgaon
- III *Mr., John Mbuu and JatFlora Farms – A Case Study of Social Entrepreneurship*
Omeil Morgan; Rowan Fernelon; Patricia Johnson; J. D. Rolle, School of Business, Medgar Evers College, New York, USA; **Erastus Mong**, Executive Director, Start Up Africa, Wilmington, USA
- IV *Integrating third party-certification with traditional MBA curriculum, defining value and encouraging innovative programs – a theoretical study*
Thomas J. Bell III, Texas Wesleyan University, Fort Worth, TX, USA
- V *Division of teamwork among university students: the impact of an advanced peer evaluation tool based on Belbin team roles*
Gunnar Oskarsson, University of Iceland, Faculty of Business Administration, Iceland
- VI *PitchFace Group – a case study of a Kenyan social entrepreneur*
Omeil Morgan; Rowan Fernelon; Patricia Johnson; J. D. Rolle, Medgar Evers College Brooklyn, New York, USA, **Erastus Mong**, Executive Director, Start Up Africa, Wilmington, USA

17.35pm

CLOSING SPEECH FOR THE 1st DAY CONFERENCE

DAY 2TUESDAY, 11th April 2017**8.00 AM -9.00AM****Registration****9.00am-9.10am****OPENING ADDRESS FOR DAY 2****SESSION 5 (PLANERY SESSION)****9.10am -11.00am** (Tea/ Coffee Break/Networking: 11.00am-11.15am)**Track:** HRM, Marketing & Information Technology-Session 2**Session Chair:** **Dr. P R Datta**, Academy of Business & Retail Management, UK & University of Hertfordshire, UK**Location:** Wright Brothers Room**9.10AM -9.35AM: KEY NOTE ADDRESS****Dr Jennifer Bowerman**, MacEwan University, Canada

Dr. Jennifer Bowerman was born in England where she obtained her BSc in Sociology, later a Master's degree from the University of Saskatchewan, and, after many years working in government organizations specializing in human rights, employment standards and safety services, she obtained a Doctorate in Management from Southern Cross University with a focus on Action Learning. For the past 12 years, she has taught undergraduate and graduate classes in subjects such as organizational culture, leadership and learning, organizational behaviour, and international business in Switzerland and Edmonton, Alberta. Always a strong challenger to the organizational status quo, Jennifer is currently assisting a colleague on a major action learning change project in the UK impacting an entire government service as it faces monumental change. Jennifer has been strongly influenced by her recent business and educational trips to Brazil, the Czech Republic, and Europe. She is an accomplished speaker. Her most recent presentations include "Developing Future Employees for New and Emerging Constructs of Business: Are Current Educational Models of Teaching Business up to the Task?" in Oxford England in June of 2016, and "Action Learning Questions: Making Sense of Organizational Chaos" in Prague in November of 2016. She is the Editor of Leadership in Health Services, as well as on the Editorial Review Board of the Journal of Business and Retail Management Research.

PRESENTATIONS

- I *An engagement story: engaging employees through ethical leadership*
Hina Samdani; Amna Yameen, Bahria University, Islamabad, Pakistan
- II *Effective delegation of authority as a strategy for task accomplishment and performance enhancement in business organizations: (an empirical survey of flour mills of Nigeria plc, Lagos-Nigeria)*
Joseph Teryima Sev, Department of Business Management, Benue State University, Makurdi, Nigeria
- III *The effect of learning orientation on born global performance: A developing country context*
Herath H.M.T.S, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka; **Hettige Don Karunaratne**, Faculty of Management and Finance, University of Colombo, Sri Lanka

- IV *An investigation into the role of knowledge management in the development of an infrastructure industry in post-apartheid South Africa: The Case of Eskom*
Akhabue A Okharedia, Graduate School of Business Leadership, University of South Africa, South Africa
- V *Role of information and communication technology in closing gender employment gap in MENA Countries*
Azza Mohamed Hegazy Shehata, Department of Economics and Foreign Trade, Helwan University, Cairo, Egypt
- VI *Team innovation capability: role of 'focus' and 'intensity' in academic and industrial research teams in India*
Tikas G.D; Akhilesh K.B, Department of Management Studies, Indian Institute of Science, Bangalore, India

SESSION 6 (PANEL SESSION)

