



WISDOM *for Change*

***Strategic Alliance Between
AGBA and NIDA***

Presents

Conference Program

Conference Theme

**"Business and Entrepreneurship Development in a
Globalized and Digitalized Era"**

**Academy for Global Business Advancement's
15th World Congress Held at the AACSB Accredited
National Institute of Development Administration (NIDA),
Bangkok
Thailand
On
July 2 --- 4, 2018**

Conference Program Prepared by

**Christopher J. Marquette
Visiting Professor of Finance
Department of Finance
Tabor School of Business
Millikin University
Decatur, Illinois,
USA**

**Gary L. Frankwick
Director of International Engagement,
Professor of International Business, and
Marcus Hunt Chair of International Business
College of Business
University of Texas at El Paso
El Paso, Texas,
USA**

**Viput Ongsakul
Dean
NIDA Business School (AACSB Accredited)
National Institute of Development Administration
Bangkok
Thailand**

**Zafar U. Ahmed
Founder, President and CEO
Academy for Global Business Advancement (AGBA)
Blacksburg, Virginia,
USA**



AGBA Brief:

Academy for Global Business Advancement (AGBA) is a global association of professionals in the fields of business administration, commerce, economics, entrepreneurship, information technology, tourism, and hospitality management.

AGBA is an independent, non-aligned and not-for-profit, charitable NGO registered in the state of Texas (USA) with a worldwide network of over 1000 members based across more than 50 countries that include scholars from reputed academic institutions, corporate leaders, governmental officials, policy makers, entrepreneurs and consultants hailing from both western and emerging countries.

AGBA, as a global organization, aims to help academics and scholars at business schools across emerging countries to connect with the western (developed) world for mutual benefit. Such collaboration would accelerate the process of globalization by furnishing ample opportunities to scholars in emerging countries to get recognition, disseminate new knowledge and assert themselves on the global stage.

AGBA's Vision

To be globally recognized as a leading "not-for-profit charitable NGO" dedicated to serve the academic, professional, government, corporate and entrepreneurial sectors worldwide.

AGBA's Mission

Building on the dynamics of the ongoing globalization process, AGBA is committed to provide a global platform aimed at assisting academics, scholars, professionals, officials, entrepreneurs and consultants of emerging countries to assert themselves on the global stage for recognition, networking and dissemination of knowledge.

AGBA's Core Business:

- **Nurture globally competitive talents; expertise and skills in academics across the emerging countries;**
- **Arrange apprenticeships for academics, scholars, professionals, officials, entrepreneurs and consultants on the global stage;**
- **Provide advisory services to upcoming business schools across the emerging countries for accreditation by the US based Association to Advance Collegiate Schools of Business (AACSB);**
- **Provide advisory services to peers worldwide to obtain "Fulbright Grants" from the US government successfully;**
- **Offer customized training and professional development programs globally;**
- **Act as a platform for the advancement of "Global Entrepreneurship". And**
- **Act as a platform for the publications of scholarship in globally respected and world-class journals.**

PREFACE

This "Conference Program" contains all papers that have been accepted, after anonymous review and their subsequent revisions by author(s), for presentation at the 15th Annual World Congress of the Academy for Global Business Advancement (AGBA) that is being hosted by the AACSB accredited National Institute of Development Administration (NIDA), Bangkok, Thailand on July 2---4, 2018.

AGBA would like to express its appreciation and gratitude to Prof. Dr. Pradit Wanarat, President, AACSB accredited, National Institute of Development Administration, Bangkok, Thailand for his dynamic leadership, appreciable patronage and admirable support in organizing this fabulous global conference.

AGBA also wishes to extend its heartfelt thanks to Conference Organizing Committee chaired by Mr. Wayne (John) Shabita for organizing a fabulous conference.

We place on record our sincere thanks to all delegates and authors for their participation and support, and look forward to having them with us next year at AGBA's 16th Annual World Congress to be held at the Indian Institute of Technology at Delhi (India) on July 2 --- 4, 2019.

Thank you very much.

Sincerely,

**Christopher J. Marquette
Gary L. Frankwick
Viput Ongsakul
Zafar U. Ahmed**

AGBA Officials and Notables for its 15th Annual World Congress

Conference Chair	Conference Co-Chair	Conference Co-Chair	Conference Patron
<p>Gary L. Frankwick Marcus Hunt Chair of International Business University of Texas at El Paso El Paso, Texas, USA</p>	<p>Viput Ongsakul Dean NIDA Business School <u>(AACSB Accredited)</u> National Institute of Development Administration Thailand</p>	<p>Sonjaya Gaur Chair Department of Marketing Sunway University Kuala Lumpur Malaysia</p>	<p>Pradit Wanarat President National Institute of Development Administration Thailand</p>
Keynote Speaker # 1	Keynote Speaker # 2	Keynote Speaker # 3	Keynote Speaker # 4
<p>Norman Wright Dean Woodbury School of Business Utah Valley University Orem, Utah, USA</p>	<p>Najiba Benabess Dean Tabor School of Business Millikin University Decatur, Illinois USA</p>	<p>Cihan Cobanoglu McKibbin Endowed Chair Professor of Hospitality & Former Dean University of South Florida Sarasota-Manatee, Florida USA</p>	<p>Xiaohong He Professor of International Business School of Business Quinnipiac University Hamden, Connecticut USA</p>
Distinguished Speaker # 1	Distinguished Speaker # 2	Distinguished Speaker # 3	Distinguished Speaker # 4
<p>Paul Sergius Koku Professor of Marketing Florida Atlantic University Boca Raton, Florida USA</p>	<p>Abdul A. Rasheed Chair Department of Management University of Texas at Arlington Arlington, Texas USA</p>	<p>Bharath Josiam Professor of Hospitality and Tourism Management University of North Texas Denton, Texas, USA</p>	<p>Joseph Mark Munoz Professor of International Management Tabor School of Business Millikin University Decatur, Illinois USA</p>
Distinguished Speaker # 5	Distinguished Speaker # 6	Distinguished Speaker # 7	Distinguished Speaker # 8
<p>Zainal Abidin Mohamed Associate Dean Graduate School of Muamalat Islamic Science University Malaysia</p>	<p>Eugene Seeley Associate Professor of International Business Utah Valley University Orem, Utah USA</p>	<p>Khurram Jahangir Sharif Department of Marketing College of Business Administration Qatar University Qatar</p>	<p>Sahil Raj School of Management Punjabi University Patiala, State of Punjab, India</p>
AGBA Patron # 1	AGBA Patron # 2	AGBA Patron # 3	AGBA Patron # 4
<p>Daing Nasir Ibrahim Vice Chancellor/President University of Malaysia at Pahang Kuantan, State of Pahang Malaysia</p>	<p>Munim Kumar Barai Professor of Finance International College of Management Ritsumeikan Asia Pacific University Beppu, Oita Japan</p>	<p>Muhammad Mukhtar Former Vice Chancellor/President Islamia University of Bahawalpur Bahawalpur, State of Punjab Pakistan</p>	<p>Ali Mohammad Shah Former Vice Chancellor/President University of Kashmir Srinagar State of Jammu and Kashmir India</p>

Conference Program

Pre-Conference Program: July 1, 2018

Venue: ----- Fourwings Hotel Lobby

18:00 --- 21:00 --- Conference Registration

Day One (July 2, 2018)

Venue: NIDA Business School Building

7:00 ---9:00 ----- Conference Reception and Registration

9:00---10:30 ----- Conference Inauguration

- **Conference Inauguration** by Prof. Dr. Pradit Wanarat, President, National Institute of Development Administration, Bangkok, Thailand.
- **Welcome by Conference Chair:** Prof. Dr. Gary L. Frankwick, Marcus Hunt Chair of International Business, University of Texas at El Paso, El Paso, Texas, USA.
- **Welcome by Conference Co-Chair:** Dr. Viput Ongsakul, Dean, NIDA Business School (AACSB Accredited), National Institute of Development Administration, Bangkok, Thailand.
- **Welcome by Conference Co-Chair:** Prof. Dr. Sonjaya S. Gaur, Chair, Department of Marketing, Sunway University, Malaysia.
- **Welcome by Founder, President and CEO: Academy for Global Business Advancement, Blacksburg, Virginia, USA** ----- Prof. Dr. Zafar U. Ahmed.
- **Keynote Speech** by Prof. Dr. Norman Wright, Dean, Woodbury School of Business, Utah Valley University, Orem, Utah, USA.

