Conference Programme

Method - Integrity – Camaraderie

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Session Chairs

The HRM, Marketing & Information Technology
Dr P.R.Datta
Globalisation and International Trade
Professor Patrick Micheletti
Health and Social Care Management
Mark T Jones
The Growth & Economic Development
Dr Joanne Kapp
The Finance, Accounting and Organisational structure
Professor Derek Van Der Merwe
Education and Teaching for Life Long Learning sector
Professor Omphemetse S Sibanda

Research Fellows/Associates

Florence Dey-Project Manager & Research Fellow
Suchitra R Datta -Conference Operation Manager
Rabindra C Bhowal - Research Associate
Andrew Lumburs- Research Associates
Dear Conference Participants,

It is a very great pleasure to welcome you to the International Conference on Business & Economic Development Conference (ICBED), New York 2014. I greatly appreciate the fact that you have placed your trust in our organisation and I trust that over the next few days we will forge some strong and purposeful friendships. For some of your this will be the first time that you have joined with us and I hope that you will have a stimulating time, whilst I am pleased to see that we are also welcoming a number of academics who have participated in our conferences before and it is a real joy to see you again. Whilst compared with some conferences ours are relatively small in the number of participants, rest assured that the quality of the papers being presented certainly bodes well. 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 is indeed 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.

New York affords us the opportunity to gather in the second most ethnically diverse city on the planet; a place of enterprise, dynamism and remarkable ambition. As a great metropolis it is a place of contracts, of extraordinary wealth and achievement, and yet equally a city that manifests the signs of real need and occasionally alienation. Our time in America affords us the chance to get beyond hype and observe this historic city afresh. I trust that you will take away a wealth of positive memories and gain new insights thanks to the research and endeavours of others. I wish all participants a safe and pleasant stay.

Again, thank you for joining with us.

Dr B R Chakraborty
Project Director
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**International Conference on Business and Economic Development (ICBED)**  
**24-25th March 2014**

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International Conference on Business and Economic Development (ICBED)
24-25th March 2014
Crown Plaza JFK Airport
138-10 135th Avenue
Jamaica, New York 11436, USA
New York, NY 10013 USA

SCHEDULE FOR THE CONFERENCE 2013

Saturday 22nd March - Sunday 23rd March, 2014
Arrival and Independent traveling days in New York, USA

MONDAY, 24th March, 2014

8.00 AM -9.00AM  Registration

Monday 24th March 2014

9.00am-9.10am

OPENING ADDRESS & WELCOME

9.10am-13.00 pm (Tea and coffee Break: 11.00 am -11.15 am)
Track: The HRM, Marketing & Information Technology
Session Chair: Dr P R Datta

I  E-Retailing Trust and Challenges Ahead
Mairaj Salim and Hassan Ahmad Shah; King Abdul Aziz University, Jeddah-Saudi Arabia

II  Learning Organization and Leadership Style in Thailand
Punnee Pimapunsri; Faculty of Management and Tourism Burapha University, Thailand

III  ERP Implementation in the Project-based Organizations of the Construction Industry
Khalid Al Marri; British University in Dubai (BUID), United Arab Emirates

IV  Antecedents and Consequences of Management Commitment to Service Quality
Nicholas J. Ashill; American University of Sharjah, United Arab Emirates; Mohamed A. Ragheb; Eman Mohamed Abd-El-Salam and Ahmed El-Samadicy; Arab Academy for Science and Technology and Maritime Transport, College of Management and Technology, Alexandria, Egypt

V  New Product Development Process and Its Impact on Business Performance in Nigeria
Udegbe Scholastica Ebarefimia, Lagos state University, Nigeria.
**VI** Employee Motivation and Job Satisfaction In Formal Organization - A Case Study of Junior Staff of Cross River University of Technology (Crutech), Calabar, Cross River State-Nigeria
*Ndum, Etim Victor;* Institute of Public Policy and Administration, University of Calabar, Cross River State -Nigeria

**VII** The Impact of Organization culture on Organizational Commitment
*Muhammad Adil,* Bacha Khan University, Charsadda, Pakistan.