9.45AM -11.00AM

Track: Finance, Accounting & Organizational Structure-Session 1**Session Chair: David R Borker**, Manhattanville College, USA**Location: Samuel Langley****PRESENTATION**

- I *Development of Commercial Mortgage Loan Institution in one of the constituents of Russia(Tula Region Case Study)*
Oksana Gulyaeva, Financial University under the Government of the Russian Federation, Moscow, Russia
- II *Key account: the negotiating process*
Philippe Coffre, Pôle Universitaire Léonard de Vinci, Paris, France
- III *Accounting disclosure regarding EU-ETS emissions permits*
A. J. Stagliano, Erivan K. Haub School of Business, Saint Joseph's University, USA
- IV *Socially conscious investing in good times and bad: do good deeds get punished?*
Judy Qiu; Hormoz Movassaghi; Alka Bramhandkar, School of Business, Ithaca College, USA
- V *Risk culture development within the Caribbean development bank*
Anthony Wood; Anya Lewis, The University of the West Indies, Barbados

SESSION 7 (PANEL SESSION)

11.15AM -13.00PM

Track: Finance, Accounting & Organizational Structure-Session 2**Session Chair: Professor Umopathy A**, New York Institute of Technology, New York, USA**Location: Wright Brothers Room****PRESENTATIONS**

- I *Stock market reactions to new product announcements: the role of investor sentiment*
Fanhao Hao, School of Management, Harbin Institute of Technology, Harbin, China;
Robert Dixon, Durham University Business School, Durham University, Durham, UK;
Tienan Wang, School of Management, Harbin Institute of Technology, Harbin, China

- II *Improvement of the audit process of health and safety management system with an application of FMEA method*
Grzegorz Ostasz, Head of Department of Humanities, Vice-Rector for International Relations of the Rzeszów University of Technology, Poland; **Andrzej Pacana**, Associate Professor, Head of Department of Finance, Banking and Accounting in Faculty of Management of the Rzeszów University of Technology, Poland; **Tadeusz Olejarz**, Vice-Dean for Development of Faculty of Management of the Rzeszów University of Technology, Poland
- III *The cost of compliance*
Michael D Tucker, Medgar Evers College, New York, USA
- IV *Organizational and National Culture and the Direct Effects on Accounting Standards and Procedures: A Literature Review*
Siriyama Kanthi Herath; Essence Carlis, School of Business Administration Clark Atlanta University Atlanta, SW, USA
- V *Russia and Ukraine: A comparison of cultural accounting orientation*
David R Borker, Manhattanville College, USA
- VI *Does audit committee independence and expertise affect earnings quality? Evidence on the role of audit committee in New Zealand*
Umaphy A, New York Institute of Technology, New York, USA

SESSION 8 (PANEL SESSION)

11.15AM -13.00PM

Track: Growth & Economic Development-Session 2

Session Chair: Prof. Anthony Wood, The University of the West Indies, Barbados

Location: Samuel Langley

PRESENTATION

- I *Is standardised school the answer to the shortage of Primary School places in the UK?*
Alex Opoku, Bartlett School of Construction and Project Management, University College London, UK; **Sarah A. Mills**, Willmott Dixon Construction Ltd., Way, Hitchin, UK
- II *Decision-making in the internationalization process of small and medium sized companies: experience from managers in a small economy*
Gudjon Helgi Egilsson; Gunnar Oskarsson, University of Iceland, Faculty of Business Administration, Iceland
- III *Effective governance for economic growth and sustainable development: the experience of the Nigerian women*
Abasilim Angela N, Department of Business Administration, School of Management Technology, Federal University of Technology, Ondo State, Nigeria
- IV *Business development and economic recession in Nigeria: lessons and the way forward*
Lasisi, Jubril O; Shodiya, Olayinka, A, Department of Business and Finance, Crescent University Abeokuta, Nigeria

- V *Socio-economic impact of the US Presidential Election*
Wallace Ford, Associate Professor & Chair Public Administration Medgar Evers College, New York, USA; **Jo-Ann Rolle**, Dean, School of Business, Medgar Evers College, New York, USA
- VI *The role of small and medium scale enterprise in local economic development (LED)*
Ayansola Olatunji Ayandibu; Jennifer Houghton, Graduate School of Business and Leadership University of Kwazulu Natal, Westville, Durban, South Africa.
- VII *Impacts of income uncertainty and diversified agriculture on savings of Thai agricultural households*
Isriya Bunyasiri, Kasetsart University, Bangkok, Thailand