Conference Program (Continues)

Day One (July 2, 2018)

Venue: NIDA Business School Building

10:30 ---11:00	---	Coffee/Tea Break
11:00 --- 12:30	---	Faculty Development Workshop # 1 Faculty Development Workshop # 2
12:30 --- 14: 00	---	Lunch Faculty Development Workshop # 3
14:00 --- 15:30	---	Faculty Development Workshop # 4 Faculty Development Workshop # 5 Faculty Development Workshop # 6
15:30 --- 16:00	---	Coffee/Tea Break
16:00 – 18:00	---	Faculty Development Workshop # 7 Faculty Development Workshop # 8 Faculty Development Workshop # 9 Faculty Development Workshop # 10
18:00 --Onward	---	<u>Free Time</u> Please Explore Thailand on Your Own

19:00 - 20:00

Special Academic Session for Early Birds:

Miscellaneous Business Issues

Session Chair:

Mohammed Siam, University of Utara Malaysia

Day Two (July 3, 2018)
Venue: NIDA Business School Building
Paper Presentation Schedule

08:00 -- 10:00	---	Session 1
10:00 ---10:30	---	Coffee / Tea Break
10:30 to 12:30	---	Session 2
12:30 to 14:00	---	Lunch (Faculty Development Workshop # 11)
14:00 to 15:30	---	Session 3
15:30 to 16:00	---	Coffee / Tea Break
16:00 to 17:30	---	Session 4
18:00 to 22:00	---	Award Ceremony, Gala Dinner, and Cultural Program

Special Presentation as a Keynote Speaker

*by Prof. Dr. Joseph Mark Munoz,
Professor of International Management,
Tabor School of Business,
Millikin University,
Decatur, Illinois, USA.*

Faculty Development Workshop # 12

Faculty Development Workshop # 13

Faculty Development Workshop # 14

Faculty Development Workshop # 15

Award Ceremony Chaired by:

- **Dr. Christopher J. Marquette , Conference Director and Program Chair**
- **Prof. Dr. Zafar U. Ahmed, Founder, President and CEO, Academy for Global Business Advancement (AGBA), Blacksburg, Virginia, USA.**

SESSION # 1: 8:00 am – 10:00 am

Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7	Room # 8	Room # 9	Room # 10
Entrepreneurship	Marketing	Hospitality	Pedagogy	Human Resources	Management	Finance / Accounting	Public / International	Marketing	Social Responsibility
<p>Session Chairs: Mir Parvez Ahmad, Islamic University Of Science & Technology, Awantipora, Pulwama, State Of Jammu And Kashmir, India</p> <p>Maureen Andrade, Utah Valley University, Orem, Utah, USA</p>	<p>Session Chairs: Wolfgang Hinck, Prince Mohammad Bin Fahd University, Saudi Arabia</p> <p>Mahrina Sari, University of Lampung, Bandar Lampung, Indonesia</p>	<p>Session Chairs: Cihan Cobanoglu, University Of South Florida At Sarasota-Manatee, Florida, USA</p> <p>Anil Bilgihan, Florida Atlantic University, Florida, USA</p>	<p>Session Chairs: Brian C. Imrie, KDU Penang University College, Georgetown, State Of Penang, Malaysia</p> <p>Jessica Sze Yin Ho, Sunway University, Malaysia</p>	<p>Session Chairs: Sorasak Tang Thong, King Mongkut's Institute Of Technology At Ladkrabang Thailand</p> <p>Fazl Siddiqui, Cupiditas Leadership Academy, Kuwait</p>	<p>Session Chairs: Rafik-Ul-Islam, International Islamic University, Malaysia</p> <p>Sanjay Dhir, Indian Institute of Technology at Delhi, India</p>	<p>Session Chairs: Daing Nasir Ibrahim, Universiti Malaysia Pahang, Malaysia</p> <p>Munim Kumar Barai, Ritsumeikan Asia Pacific University, Japan</p>	<p>Session Chairs: Gary L. Frankwick, University Of Texas At El Paso, Texas, USA</p> <p>Najiba Benabess Millikin University, Illinois, USA</p>	<p>Session Chairs: Charles Lagat, Moi University, Kenya</p> <p>Md Yunus Ali, Monash University, (Malaysia Campus) Malaysia</p>	<p>Session Chairs: Salil K. Sen, National Institute Of Development Administration, Thailand</p> <p>Mary Anthony, Sunway University, Malaysia</p>
Structural Exclusiveness And Poverty: An E-Entrepreneurship Based Approach To Rural Development By Xiaohong He USA	Strategic Innovation And Marketing Strategy In The Emerging Markets By Ali Mohammad Shah India	Managing Innovative Communication Tools In Hospitality Industry By Bassem E. Maamari Johnny C. Chaanine Lebanon	Entrepreneurship Education, Personal Attitude, And Demographic Variables As Determinant Of Entrepreneurial Intention: A Study In Indonesia Higher Education Context By Harif Amali Rivai Indonesia	Effectiveness Of Human Resource Development Interventions For Organizational Performance: A Sri Lankan Perspective In The Construction Industry By Upul Indrajith Sri Lanka	Supply Chain Management In A Globalized And Digitalized Era: How Do You Minimize Disruption? By Jaideep Motwani USA	Value Relevance Of Integrated Reporting: Evidence From Listed Companies In Sri Lanka By W.A.N. Priyadarshanie, Dhananjaya Pathiraja, Sri Lanka	Government Initiatives In Attracting FDI – A Study On Least Developed Countries By Waheed Lutfuzzaman Mary Leung Paul Jones Samira Rahman UK	A Structural Equation Modeling Of Variables Influencing The Customer Loyalty Of Automobile Insurance In Thailand By Wannam Meeboonsalang Singha Chaweasuk Thailand	Exploring Factors Influencing Young Adult Muslim Willingness To Boycott By Syadiyah Abdul Shukor Husain Emhemad Tariki Malaysia
The Relationship Between Family Ownership And Corporate Social Responsibility In Saudi Arabian Companies By Mujahed Al-Otaibi Wolfgang Hinck Kingdom Of Saudi Arabia	Conceptualization Of Customer Loyalty: Development And Dissolution By Karunaratna A. C. Samantha Kumara P.A.P. Sri Lanka	Attitude Toward E-Tourism Usage Model (E-Tum): Gender Perspective By Anggalia Wibasuri Satria Bangsawan Mahrina Sari MS Indonesia	Service Innovation: Towards A Sustainable Competitive Advantage In The Higher Education Sector By Cheng Boon Liat Kimberley Yeoh Hui Jing Isaac Khoo Qi Wen Malaysia	Why Do The Good Citizens Need A Justice: The Mediating Role Of Job Satisfaction And Organizational Commitment By Fahrudin JS Pareke Slamet Widodo Indonesia	High Performance Work System (HPWS) And Employee Performance: Evidence From The Multinational Subsidiaries In Bangladesh By Ishraat Wahid UK	Stock Market Participation In Bursa Malaysia And Financial Literacy Among The Indigenous Malay Race By Farha Ghapar Suhaily Mohd-Ramly Malaysia	Vertical Trade Integration On Indonesian Electrical And Electronics Industries By Dyah Wulan Sari Nooraini Khalifah Suyanto Tri Haryanto Indonesia	A Study Of Impulse Buying Behavior Through Visual Merchandising By G.Srilakshmi Dr.Bhavannarayana Kandala India	ISO Certification, Type Of Industry, Profitability, Firm Size And Carbon Emission Disclosure: Empirical Evidence From Nordic Countries By Anis Chariri Indira Januarti Etna Nur Afri Yuyetta Indonesia
Strong But Vulnerable: Psychological Panorama Of Sustainable Women Entrepreneurs By Tanusree Chakraborty India	Loyals Versus Switchers Among Mobile Phone Subscribers: A New Classification By Karunaratna A.C. Sri Lanka	Antecedent And Consequence Of Islamic Destination Tourism Image By Kuncoro Budi Riyanto Indonesia	Students' Acceptance Of Online Courses: An Empirical Study In Sri Lankan State Universities By Wijewardene U. P. Azam. S. M. F. Khatibi A. Malaysia	The Influence Of Person-Organization Fit And Quality Of Work Life Towards Employee Performance By Siti Haerani Sumardi Wardhani Hakim Ria Mardiana Hartini Indonesia	The Impact Of Charismatic Leadership On Cross-Border Apologies By Eric S. Rhodes Dharm P. S. Bhawuk USA	Directors' Remuneration: A Matter Of Transparency Elinda Esa By Abdul Rahman Zahari Noor Azlinna Azizan Normawati Non Malaysia	The Role Of Stakeholder Management In Public Sector Infrastructure Projects Of Pakistan By Asadullah Khan Muhammad Waris Ishak Ismail Mehfooz Ullah Malaysia	Using The Involvement Construct To Understand The Impact Of Movies And TV Shows On The Activities And Behaviors Of Saudi Tourists By Bharath M. Josiam Mohammed Alamer Abdulaziz Alharbi USA	An Analysis Of The Impacts Of International Trade, Foreign Direct Investment (FDI), Energy Consumption, And Gross Domestic Product (GDP) On Carbon Dioxide Emissions In Thailand By Juan Silvia Ningrum Sebastiana Viphindrartin Endah Kurnia Lestari Indonesia