**VIII** Influence of Customer Appreciation Strategy Adoption and Customer Evangelism, and Service Performance of Not-for-Profit Institutions in Nigeria: A Field Case Study
*Andy Fred Walli,* Federal University Wukari, Taraba State, Nigeria; *Idika Awa Uduma,* University of Port Harcourt, Nigeria

**IX** The Impact of Customer-Based Brand Equity on Purchase Intention by Adapting Aaker’s Model: Application to a Starbucks Coffee Shop in Alexandria
*Abdalla Mohamed Khataan* and *Eman Mohamed Abd-El-Salam,* Arab Academy for Science and Technology and Maritime Transport, College of Management and Technology, Alexandria, Egypt; *Mahmoud A, Moursi,* College of Business Central Michigan University, Mount Pleasant , MI, USA.

**X** Achieving Organizational Goals through Successful Strategic Change Implementation in Business Organizations a Survey of Selected Banking Firms in Nigeria, West Africa
*Sev Joseph Teryima,* Utor Victor and *Kwanum Isaac,* Benue State University, Makurdi, Benue State, Nigeria, West Africa

**XI** Consumer Attitude towards the Spirit Airline online advertising
*Tamilla Curtis,* Embry-Riddle Aeronautical University, USA

**XII** What is the role of Marketing in Strategic Planning?
*Jeff Ritter,* Keiser University, Lauderdale, USA.

**XIII** CRM extension with data mining
*Zahra Azadeh* and *A.Tajfar,* Payame Noor University (Tehran-Qarb), Iran; *N.Yaqubi,* Sistan & Baluchestan University, Iran; *H.Hasanpoor,* Azad University (Zahedan), Iran

**XIV** Constraints of the Export of Agricultural Products of Ethiopia from Supply Chain Management Perspective
*Samrawit Ebabe Tesfay,* Jimma University/Alemayehu Deresse Import and Export Bole, Addis Ababa, Ethiopia.

**XV** Hotel’s print advertisement execution
*Adhi Baskara Ekananda,* University of Indonesia, Indonesia.

**XVI** IFRS Socio-cultural Orientation in the Shanghai Cooperative Organization
*David R. Borker,* Manhattanville College, USA
Monday, 24th March 2014

14.00 pm-14.20pm

Key Note Speaker
Mark T Jones
Director – Centre for Innovative Leadership Navigation, London, UK

Mark is a fervent internationalist, who is widely travelled. In the year 2000 he initiated and oversaw a major humanitarian venture into war-torn Sierra Leone, and then spent two years in the Middle East where he worked in Jordan (2002 – 2004). An orator of distinction, he is the author of several books and numerous articles, and in 2009 produced a forward strategy for the sericulture sector in Bangladesh entitled: Rajshahi – the Silk Sensation. He is the co-author of Developing the Ministerial Mindset – A Global View (2013). Mark trains Executives and Legislative Leaders as well as being an advisor on trade and investment in frontier markets. Having formulated Jones’ Octagon of Success (JOOS) he is in considerable demand internationally advising and training corporate and institutional executives. Mark believes that many of the current economic and geopolitical difficulties in the world are the result of a combination of a poverty of leadership, poor regional/market knowledge and a lack of strategic vision. He sits on the Board of the Kitenge Africa Foundation, a Ugandan charity that works assiduously to assist vulnerable children on the streets of Kampala, as well as being a trustee of Tear Drop Love, a UK based charity that supports the arts as a means of fostering communal harmony within post civil conflict Sri Lanka. Mark also serves as the Executive Director of the Horn of Africa Business Association (HABA).

As part of Mark’s active commitment to scholarly endeavour he sits on the Advisory Board of the Gumbad Business Review (India) and the Advisory Committee of the International Journal of Contemporary Research in Management & Social Sciences (India), and also serves as Associate Editor of the Journal of Business & Retail Management Research (UK) and the International Journal of Business & Economic Development (UK). Mark is Vice-President of the Expertise Forum – A Think Tank society focusing on the Sustainable Development of South Asian countries. In 1994 Mark was elected a Freeman of the City of London.