13.00-14.00
BREAK FOR LUNCH

SESSION 9 (PANEL SESSION)
14.00pm-16.00 pm (Tea and Coffee Break/Networking: 16.00pm -16.30pm)
Track: HRM, Marketing and Information Technology-Session 3 & Health & Social Care
Session Chair: Prof. Lee W. Lee, Central Connecticut State University, USA
Location: Wright Brothers Room

PRESENTATIONS

- I *Exploring the nature of high responsibility teams– a case study of emergency medical care*
C.V Sindhuja; K.B Akhilesh, Department of Management Studies, Indian Institute of Science, Bangalore
- II *Consumers behavior and rice attributes for Thai hommali rice in sichuan province of China*
Isriya Nitithanprapas Bunyasiri; Prapinwadee Sirisupluxana, Department of Agricultural and Resource Economics, Faculty of Economics Kasetsart University, Bangkok, Thailand
- III *The impact of smartphone on young adults*
Ruth C. King, Su Dong, Fayetteville State University, NC, USA
- IV *Segmentation and targeting in the cruise industry: an insight from practitioners serving passengers at the point of destination*
Iryna Georgsdottir; Gunnar Oskarsson, University of Iceland, Faculty of Business Administration, Iceland
- V *Technology acceptance and openness to innovation on software implementation: preliminary report of an empirical study*
Michael M. Bertini; Independent Consultant, USA; **Lee W. Lee**, Central Connecticut State University, USA
- VI *Children's integrated services: looking at old problems in a new way*
J.E.Simpson; S.M.Haider; J.Bardsley; K.S. Bayley; G.Brown; A.J. Harrington-Vail; A.Dale-Emberton, The School of Health, Wellbeing and Social Care, The Open University, UK

- VII *Planning as an instrument of administrative policy*
Marta Pomykała, Rzeszow University of Technology, Faculty of Management Rzeszow, Poland
- VIII *Sustainability & the environment management in the underdeveloped countries*
Haga Abdelrahman Ibrahim Elimam, King Abdul-Aziz University, Kingdom of Saudi Arabia

SESSION 10 (PANEL SESSION)

14.00pm-16.00 pm (Tea and Coffee Break/Networking: 16.00pm -16.300pm)

Track: Growth & Economic Development-Session 3

Session Chair: **Prof. Akhabue A Okharedia**, University of South Africa, South Africa

Location: Samuel Langley

PRESENTATIONS

- I *When Losing leads to Gold: Case Studies of Young Entrepreneurs Finding Success through Failure*
Sherry Tross, Ombuds, Organization of American States, NW, Washington, DC USA;
Jo-Ann Rolle, Dean, School of Business, Medgar Evers College, New York. USA
- II *How does economic crisis impact on family vacations?*
Hélia Gonçalves Pereira; Maria de Fátima Salgueiro; Susana Henriques Marques, Instituto Universitário de Lisboa (ISCTE-IUL), BRU-IUL, Marketing, Operations and Strategy Department, Lisbon, Portugal
- III *Selected management practices of physicians in Queens, New York*
Nse Joseph Udo, Medgar Evers College, The City University of New York, Brooklyn, NY
- IV *Nigeria oil & external exposure: the crude gains and crude pains of crude export dependence economy*
Augustine A. Ikein, Federal University of Nigeria, Bayelsa, Nigeria
- V *The resilience of informal mobile street markets*
Hernandez-Rodriguez Clemente; Department of Economics, Centro Universitario de Ciencias Económico Administrativas, Universidad de Guadalajara, Mexico
- VI *Informal employment in Russia of the XXI century: new trends of development*
Rustem, M. Nureev; Denis, R. Akhmadeev, Financial University under the Government of the Russian Federation, Moscow, Russia
- VII *Financial inclusion and growth case of the MENA region*
Gretta Saab, Department of Economics, Faculty of Business of Management, University of Balamand, Lebanon

16.35pm CLOSING REMARKS

Dr P.R.Datta, Executive Chair, Academy of Business and Retail Management, UK

Location: Wright Brothers Room

Conference closes

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