Learning Entrepreneurship Skills During Business Plan Competition Module – Lessons From Haaga-Helia Porvoo Campus By Eva Holmberg Evariste Habiakare Finland	Impact Of After Sale Service On Customer Satisfaction In Telecommunication Industry: Study In The Southern Province Sri Lanka By K.N.R. Perera Sumith De Silva Sri Lanka	What Increases Customer Satisfaction In The Restaurant Industry? By Joelle F. Majdalani Bassem E. Maamari Lebanon	Assessing Higher Education Performance In Indonesia: Between Efficiency Score And University Rank By Cipto Wardoyo Aulia Herdiani* Sulastris Sulikah Indonesia	HRD Interventions, Employee Creativity And Organizational Innovation: An Empirical Study By Akriti Chaubey Chandan Kumar Sahoo India	Growth Strategies And Performance Of Service Companies In Malaysia: The Mediating Role Of Knowledge Sharing By Saad Alaaraj Zainal Abidin Mohamed Umami Salwa Ahmad Bustamam Malaysia	The Comparison Of Digital Government Financial Reporting In ASEAN Countries By Indrawati Yuhertiana Lukman Arief Fajar Saiful Akbar Indonesia	Institutional Enablers Of National Innovation System: A Total Interpretive Structure Modelling Approach By Shiwangi Singh Sanjay Dhir India	How Do Relational Variables Affect Export Performance? Evidence From Malaysian Exporters By Abdel Hafiez Ali Hasaballah Omer Faruk Genc Osman Bin Mohamad Zafar U. Ahmed Kingdom Of Saudi Arabia	Determinant Variable Toward Level Of Donor Trust And Amount Of Infaq Payment: Empirical Study At Foundation Of Social Fund In Jember-Indonesia) By Puji Rahayu Ahmad Roziq Indonesia
Pharma Co-Patenting Impact On Innovation By Alfred Osta Bassem Maamari Lebanon	Determinants Of Store Image And The Choice Of Convenience Store: A Vietnamese Perspective By Bui Thanh Truc Ho Nhut Quang Tran Thi Tuong Vi Vietnam	CRM And Firm Performance In Hotel Industry: Managers Perspective In An Emerging Market By Wambui E. K. Ng'ang'a Davies Mbaabu Kajogu Emily Mworira Chemjor, Kenya	Entrepreneurship Education In The Digital Era By Ali Muktiyanto Indonesia	Linking Perceived Supervisor Support And Person Job Fit To Perceived Contribution Company Value Through Job Satisfaction By Tanusree Dutta Swati Dhir India	Why Do Servant Leadership Behaviors Matter??? By Muhammad Hashim Pakistan	The Importance Of Professional Skepticism As A Mediating Factor Of The Influence Of Audit Experience On Auditor's Ability To Detect Fraud By Dian Agustia Anik Mustarikah Alfiyatul Qomariya Indonesia	AI Based Traffic Management At Urban Intersections By Divya Sahgal A.Ramesh Alok Kumar India	Wisdom Of The Crowd Dictates Consumption Of Shared Services By Racheal Louis Vincent Sanjaya Singh Gaur Malaysia	Agropolitan Development Strategic Of Local Resources Base To Enhance The Leading Commodities: Study At South Central Timor Region East Nusa Tenggara Province Of Indonesia By Oktovianus Nawa Pau Tomyko Olviana Nikson Tameno Indonesia
Assessing The Entrepreneurial Intention In A Rich Country By Osama S. Al Kwifi Qatar	Comparative Evaluation of the Expected versus Perceived Level of Service Quality of International Passengers: A Case of International Airport By Wickramaratne C. Karunaratna A.C. Sri Lanka	Managing Innovative Communication Tools In Hotel Tourism By Bassem E. Maamari Johnny C. Chaanine Lebanon	Creative Management Education: Using Realty TV As A Medium For Classroom Case Studies By Bharath Josiam Bailey Moody USA	The Influence Of Mentoring Behavior And Experiences From Abroad On Job Performance By Nurullaili Kartika Indonesia	Can Servant Leaders Enhance Their Disciples' Creativity? By Muhammad Hashim Pakistan	Bad Debt Settlement Strategy At Regional Micro Credit Service Agency (BLUD) "HARUM" In Kendari City By Muh. Yani Balaka Asrip Putera Indonesia	Paradigm Change Towards Deglobalisation: A Case Study Of United States Based On SAP-LAP Framework By Shamita Garg Sushil India	Dynamics Of Protein Supplement Industry By Kartik Kotnala India	Household Income And School Transitions: Does Gender Matter? Evidence From Indonesia By Sutastyie Soemitro Remi Bayu Kharisma Indonesia
Technology Transfer And Success Factors Of SMEs Food Industry In Thailand: An Exploratory Study By Kamol Panmaung Rath Pichayangura Thailand	Linking Customer Loyalty With Employee Satisfaction And Employee Loyalty: A Moderated Mediation Model By Sanjay Dhir Swati Dhir Samanta Payel India	Bangsaen Coastal Tourism And Management: A Field Study Of Beach Activities And Their Influences By Rungnapha Khamung Thailand		The Impact Of Human Capital On Access To Financial Services For Smes: Does Gender Matter? A Comparative Study Of Botswana And Tanzania By Gladness L. Monametsi Kezia H. Mkwizu Tobias A. Swai Botswana	The Model Of Public Relations In The Indonesian National Police By M. Fariza Y. Irawady, Popy Rufaidah, Yuyus Suryana, R. Arief Helmi, Indonesia	The Effect Of Corporate Governance And Asset Size Towards Usefulness Of Accounting Information And Earnings Response Coefficient By Muhammad Miqdad Indonesia	Bottom Of Pyramid Calls For Effective Governance By Najiba Benabess USA	Development of a Model to Measure Attendees' Team Image and Purchase Intention: A Case of Indian Premier League By Jaksirat Singh India	Growth, Redistribution Income, And Poverty By Azwardi Taufiq Marwa Hayu Fadlun Widyasthika Indonesia
	Measuring Nation Branding As Perceived By SMEs By Popy Rufaidah Indonesia	Prioritizing Determinants Of Organizational Performance In Hotel Industry: An Empirical Investigation For Bangladesh By Rafikul Islam Mahbubar Rahman Aahad M. Osman Gani Malaysia		Analyzing The Influence Of Masculinity And Professional Culture On The Employee Performance With Motivation As An Intervening Variable By Suharnomo Panjalu Satrio Wicaksono Indarto Indonesia		Social Capital Roles In Maintaining Investment Sustainability In Lumajang Regency By Sebastiana Viphindrartini Silvi Asna Prestianawati Zainuri Handriyono Indonesia	Taxpayers And Tax Administration Resources For Effective Tax Revenue Generation By Abdurrahman Adamu Pantamee Muzainah Bt Mansor Malaysia		Is the Excessive Reliance on Board Monitoring Justified in the Corporate Governance Framework? By Monika Singla, India

	<p>A study on demographics influencing Network Marketing- By Dr.Bhavannarayana Dr.Vijayalakshmi K India</p>			<p>Work-Life Balance: It's Measurement and Constructs Validation in the Indian Context By Ansumalini Panda Chandan Kumar Sahoo India</p>			<p>Technology Spillovers in Electronic and Mechanic Industries: The Role of Ownership Structure and Wage & Training Expenses in Vietnam By Phuong Van Nguyen Hanh Canh Phuong Le Hoa Doan Xuan Trieu Hien Thi Ngoc Huynh Anazawa Makoto Vietnam</p>		
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SESSION # 2: 10:30 am – 12:30 pm

Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7	Room # 8	Room # 9	Room # 10
Entrepreneurship	Marketing	Hospitality	Mixed	Finance / Accounting	Management	Finance / Accounting	Strategy	Public / International	Social Responsibility
<p>Session Chairs: Jaideep Motwani, Grand Valley State University Michigan, USA</p> <p>Muhammad Miqdad, University of Jember, East Java, Indonesia</p>	<p>Session Chairs: Satria Bangsawan, University Of Lampung, Indonesia</p> <p>Sheikh Ashiqur Rahman Prince, Bangabandhu Sheikh Mujibur Rahman Science & Technology University, Gopalganj, Bangladesh</p>	<p>Session Chairs: Bharath M. Josiam, University Of North Texas Texas, USA</p> <p>Kanokkarn May Kaewnuch, National Institute of Development Administration, Thailand</p>	<p>Session Chairs: Mohammad Naim Chaker, Ajman University, United Arab Emirates</p> <p>Osman Mohamad, Multimedia University, Malaysia</p>	<p>Session Chairs: Eugene Seeley Utah Valley University Utah, USA</p> <p>Evariste.Habiyakare, University of Applied Sciences, Finland</p>	<p>Session Chairs: Osama Sam Al-Kwafi, Qatar University, Qatar</p> <p>Chetan Srivastava, University of Hyderabad, India</p>	<p>Session Chairs: Christopher J. Marquette, Millikin University, Illinois, USA</p> <p>A. Anil Jayantha Fernando University of Sri Jaywardenepura Sri Lanka</p>	<p>Session Chairs: George O. White, University Of Michigan At Flint, Michigan, USA</p> <p>Sundar Venkatesh, Asian Institute Of Technology, Thailand</p>	<p>Session Chairs: Xiaohong He Quinnipiac University, Connecticut, USA</p> <p>Omer F. Gene, Youngstown State University, Ohio, USA</p>	<p>Session Chairs: Muhammad Mukhtar, University Of Malaysia At Pahang. Malaysia</p> <p>Zabta Khan Shinwari, Qarshi University, Pakistan</p>
<p>Mediating Effect Of Customer Awareness On The Relationship Between Eco-Labeling And Competitive Advantage Among Smes In Kenya By Evaline J. Bartocho Emmanuel K. Tanui Kenya</p>	<p>The Model Of Brand Image In The Digital Media Industry By Sukardi Silalahi Popy Rufaidah, Ernie Tisnawati Sule, Umi Kaltum Indonesia</p>	<p>Word Of Mouth Model Of Cultural Tourism In Thailand By Adisorn Boonpratheeep, Puris Sornsaruht, Thailand</p>	<p>Investigating Libyan Teachers' Attitudes Towards Instagram Application And English Vocabulary Teaching By Khaled Ali M. Alikurtehe Moham Rathakrishnan Hariharan A/L N. Krishnasamy Rashid M. S. Elsarmani Malaysia</p>	<p>Stock Price Reactions To The Dividend Announcement: Colombo Stock Exchange, Sri Lanka By Nishantha Hewavithana Nuwan Chathuranga Sri Lanka</p>	<p>Structural Equation Modeling Of Factors Influencing Innovative Behavior Of Production Employees In Thai Animal Feed Manufacturers By Supalook Sinlaparatapanorn Amnuay Saengnoree Vinai Panjakhajornsak Thailand</p>	<p>Flexible Asset Management Model Empirical Study Of Manufacturing Companies Listed In Indonesian Capital Market By Sulastri Taufiq Marwa Isnurhadi Indonesia</p>	<p>The Model Of Business Strategy In The Indonesian Residential Real Estate Industry By Budi Cahyana Popy Rufaidah Yuyus Suryana Diana Sari Indonesia</p>	<p>Antecedents of Performance of International Joint Ventures: A Meta-Analysis Review By Ishita Batra India</p>	<p>Kampong Cooperatives Development And Sustainability - A Concept From Mizan Principles By Ummi Salwa Ahmad Bustamam Nuradli Ridzwan Shah Mohd Dali Nur Ainna Ramli Nurshuhada Kamarudin Khatijah Othman Zulhamizan Ismai Asmaddy Haris Malaysia</p>
<p>The Process Of New And Small Firm Growth: Who Leads The Transition? By Lee N. Miller Thailand</p>	<p>Adoption Of Smes Online Shopper With Unified Theory Of Acceptance And Uses Technology 2 (UTAUT 2) Approach Model By Fauji Sanusi Agus David Ramdansyah Indonesia</p>	<p>Purchase Intention Umrah Travel In Indonesia Through E-Commerce By Dani Wadiandini, Dr. Dina Dellyana, Indonesia</p>	<p>Pedagogical Implications Of Text Message Related Errors On Essay Writing Of School Students By Rabiat Ajoke Alabere Malaysia</p>	<p>Trust And Cyber Security Issues In The Adoption Of Online Banking Across United Arab Emirates By Layla Salem Al-Shehhi United Arab Emirates</p>	<p>Hybrid SEM-Neural Networks For Predicting Electronics Logistics Information System Adoption In Thailand Healthcare Supply Chain By Krittapat Pitchayadejanan Thailand</p>	<p>The Prediction Of Return On Investment Performance With Earnings Surprise Momentum Strategy By Budianto Tanudirdjo Etty Puji Lestari Indonesia</p>	<p>The Impact Of Peer Based Strategies And Organizational Legitimacy On Women's Promotion: Policing As A Public Sector Case By Werner Soontiens Mary Anthony Australia</p>	<p>An Exploration Of The Factors Influencing The Quality Of Library Services Across Sri Lanka: A Marketing Perspective By Kaththota Ralalage Niluka Harshani, Zafar U. Ahmed, Ali Khatibi, Sri Lanka</p>	<p>Training Of Prison Inmates Before Release; The Low Recidivism Rate In Malaysia By Asharaf Mohd Ramli Mohamad Yazis Ali Basah Norailis Ab. Wahab Wan Rasyidah Wan Nawang Zainal Abidin Mohamed Malaysia</p>
<p>Conceptualizing And Strengthening Corporate Entrepreneurship As Practice: A Multi-Tier Framework By Rohit Kumar India</p>	<p>The Interrelationship Between Value Congruity, Consumer Brand Identification, Customer Engagement, Affective Commitment And Brand Loyalty In Building Relationships Towards Indian Hospitality Brands By Shehnaz Tehseen Raouf Ahmad Rather India</p>	<p>Maritime Economy Model For Tourism Special Economic Zone Cape Kellyang To Promote Performance Of Tourism-Based Micro And Small Enterprises On Belitung Island By Reniat, Endang Bidayani, Khairiyansyah, Indonesia</p>	<p>Students' Attitudes Towards Use Of Cloud Computing In Lately Established State Universities In Sri Lanka By Munasinghe P. G. Wijewardana W.P. Sri Lanka</p>	<p>A Theoretical Framework That Impacts Enterprise Risk Management And Firm Financial Performance For Energy Efficiency Services By Pijaya Chartpolrak Soracak Tangthong Thailand</p>	<p>Servant Leadership And Job Satisfaction Among Academics By Muhammad Hashim Malaysia</p>	<p>Dynamic Estimation Model Of Normal Cash Holdings In Non-Financial Public Companies In Indonesia By Ernie Hendrawaty Indonesia</p>	<p>Strategic Flexibility And Innovation Of An Organisation Using Electric Circuit Framework - SAP-LAP Analysis By Shivang Baijal Sanjay Dhir India</p>	<p>Impact Of Economic And Financial Factors On Tax Revenue: Panel Data Evidence From The Selected Gulf States By Aref Abdullah Ahmad Muhammad Farhan Basheer Saira Ghulam Hassan Malaysia</p>	<p>Imposing Cooperation: The Impact Of Institutions On The Efficiency Of Cooperatives In Emerging Markets By Roberto Martin N. Galang Rouselle F. Lavado George O. White III USA</p>