14.20 pm – 16.15pm (16.15pm-16.30 pm: Tea and Coffee Break)

Track: The Globalisation and International Trade
Session Chair:  Professor Patrick Micheletti

I  Petro-Dictatorship, Insurgencies, Boko Haram - Terrorism and the Threats to U.S. - Africa Energy Security Future
A.A. Ikein, Dean Faculty of Management Sciences, Niger Delta University of Nigeria.

II  Energy efficiency in production process: A Case of Footwear Trade Development
Jaka Aminata and Samuel Grandval, Université du Havre, France; Abdelkader Sbihi, École de Management de Normandie, France.
III The Effects of the South African Antidumping and Anti-Competition Measures upon Foreign Direct Investment

Omphemetse S Sibanda, University of South Africa, South Africa

IV Evaluation of the Continental Variations of Norway’s Export Trade across Continents: An Applications of Two-Stage Hierarchical Non-Full Rank Linear Econometric Models

Yohannes Yebabe Tesfay and Per Bjarne Solbakke, Molde University College, Norway.

V Globalization, a Catalyst for Migration: Benefits for the Host Country and the Country of Origin

Ali Mohammed Khalil Al-shawaf and Mahmoud Khalid Almsafir, Universiti Tenaga Nasional, Selangor, Malaysia

VI A Link between the Arab and the European Worlds of Business in the Euromediterranean Model

Patrick Micheletti and Pierre-Guy Hourquet, Kedge Business School – France

VII Determinants of Foreign Direct Investment in SADC: An Empirical Analysis

Sannassee Raja Vinesh; Seetanah Boopendra and Diksha Hemraze, University of Mauritius, Reduit, Mauritius.

VIII The Promotion and Protection of Foreign Investment Law Bill: Denunciation of BITs, and the De-Internationalisation of Investor-State Arbitration in South Africa

Omphemetse S Sibanda, University of South Africa, South Africa

Monday, 24th March 2014
16.30 pm – 17.45pm

Track: Health & Social Care Management
Session Chair: Mark T Jones

I Examining Local Government Service Performance: An experiential Observation of Public Health Sector in Nigeria & England

Precious Nmanjo Amadi and Andy Fred Wali, University of Huddersfield, United Kingdom.

II The training evaluations on the Nurses of the Continuing Nursing Management educational program in Japan

Yoko Katayama, Kagawa Prefectural University of Health Sciences, Japan; Hiroko Nagae, Graduate School of Nursing, Chiba University, Japan; Masako Sakai, School of Nursing, Seirei Christopher University, Japan


Nadia Yusuf, Economics Department, King Abdul-Aziz University, Jeddah, Saudi Arabia; Mohammad Zulfeequar Alam, University of Business & Technology, Jeddah, Saudi Arabia; Mutaz Shurahabeel and Mohammed Shurahabeel, International medical center(IMC), Jeddah, Saudi Arabia.

IV Evaluation of training for fostering end-of-life-care facilitators (EOLF) that practice advance care planning (ACP) in Japan
Hiroko Nagae and Noriko Ikemoto, Graduate School of Nursing, Chiba University, Japan; Yoko Katayama, Kagawa Prefectural University of Health Sciences, Japan

17.50 pm CLOSING SPEECH FOR THE 1st DAY CONFERENCE

Tuesday, 25th March 2014

9.00am-9.05am

OPENING ADDRESS FOR DAY 2

9.05am -13.00pm (Tea and coffee Break: 11.00am -11.15am)

Track: The Growth & Economic Development

Session Chair: Dr Joanne Kapp

I Economic Behaviour of Latvian Rural Entrepreneurs: Interpretation of Modern Economics Theory
Igo Cals, University of Latvia, Riga, Latvia

II Analyzing and Modeling the Impacts of Agricultural Land Conversion
A. Asadi; A.A. Barati; K. Kalantari, University of Tehran, Iran

III Capital Structure and Firm Performance: Evidence from an Emerging Economy
Boopen Seetanah; Keshav. Seetah, University of Mauritius, Mauritius, Kevin Appadu; K Padachi, University of Technology, Mauritius.