Innovations For Low Income Markets: A Proposed Model Of Disruptive Innovation By Veena Mehta Grover India	Customer Attitudes Towards Mobile Advertising By M.A. Asoka Malkanthie K.M.V.V.K. Konara Sri Lanka	Core Competencies For Organizational Performance In The Hotel Industry In Thailand By Prasitpon Kengthong Vinai Panjakajomsak Thailand	Management Of Governance For Global Happiness: With Reference To Pali Canon Of Teaching Of The Buddha By S. M. U. T. S. Subasinghe Sri Lanka	ASEAN Towards Digital Economy: The Development Of Equity Crowdfunding In Malaysia, Singapore, And Thailand By Colobong, Anneraine M. Thailand	Impact Of Business Process Reengineering On Telecom Companies: A Case Study By Ramakanth M. V. B. Jagadeesh Kumar India	Demographic Factors, Financial Literacy And Tolerance Levels Of Financial Risk: A Study Of Potential Investors In Indonesia By Ernie Hendrawaty Indonesia	Strategic Thinking Of Ceos On Framing A Strategy: A System Dynamics Approach In Indian Automobile Market By Aqeeb Sohail Shaik Sanjay Dhir India	Foreign Direct Investment And Potential For Economic Growth: Prerequisites For Sri Lanka To Be Attractive By A. Anil Jayantha Fernando Sri Lanka	Can Firms Commit Themselves To A Program Of Sustainable Social Responsible Behavior? Evidence From India By Ashok Natarajan Tanusree Chakraborty India
Environmental Context, User Perception And Adoption Of Cloud Computing Among Small And Medium Enterprises In Nairobi County, Kenya By Emily Mworira Chemjor Davies Mbaabu Kajogu Wambui K Nganga Kenya	Antecedents And Consequences Of Internal Branding: A Proposed Model By Sanjay Dhir, Swati Dhir India	Drivers Of Sustainable Supply Chain Management In Thai Hotel Industry By Thapanaphat Pratyameteetham, Wanchatt Jaruwanno Thailand	Blending Of Strategic Management With ICT Curriculum And Its Impact On The Performance Of University Graduates By Mohammed R. A. Siam Wael Shah Basri Malaysia	Factors Affecting Share Price With Special Reference To The Colombo Stock Exchange In Sri Lanka By P. D. N. K. Palihena T. M. Weerasinghe Sri Lanka	Impact Of High-Performance Work Systems On Organizational Citizenship Behavior: A Moderated Mediation Model By Md. Shamsul Arefin (Bangladesh) Junwei Zhang (China) Lirong Long (China)	Impact Of Financial Leverage On Firms' Performance: Evidence From Sri Lankan Listed Companies By Dona Ganeesha Priyangika Kaluarachchi A. Anil Jayantha Fernando Raveendra Mallawarachchi Sri Lanka	Developing Lean Systems In Electronic Automotive Parts Manufacturing Industry: A System Dynamics Approach By Abakari Gautami Aqeeb Sohail Shaik India	Rethinking Money Stability: Shifting Value And Transformation Of Money By Suryaning Bawono Sebastian Viphindartini Silvi Asna Prestianawati Handriyono Indonesia	Poverty Program Effectiveness Based On Assistance And Social Protection In Indonesia By Marselina Misfy Indonesia
Aquaculture Opportunities And Incentives In Kenya's Fish Value Chains In The Context Of Entrepreneurship By Zacharia Shitote Kenya	A Study Of Purchase Intention Of International Fast-Fashion Brands Of Malaysian Gen Y Consumers By Derek Ong Lai Teik Lee Wan Shan Malaysia	Loyalty Model Of Customer For Superior Luxury Hotel In Thailand By Kawee Supanun Puris Sornsaruht Thailand	Structural Equation Modeling: An Emerging Tool In Social Sciences By G. Srilakshmi Darapureddi Suryachandra Rao India	Factors Affecting Loan Repayment Performance On MFISS By W.Percy .Wijewardana T.D.S.H Dissanayake H.M.D.N. Somathilake R.I.N Ranasinghe Sri Lanka	Interaction Post International Joint Venture Termination: An Exploratory Study By Nakul Parameswar Sanjay Dhir India	The Effect Of Mobile Banking Programs On Banking Productivity And Quality Across The United Arab Emirates By Mohammad Naim Chaker Mounir M El Khatib United Arab Emirates	Strategizing In Digital World: Case Studies Of Retail And Gaming Industry By Abhishek Kumbhat Sushil India	Telemedicine: Indian Perspective By Richa Bagga India	Halting Wasteful Consumption: The Negative Implications Of A Good Role Model By Maggie Y. Chu Frederick H.K. Yim China
Catalyzing Entrepreneurial Intentions Among University Students Through Experiential Learning. A Study Of STEP Programme At Mount Kenya University By Mwititi Evans Kenya	Bangladeshi Consumers' Intention Towards Purchasing Meat By Sheikh Ashiqurrahman Prince Bangladesh	Purchase Intent Online Model Of Foreign Tourist Of Hostel In Thailand By Kwanchart Wongkhajornpaibul Puris Sornsaruht Thailand	Total Interpretive Structural Modelling (TISM) of Enablers of a Value-Based Healthcare Organization By Pooja Dua, India	Impact Of Financial Variables On Common Stock Systematic Risk By W.Percy Wijewardana Sri Lanka	Prioritization Of Multi-Dimensional Risk For Digital Services Using Generalized Analytic Network Process By Syed Ziaul Mustafa Arpan Kumar Kar India	Emerging Themes In Joint Venture And Acquisition Research In Africa By Richard A. Owusu Nnamdi Oguiji Sweden	The Moderating Role Of Alliance Formation Intention On The Relationship Between Strategic Orientations, And Degree Of Internationalization A Conceptual Framework For Smes In UAE By Tariq Saeed Al Marshoodi Ahmed Bashawir Hj. Abdul Ghani Mohammed R. A. Siam Malaysia	Policy Issues In Education Reforms In Thailand: An Analysis Through ACF Model By Prakaydao Krissadee Thailand	Green Tourism Strategy: An Indonesian Perspective In Eco-Tourism By Satria Bangsawan Mahrina Sari MS Indonesia
The Use Of Patent As A Strategy In Entrepreneurial Organization By Sutopa Lahiry, K. Rangarajan, India	Factors Influencing Corporate Brand Equity In Thai Boxing Sports Entertainment Business Sector By Pawitpol Bhaibulaya Nuttawut Rojiruttikul Thailand	The Model Of Intention To Purchase Travel Online In Thailand Of Foreign Tourists By Parlakorn Kornpitack Puris Sornsaruht Thailand	An Overview of Online Education in India By Sukritee Goswami, Deepak Kumar, India	The Impact Of Integrated Reporting On Value Creation For Shareholders: The Moderating Effect Of Board Effectiveness: Case Of Sri Lanka By Roshan W. Herath Sri Lanka	Satisfaction Of Health-Care Professionals Towards Performance Appraisal System In The State Of Jammu & Kashmir By Mir Parvez Ahmad India	The Effect Of Tax Ratio And Good Government Governance On Economic Growth In ASEAN Countries By Marselina, Finidya Demarani, Arivina Ratih Indonesia	Readers' Willingness To Pay For E-Newspapers In India- A Study On How Newspapers Sustain Their Business Model In Digitalised Era By Sanjay Kumar, V.V.Subrahmanya Sharma, India	Impact Of Hospital Size On Managing Change In Public Hospitals: Study Of Thai public Hospitals By Dararat Rutnaruga, Sundar Venkatesh, Thailand	Corporate Social Responsibility Image Model In Indonesian Consumer Behavior Perspective By Mahrina Sari MS Indonesia

SESSION # 3: 14:00 pm – 15:30 pm

Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7	Room # 8	Room # 9	Room # 10
Entrepreneurship	Marketing	Case Studies	Pedagogy	Human Resources	Management	Finance/Accounting	Public/International	Social Responsibility	Social Responsibility
<p>Session Chairs: Swati Dhir, International Management Institute, New Delhi, India</p> <p>Mohammed Siam, University Of Utara Malaysia, Malaysia</p>	<p>Session Chairs: Sonjaya S. Gaur Sunway University, Malaysia</p> <p>Paul Sergius Koku, Florida Atlantic University, Florida, USA</p>	<p>Session Chairs: Jessica Sze Yin Ho, Sunway University, Malaysia</p> <p>Sahil Raj, Punjabi University, Patiala, State Of Punjab, India</p>	<p>Session Chairs: Joseph Mark Munoz, Millikin University, Illinois, USA</p> <p>Mohd Ridzuan Bin Darun, Universiti Malaysia Pahang, Gambang, Kuantan, State of Pahang, Malaysia</p>	<p>Session Chairs: Zainal Abidin Mohamed, Islamic Science University, Malaysia</p> <p>Ali Mohammad Shah, Islamic University Of Science And Technology, India</p>	<p>Session Chairs: Norman Wright, Utah Valley University, Utah, Orem, Utah, USA</p> <p>Abdul A. Rasheed, University Of Texas At Arlington, Texas, USA</p>	<p>Session Chairs: Noor Azlinna Azizan, Prince Sultan University, Saudi Arabia</p> <p>Mohammad Khoshnevisan, Ajman University, United Arab Emirates</p>	<p>Session Chairs: Mohd Hasbi Bin Ab Rahim, University Of Malaysia At Pahang, Malaysia</p> <p>Nik Aloesnita Binti Nik Mohd Alwi, University Of Malaysia At Pahang, Malaysia</p>	<p>Session Chairs: Bhavan Narayana Kandala, Pendekanti Institute Of Management, Vasavi College Of Engineering, Hyderabad, State Of Telangana, India</p> <p>Darapureddi Suryachandra Rao, Krishna University, Machilipatnam, State Of Andhra Pradesh, India.</p>	<p>Session Chairs: Qin Han, Dhillon School Of Business, University Of Lethbridge, Lethbridge, Alberta, Canada</p> <p>Fauqif Marwa, University Of Sriwijaya, Indonesia</p>
<p>Strategic Innovations Factors In Startups: A Cross-Case Analysis Of Indian Startups By K. Dinesh Sushil India</p>	<p>Effect of sales force demographics and personality traits on sales performance By Charles Lagat Kenya</p>	<p>Changing The Experience Of Flying: Vistara – The New Kid On The Block! By Kevin Savaille India</p>	<p>Motivations Guiding Nascent Indian Entrepreneurs: A Qualitative Study By Ahmad Faraz Khan Ale Imran India</p>	<p>The Influence Of Organizational Climate On HR Practices, Leadership Styles And Health Workers Retention By Yoshifumi Harada Mohammad Fathi Almaith Ndanusa Mohammed Manzuma-Ndaaba Thailand</p>	<p>Examining The Role Of Motivation On Employee Performance: A Case Of Public Sector In Ghana By Annu Tomar India</p>	<p>Revenue Diversification And Bank Performance: An Empirical Study Of Indian Commercial Banks By Udit Gupta India</p>	<p>Changing Regulatory Regime: An Impetus For Innovation For Indian Pharmaceutical Industry By Divya Sethi Natasha Tajeja India</p>	<p>Praxial Interlanguage Education (PIE): Developing Corporate Social Responsibility In International Higher Education By Charlton Bruton Thailand</p>	<p>Does Environmental Concern Drive Asian Firm's Governance Score? By Aditi Mitra Sanjaya Singh Gaur Malaysia</p>
<p>Predicting Entrepreneurial Satisfaction: Women Digital Entrepreneurs' Perspective By Tanusree Chakraborty Madhurima Ganguly India</p>	<p>Antecedents Of Customer Satisfaction, Loyalty, Trust And Retention: An Understanding Of Physical Retailing By Cheng Boon Liat Kimberley Yeoh Hui Jing Cheah Xin Wei Malaysia</p>	<p>Challenges And Innovation - Unique Proposition: Hyatt Hotels Corporation By Chandan Arya Unnaty Gandhi Geetika Sisodiya Ashish Thakur India</p>	<p>Entrepreneurial Orientation And Innovation Type: Competitive Advantage Of Furniture Industry By Neha Joshi Aastha Verma Sandeep Bhardwaj Thailand</p>	<p>An Empirical Study On Spiritual Intelligence And Organizational Citizenship Behavior By Neha Joshi Aastha Verma Sandeep Bhardwaj India</p>	<p>Organizational Change, Positive Emotions And Emotional Contagion: Role Of Change Agent By Liji James Swati Dhir India</p>	<p>A Study Of Customer Perception Towards Service Quality Provided By Commercial Banks In Hyderabad By Prasant Kumar Choudhury Bhavan Narayana Kandala India</p>	<p>Inter-Country Relations And Consumer Behavior: Assessment And Extension By Irfan Ahmed Vivek S. Natarajan USA</p>	<p>Pharmaceutical Business Ethics By Muhammad Mukhtar Zabta Khan Shinwari Pakistan</p>	<p>The Critical Success Factors On The Environmental Performance In Firms Of Thailand By Jirachayut Wiroajchewan Nuttawut Rojniruttikul Thailand</p>
<p>Influence Of Neurodiversity With Special Reference To Autism In Enhancing Capacity Building Towards Entrepreneurial Orientation By Broto R. Bhardwaj Praveen Khullar India</p>	<p>Expansion And Acceptance Of E- Commerce In Technologically Proliferating Nations: Evidence From India By Soma Patnaik Rajeev Kumar Panda India</p>	<p>A Case Study On Barbeque Nation: A Breakthrough In Indian Dining Experience By Vaibhav Chaudhary Taleha Khan Princy Suhag India</p>	<p>Factors Affecting The Adoption Of E-Commerce In Small And Medium Enterprises, Sri Lanka By D.I.N. Iddamalgodra Sri Lanka</p>	<p>The Impact Of Talent Management Initiatives On Employee Performance: The Mediating Role Of Employee Engagement In The Banking Sector, Sri Lanka By M.T.T De Silva M.G.G Tharanganie Sri Lanka</p>	<p>Inter-Surface Organizational Problems And Technology Management By S. Satyanarayana Vishnumurthy Narra Demudu Babu Karri India</p>	<p>Developing Distinctive Capabilities In The Regional Development Bank In Indonesia By Ferry Novindra Idroes Ernie Tisnawati Sule Poppy Rufaidah Diana Sari Indonesia</p>	<p>An Inquiry Into Success Factors Influencing The Choice Of Foreign Markets By Marwan Al-Qu'ran United Arab Emirates</p>	<p>Impact Of Perceived Ease Of Use, Awareness And Perceived Cost On Intention To Use Solar Energy Technology In Sri Lanka By U.C.Bandara T.S.M. Amarasena G.C.I Gunaratne Sri Lanka</p>	<p>Ethics And Quality Assurance In Traditional Medicine By Zabta K. Shinwari Pakistan</p>

Entrepreneurial Spirit Among Management Undergraduates In Public Universities Of Sri Lanka By Rev. W. Wimalaratana R. P. C. K. Jayasinghe Sri Lanka	Evidences Of Customer Loyalty And Its Salient Correlates From The Arab World By Shahid N. Bhuian Zafar U. Ahmed Hamed Al-Azri Sultanate Of Oman	A Case Study On Sleepy Owl Coffee: An Innovative Make-In-India Cold Brew Coffee Startup By Taleha Khan India	Disruptive Innovation: A Vehicle Of Growth: Case Study Of Adobe India By Vishesh Bhalla Sukritee Goswami India	An Exploration Of The Factors Associated With The Employee Productivity In The Garment Industry; A Study In Sri Lanka By Upul Chaminda Weragoda Masachchi Sri Lanka	Differences In Employee Perceptions On Downward And Upward Communications By Meldasari Said Laila Refiana Said Indonesia	Review Of "Irrational Exuberance" And "Efficient Market" Hypothesis In The Context Of Brownian Motion By Mohammad Khoshnevisan United Arab Emirates	A Conceptual Paper On The Success Of Thai Franchisor In Internationalization: Dynamic Capabilities Perspective By Arunee Lertkornkitja Barbara Igel Thailand	Relevance Of Spiritual Leadership For The Organizations In The Digital Age: An Evaluation By Sushil Kumar Tyagi Sanjay Dhir Vikas Dutt India	Adoption Of Solar Energy: A Study On Enablers And Inhibitors By Chetan Srivastava G. Mahendar India
Social Entrepreneurship In India: An Emerging Business Model To Serve Society By D. Suryachandra Rao M. Sravani India	Understanding Muslim Consumers: An Islamic Marketing Perspective By Hurrem Yilmaz Osama Sam Al-Kwafi Zafar U. Ahmed United Arab Emirates	A Case Study On Godrej Consumer Products Limited: The Sustained Strategy By Ramandeep Kaur Virk Shivang Baijal Deepak Kumar Tapati Bhattacharya India	A Model For International Learning By Joseph Mark Munoz Anthony Liberatore USA	Dealing With Workplace Adversity In Emerging Markets By Himani Oberai Sanjaya Singh Gaur India	Employee Creativity: A Mechanism For Closing Research Lacunas In The High Work Performance System Firm Non-Financial Performance Nexus By Abdussalaam Iyanda Ismail Abdul-Halim Abdul-Majid Hammed Oluwaseyi Musibau Malaysia	Causal Factors That Impact Enterprise Risk Management And Firm Financial Performance For Energy Efficiency Services. By Pijaya Chartpolrak Sorasak Tang Thong Thailand	Fiscal Decentralization and Community Welfare in the Regional Areas of Indonesia By Hadi Sasana, Lucia Rita Indrawati, Winarko Juliprijanto, Indonesia	Anticipatory Psychological Contract and its Impact on Candidate's Intention to Join By Ruchika Asha Prasad School of Business New Delhi India Email:	Business Development And Women Empowerment Through Rural Women Worker Cooperatives: An Empirical Study With Special Reference To Dairy Cooperatives In Kerala, India By Latha, K. Roji George India
Dynamic Capabilities Antecedents and Consequences in the Context of SME Sector in India By Himanshu Jain Sanjay Dhir India	Emotions And Values In Interaction With Women Salesperson Selling Intimate Apparels By Sanjaya Singh Gaur, Sivakumari Supramaniam Malaysia	Case Study: J.W. MARRIOTT By Kevin Savaille Shruti Punn Swati Singh Arif Mohammad Jagaran Prakashan Limited India	Instructional Strategies of Blended Courses for Self-paced Learning – An approach towards creativity and innovation as educational outcomes Danushka, S.A.N. and Warehena, Aruna S K, Sri Lanka	The Implications Of Imminent Organized Labor Provisions On The Industrial Relations Landscape Of The United Arab Emirates By Abdullah Z. Sheikh United Arab Emirates		Performance And Significance Of Infrastructure Mutual Funds In India By Arpitha Reddy P. Jagdish Shettigar Amarnath Bose India	Business and Entrepreneurship Development in a Globalized and Digitalized Era By Shantanu Indian Institute of Technology at Delhi New Delhi India		
	Customer Relationship Management In Building Islamic Zakat Payer Loyalty Toward Indonesian Zakat Institution By Indah Purnomowati Indonesia		Modeling the Transactional Profile of Managers in Indian Service Sector --- An ISM Approach. By Neha Joshi Vijay Jain India	Perceived Ethicality Of Political Behaviors In Organizations: A Constructivist Grounded Theory Study By Sauvik Kumar Batabyal Kanika T. Bhal India		Working Capital Management And Innovative Firm Value Measurement: Evidence From Singapore Listed Firms By Saheed. A. Nurein Mohd Salleh. Hj. Din Malaysia			