IV Women Entrepreneurs in the Caribbean and Latin America: Statistical Data Issues and Recommendations
Chelsea Rattner; Andrea Smith-Hunter; Joanne Kapp, Siena College, New York.

V A Translog Analysis of Insurance Economies in Nigeria
Prince Ayodeji Akeem Yusuph; Department of Management Science, Interlink Polytechnic, Ijebu-Jesa, Osun State, Nigeria.

VI Corporate Level Strategic Analysis and Choice as a Measure of Achieving Performance in Organizations: (A Survey of Dangote Groups of Companies/Conglomerates) Quotod on Nigeria Stock Exchange Market
Sev Joseph Teryima; Angahar Paul Aondona, Faculty of Management Sciences, Benue State University, Makurdi, Benue State, Nigeria.

VII Working Capital Management of SMEs in Mauritius
Jay S Matadeen, University of Mauritius, Mauritius; Sailesh Aukhojee, Mauritius Revenue Authority, Mauritius.

VIII Buddhism and Innovative Sustainable Development
Sree Mattananda Sraman, Siam University, Bangkok, Thailand.

IX Maritime Transport and International Trade: A Study of Transshipment Opportunities and Their Impacts on the Mediterranean Region Growth
El Kabbouri Mounime and Mohamed Lotfi, National School of Commerce and Management of Settat, Hassan 1er University, Morocco; Abdelali Hajbi, Agence Nationale Des Ports, Morocco.

X The Impact of Foreign Aid on Economic Growth in Egypt
Hoda Abd El Hamid Ali Mohamed, Helwan University Cairo, Egypt

XI Locking-in and Locking-out Business and Economic Reconciliation in the Conflict-Affected Region of Sri Lanka
Danura Miriyagalla, University of Melbourne, Australia

XII Determinants of foreign direct investment in a democratic society: the Nigeria experience.
Cletus O. Akenbor, Department of Accounting and Finance Federal University Otuoke Bayelsa State, Nigeria; Oghoghomeh, Tennyson, Department of Accounting and Finance Delta State University, Asaba, Nigeria.

XIII Preferential Trade Agreements and Corruption: A Cross-Country Panel Study of Pre-WTO Agreements
Debmalya Mukherjee, Department of Management, University of Akron, OH, USA
Deepraj Mukherjee, Department of Economics, Kent State University, OH, USA

XIV Corporate Social Responsibility Propositions and Programmes in the South African Mining Industry: A Disjuncture
Abel J. Diale, Department of Public Management, Tshwane University of Technology, South Africa.

XV Comparing Human Development Index with Community Asset Inventory Rankings and its impact on income, poverty and employment in Indiana
Srikant Devaraj; Sushil K. Sharma; Michael J. Hicks; Dagney G. Faulk, Ball State University Muncie, Indiana, USA

XVI Exchange Rate Volatility, Devaluation and Price Level Dynamics in Nigeria
Bakare Adewale Stephen, Department of Economics, Adekunle Ajasin University, Akungba Akoko, Ondo State, Nigeria

XVII Ergonomic Intervention for Employee Wellbeing in Financial Services–Does it Work in Developing Economies?
Sanil.S.K; Vinith Kumar Nair; Hareesh N Ramanathan, Bharathiar University, Coimbatore, India

Tuesday, 25th March 2014

14.00 pm-14.20pm

Key Note Speaker
Dr. Michael Chattalas, Kean University, USA

Dr. Michael Chattalas joined the full-time faculty of Kean University in the fall 2011, adding expertise in the areas of international marketing, global business, advertising, and cross-cultural consumer behavior. Further, Dr. Chattalas serves as Academic Program Coordinator for Marketing with an added emphasis on international business. Previously, Professor
Chattalas taught at Fordham University’ Schools of Business as a full-time faculty from 2005 - 2011. In addition, Dr. Chattalas has taught fourteen Executive Master’s courses since 2004 for Baruch College, CUNY in Singapore, Hong Kong and Taiwan. From 1994 - 2004, Prof. Chattalas served as a Professor at Wagner College. In recognition of his outstanding teaching, Prof. Chattalas received presidential excellence awards from both Baruch College and Wagner College.