SESSION # 4: 16:00 pm – 17:30 pm

Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7	Room # 8	Room # 9	Room # 10
Marketing	Marketing	Marketing	Mixed	Management	Finance/Accounting	Management	Social Responsibility	Finance / Accounting	Management
<p>Session Chairs: Popy Rufaidah, Padjadjaran University, Indonesia</p> <p>Khurram Jahangir Sharif, Qatar University, Qatar</p>	<p>Session Chairs: Irfan Ahmed Sam Houston State University Texas, USA</p> <p>Boon Liat Cheng, Sunway University, Malaysia</p>	<p>Session Chairs: Jason Cheok, Sunway University, Malaysia</p> <p>Daisy G. Kanagasapathy, Sunway University, Malaysia</p>	<p>Session Chairs: Ahmad Faraz Khan, Aligarh Muslim University, Aligarh, State Of Uttar Pradesh, India</p> <p>Nilakshi W. K. Galahitiyawe, University of Sri Jayewardeneura. Sri Lanka.</p>	<p>Session Chairs: Bassem Maamari Lebanese American University, Lebanon</p> <p>Eric Rhodes, California State University At San Marcos, California, USA</p>	<p>Session Chairs: Suharnomo, Universitas Diponegoro, Semarang, Indonesia</p> <p>A. Anil Jayantha Fernando, University of Sri Jayewardenepura, Sri Lanka</p>	<p>Session Chairs: Sanjay Dhir, Indian Institute Of Technology At Delhi, India</p> <p>Nakul Parameswar, Vellore Institute Of Technology, Vellore, State Of Tamil Nadu, India</p>	<p>Session Chairs: Mohammad Naim Chaker, Ajman University, Arab Emirates</p> <p>Rafik ul Islam, International Islamic University, Malaysia</p>	<p>Session Chairs: Ashok Natarajan, Presidency University, Bangalore, State Of Karnataka, India</p> <p>Nakul Parameswar, Vellore Institute Of Technology, Vellore, State Of Tamil Nadu, India</p>	<p>Session Chairs: Tanusree Chakraborty, Presidency University, Bangalore, State Of Karnataka, India</p> <p>Madhurima Ganguly, Heritage Business School, Kolkata, State Of West Bengal India</p>
<p>Impact Of Employer Task Support And Brand Reputation On Employee Satisfaction By Manisha Goswami Sanjaya Singh Gaur India</p>	<p>Envisioning, Explicating And Relating Augmented Reality In Retailing By Pei Shan Soon Jessica Sze Yin Ho Sanjaya Singh Gaur Malaysia</p>	<p>The Role Of Brand Equity And Gender On Repurchase Intention By Chai Wen Teoh Malaysia</p>	<p>Insights From Department Heads: English Language Proficiency For International Business Students By Maureen Andrade USA</p>	<p>Exploring The Link Between Collective Organizational Engagement, Learning Orientation Strategic Implementation, And Organization Performance: A Conceptual Framework For Oil And Gas Sector Of Qatar By Abdulmohsin Abdulla Alyafei Ahmed Bashawir Hj. Abdul Ghani Mohammed R. A. Siam Malaysia</p>	<p>Effect Of Dividend Policy On Shareholder Value: A Study Of Investment Companies Listed On The Nairobi Securities Exchange By Joshua Kengere Mogaka Kenya</p>	<p>Digital Innovation: Challenges And Benefits For Legal Services Firms In Australia By Sudip Debkumar Sumit Chatterjee Thailand</p>	<p>Sharing Economy, Research Agenda By Anil Bilgihan USA</p>	<p>Do Cross-Border Acquisitions Enhance Firm Value In Short- Run? A Comparative Study Of Indian And Chinese Corporate Acquirers By Samta Jain Smita Kashiramka P. K. Jain India</p>	<p>Consequences Of Parent's Trying Of Providing Healthy Food To Their Children By Yoke Kiau Leong Sanjaya Singh Gaur Brian C. Imrie Malaysia</p>
<p>Exploring The Global Muslim Market: An Insight Into Muslim Consumers' Product Choice Using Eye- Tracking Investigation By M. Yunus Ali Malaysia</p>	<p>Customer Loyalty In The Context Of Commodity Products By Sanjaya Singh Gaur Jessica Sze Yin Ho Mohd Faizan Mohd Fariz Malaysia</p>	<p>The Effect Of Celebrity Endorsement On Customers' Attitudes, Emotional Value And Purchase Intention Toward A Footwear Brand: (The Successful Business Case Of Son Tung MTP Endorsing Biti's In Vietnam) By Truc Thi Thanh Nguyen Phuong Van Nguyen Phuong Uyen Dinh Vietnam</p>	<p>Startup Finance By: Crowdfunding: An Examination By Munim Kumar Barai Japan</p>	<p>Innovative Agent Based Solution For Systems Integration Management In Organizational Information Systems: Hybrid Approach Of Survey And Prototype By Adel Abdullatif Hamed Abdul Manaf Bohari Mohammed R. A. Siam Saudi Arabia</p>	<p>Usage Intention In E- Banking Service: A Technology Acceptance Mode By Nurbaiti, Indonesia</p>	<p>Determinants of Total Quality Manufacturing Work Culture in the Garment Industry: A Sri Lankan Case Study By Upul Weragoda Sri Lanka</p>	<p>Antecedence Of Materialism By Asoka Malkanthie Sri Lanka</p>	<p>Is The Debate Over? A Review On Rule Based Accounting Standards Vs Principle Based Accounting Standards By Jayalath Attanayke Sri Lanka</p>	<p>Integration Of Supply Chain And Information Technology Toward Supply Chain Performance Of The Small-Medium Enterprises Siti Aisjah Surachman Indonesia</p>
<p>The Model Of Customer Delight In The Cosmetics Industry By Adma Sari1 Popy Rufaidah Sucherly, Yevis Marthy Indonesia</p>	<p>Understanding Mobile Commerce Intention Among Nigerians: Hybridizing TPB, UTAUT And The Role Of Perceived Security And Awareness By Maruf Gbadebo Salimon Sany Sanuri Mohd Mokthar</p>	<p>Brand Loyalty Creation Model Of Quick Service Restaurant In Thailand By Ririnda Tangtatswas Puris Sornsaruht Thailand</p>	<p>Impact Of Mode Of Entry Decision On Financing Strategy Of Indian MNEs Undertaking Outward Foreign Direct Investment By Sonal Thukral Vanita Tripathi India</p>	<p>Ambiguity And Similarity As Antecedents To Anticipated Dissonance By Chin Chuan Gan Hishamuddin Ismail Khong Sin Tan Malaysia</p>	<p>Utilization Of Financial And Performance Report In The Budget Allocation Decision Of Indonesia's Local Government By Fajar Gustiawaty Dewi Indonesia</p>	<p>Model Of Logistics Industry In Thailand By Preechaphol Pongpanit Puris Sornsaruht Thailand</p>	<p>Millennial Generation Customers' Perception Toward The Eco-Friendly Products In Indonesia By Tiyas Danu Hapsari Dina Dellyana Indonesia</p>	<p>What Drives Bank Efficiency In Indonesia? By Tastafiyian Risfandy Indonesia</p>	<p>Social Media Analytics In Epidemiology: Predicting Disease Carriers And Patterns Of A Spread Through Social-Media- Communication By Sahil Raj Kumar Saurabh Vikas Singla</p>

	Rushami Zien Bin Yusoff Muniru Sheu Mashi Malaysia								India
Digital Marketing Capabilities: How Firms Can Maintain Competitive Advantage And Deliver Customer Value In Digital Era By Narendra Bosukonda India	Designing Hybrid Flexible Systems For Generation X: The Millennials (Developing ARC Framework For 2S: Scaling And Sustenance) By Ankush Grover Rakhi Arora India	Business Loyalty Leasing Model In Thailand By Udom Suwitsakdanon Puris Sornsaruht Thailand	Mobile Commerce In India And The Role Of M/S BSNL PSU Telecom Service Provider By P. Raja Ramesh India	Event Supply Chain Management Performance Measurement Using SCOR Model An Empirical Study Of National Otomotive Exhibition In Indonesia By Indrianawati Usman Muhammad Fariz Indonesia	Budgetary Control As Practice At A University- Shifting Between Enabling And Coercive Controls: A Field Study By S.M. Chaturika Senevirante Zahirul Hoque Indonesia	Equation Structural Factors Model Of Affecting Business Performance Automotive Parts Industry In Thailand By Att Petcharit Puris Sornsaruht Thailand	An Empirical Investigation Of The Challenges Of Mobile Telecommunications And Electricity Consumption In Nigeria And Its Effects On Socio-Economic Development By Raji Abdulwasii Adayemi Hammed Oluwaseyi Musibau Mohd. Haniff Bin Jedin Malaysia	Why Bankable People Still Need Informal Lending? By Muh Juan Suam Toro Arum Setyowati Indonesia	EI Performance And The Public Sector By Maya Shayya Bassem Maamari Lebanon
Content Analysis Of Online Hotel Reviews By Tanveer Kajla Sahil Raj Shivinder Kaur India	Attitude Towards Email Advertising Among The Students In Rajarata University Of Sri Lanka By Munasinghe P.G. Wimalasiri P.D. Sri Lanka	Factors Affecting The Trust Of Global Airline Passengers By Suchat Lainumngern, Sudaporn Sawmon Thailand	Rise Of Neoliberalism And Right To Education: The Indian Experience By Ashu Kapur Nikhil Wadhera India	Workplace Deviance In The Indian Organizational Context By Akanksha Malik Shuchi Sinha India	Three Staged Framework For IPO Underpricing: Evidence From India By Vikas Gupta Shveta Singh Surendra S. Yadav India	Exploring Heritage As Flow Experience: The Case Of Greenwich By Daisy G Kanagasapathy Malaysia	Going Home and Helping Out? Returnees as Propagators of CSR in an Emerging Economy By Qin Han Jennifer E. Jennings Runjuan Liu P. Devereaux Jennings Canada	Effect Of Earning Smoothness On IT Industry: A Case Study Of India By Gurcharan Singh Shikhl Munjal India	Factors Affecting Well-Being, Job Satisfaction And Burnout Among Medical Officers Of The Indian Army: A Review Of Literature By Shavina Goyal Neetu Chaudhary India
Reception Of People About Today's E-Commerce And Their Satisfaction Level By Its Use By Bhawin Chawla Harpreet Singh Inderjeet Singh India	Determinants Of Global Five Star Hotels Brands: Sri Lankan Perspective By Kumudinie Champa Liyasilinie Iddamaloda Zafar U. Ahmed Ali Khatib Sri Lanka	An Analysis Of Behavioral Intention Of RFID Users At The Hospitals By Passarin Phalitnonkiet Thailand	Modeling Value Drivers For Successful Blockchain Adoption By Ahmad Faraz Khan Saboochi Nasim India	The Effect Of Country-Of-Origin And National Image On Consumer Trust By Annisa Alifa Khair Popy Rufaidah Indonesia	Dynamics Of Capital Structure: An Evidence From Indian Manufacturing Firms By Yukti Bajaj Smita Kashiramka Shveta Singh India	The Impact Of Product Variety On Operational Performance: Mediating Role Of Integrated Green Supply By J.A.R.Jayakody Nilakshi W.K. Galahitiyawe Sri Lanka	Business Models In Social Entrepreneurship: A Systematic Review By Anil Kumar Majumdar Satyajit India	Trust As A Determinant Of E-Banking Adoption --- A Review By Liaqat Ali Simran Jit Kaur India	Nature Of Human Resource Management Practices And Its Impact On Employee's Job Satisfaction: A Case Study Of Indian Post Offices By Deepshikha Harvinder Singh India
Relationship Of Demographic Variables With Brand Loyalty –An Empirical Study In Athletic Footwear Industry By Shivani Malhan Parul Khanna Bimal Anjum Shivani Malhan India	Digital Laddering: A Framework For Unveiling Consumer Latent Behaviors By B.L.D. Seneviratne S.A. Senaratne Sri Lanka	Blue Ocean Strategy In Advertising: Reflections On The Indian Perspective By Sushil Kumar Tyagi Vikas Dutt India	Influence of Sustainability Practices on Business Performance - A Case Study with Indian MSME By Maitreyee Das Indian Institute of Foreign Trade Madurdaha, Kolkata, State of West Bengal India	The Role Of Private Universities In Building Knowledge Society: A Case Study Of Private Universities In United Arab Emirates, By Maysoon Alkaisi, United Arab Emirates	Behavior of Neglected Stocks By Vanita Tripathi, Parul Behl, India.	Revolutionizing Parking solutions: A Unique Business Model By Paramjit Singh Nagra Sanjay Dhir Indian Institute of Technology at Delhi New Delhi India	Dynamics of Estimation of Liquidity Created by Banks Across India By Naina Grover Sinha University of Delhi New Delhi India	Efficiency In Higher Education: A Contextual Framework And Relevant Issues Based On Review Of Literature By Gurucharan Singh Sarbjee Kaur Parveen Kumara, India	Child Abuse as a determinant of Underage Gang Formation In Kwara State, Nigeria By Raji Abdullateef Abdulbaqi Salihu Zakariyyah Akor Sunday Joseph Adeshina Ibrahim Olawale Raji Khalid Olatunji Nigeria
Customer Satisfaction Towards M-Commerce: Identification Of Key Attributes In Comparison With E-Commerce By Arshan Bhullar Pushpinder Singh Gill India	A Proposed Model To Measure Automobile Luxuriousness In A Emerging Country Setting By Sumith S. De Silva, Zafar U. Ahmed, Ali Khatibi, Sri Lanka	Customer Satisfaction In Relation To Complaint Handling And Service Recovery In E- Commerce By Parveen Kumari Satinder Kumar Sarbjee Kaur India	Are Corporate Responsible For Working Conditions Of Their Employees Domestic Workers? A Study Of Vietnamese Domestic Workers In Taiwan By N. Q. Phuong, Sundar Venkatesh, Thailand	Testing the Weak Form of Efficiency of the Stock Markets in Gulf Cooperation Council Countries (GCCC) By Mohammed Naim Chaker, Ariba Sabah, United Arab Emirates		Creating World Class Universities: Framework for Roles and Competencies for Academic Leaders in India By Darshna Vaghela Banker Kanika T. Bhal New Delhi India		Language Fosters Culture – A Few Observations By Jacqueline Amaral India	

<p>Consumer Knowledge And The Prevention Of Diabetes: Conceptual And Research Framework By Khurram Jehangir Sharif, Qatar</p>	<p>Juxtaposition Of Product And Process Approaches For Teaching Writing Skills In Tertiary Institution In ESL Classroom By Alabere Rabiati Ajoke Nigeria</p>	<p>Beware! Your Consumption Misbehaviour Is Adversely Stereotyping Your Ethnicity By Jason Cheok, Sanjaya Singh Gaur, Malaysia</p>	<p>Green Postal Service Design: Integrating Quality Function Deployment from Customer Perspectives By Vadel S. M. A. H. Sequeira School of Management National Institute of Technology Karnataka Surathkal State of Karnataka Indi</p>	<p>Entrepreneurial University for Enhancing Community Ecosystem: Model for Sustainable Competitiveness in Emerging Markets By Broto Bhardwaj Sahil Raj Sushil New Delhi India</p>	<p>The Utilization of Government Financial Statements by Executives: The Case of Local Authorities in Indonesia Nurkholis Arlisya Tika Affandi Faculty of Economics and Business Brawijaya University Malang Indonesia</p>			<p>Changes In Practicing Teachers' Self Efficacy In Teaching Scientific Inquiry By Dikbene Vidanalage Kumudini Priyanka Seneviratne Ali Khatibi Sakeeb Mohamad Malaysia</p>	
<p>4P Concept of Marketing Mix, needs to be redefined for B2G type of Business Units/Organizations By Akash Goel, Tanu Vohra, India</p>									

Day Three (July 4, 2018)
Venue: NIDA Business School Building

Global Business Forum

10:00 --- 12:00

**Global Business Forum Chaired by Dr. Nayana Dehigama,
Executive Chairman and Managing Director, EPIC Technology Group, Sri Lanka.**

*Faculty Development Workshop # 16
Executive Development Program on “Transformative Leadership”,
Delivered by Mr. Fazal Siddique, Author of the Book, “The COVETed Leader”.*

15:00 – 17:00

*Special Academic Session for Late Comers:
Miscellaneous Business Issues
Session Chair:
Abdullah Z. Sheikh, American University of Ras Al Khaimah, United Arab Emirates*

--- The End ---

--- Thank You ---