Dr. Chattalas holds a Ph.D. degree in Marketing from The City University of New York (Baruch College). Dr. Chattalas has published scholarly Journal papers (in International Marketing Review, Journal of Consumer Marketing, Services Marketing Quarterly and Place Branding and Public Diplomacy) and presented at global conferences (recently in Turkey, UK, Slovenia, France, Brazil, Taiwan, China, Greece, Iceland and the USA) on international marketing and consumer behavior topics such as, country-of-origin product evaluation, national stereotypes, luxury consumption, sustainability and cross-cultural issues.

Tuesday, 25th March 2014
14.25pm-16.00pm (16.00pm-16.15 pm: Tea and Coffee Break)

The Finance, Accounting and Organisational structure
Professor Derek Van Der Merwe

I  From Local Imperative to Global Significance: the University of Johannesburg Scenario

Zenia Barnard; Derek van der Merwe, The Centre for Information and Knowledge Management, University of Johannesburg, South Africa

II  The effects of monetary and fiscal policies on the stock exchange: Evidence from Mauritius.

Gowriah S; Seetanah Boopen; Lamport Matthew John; Seetah Keshav, University of Mauritius, Mauritius

III  Companies’ Value in the Context of Economic Crisis

Michaela Beranova, Mendel University in Brno, Faculty of Business and Economics, Czech Republic.

IV  Risk Management Practices and Financial Performance: Evidence from the Nigerian Deposit Money Banks (DMBs)

Soyemi Kenny Adedapo, Department of Accounting, Banking & Finance, Olabisi Onabanjo University, Ago Iwoye, Nigeria; Ogunleye Omowunmi Jumoke; Department of Accounting, University of Lagos, Akoka, Lagos; Ashogbon Faderera Oluwatoyn, Department of Business Management, Tai Solarin University of Education, Ijagun, Nigeria

V  Do OPEC announcements influence oil prices?

Constantin Mellios and Amine Loutia; University Paris 1 Panthéon-Sorbonne, Paris, France; Kostas Andriotsopoulos, ESCP Europe, London, United Kingdom.

VI  Effective factors on price acceptance (in buying social magazine in Iran)

Zahra Ghayoomi and Mohsen Nazari; Tehran University, Tehran, Iran.
Tuesday, 25th March 2014
16.15 pm-16.35pm

Key Note Speaker
Dr. Darshan Desai
Berkeley College, New York-USA

Dr. Desai is Professor of Management at Berkeley College, New York. She received her MBA from Gujarat University and PhD in Business Management from Nirma University, India. She has taught a wide array of undergraduate and MBA courses in United States and in India. She is an expert in the fields of analytics, networks, predictive modeling, business intelligence, customer relationship management (CRM), and emerging countries. She has been invited as a plenary/ keynote speaker and panelist in many conferences and has presented thought provoking research. Her research has been published in reputed international journals. She is actively involved within the community by leading innovative and cutting-edge academic service-learning projects. Prior to her PhD, she had been involved in bringing change in the remote villages of India as a project leader for a Netherlands funded drinking water supply and sanitation project.

16.40pm-17.45pm

Track: Education and Teaching for Life Long Learning sector
Track Chair: Professor Omphemetsa S Sibanda

GM Sibanda, Tshwane University of Technology, South Africa

II Social indicators and effects of marriage divorce in African societies
Love, Obiani Arugu, Department of Political Science and Strategic Studies Federal University Otuoke, Bayelsa State, Nigeria.

III Ways to improve the competitiveness of Russian higher education in the global education market
Rodionov Dmitrii Grigorievich; Rydskaya Irina Andreevna; Plotnikova Ekatherina Vasilyevna, St. Petersburg State Polytechnical University, St. Petersburg, Russia

IV Management by Strategic Principles Building Social-Strategic-Competence for Leadership
Gunter Maier, Germany.

16.50pm CLOSING SPEECH FOR THE CONFERENCE

Conference closes
We wish you well for the reminder of your stay and for your homeward journey