



**Strategic Alliance Between  
AGBA, Millikin University (USA),  
IIM-Rohtak (India) and Gift Society (India)**

***Presents  
Conference Program***

**Created by**

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**Conference Theme**

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

**Academy for Global Business  
Advancement's  
16<sup>th</sup> World Congress Held at the  
Indian Institute of Technology Delhi  
New Delhi  
India**

**on July 2 --- 4, 2019**



### **AGBA Brief:**

**Academy for Global Business Advancement (AGBA) is a global association of professionals in the fields of business administration.**

**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 and scholars 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 Scopus and Thomas Reuters (ISI) journals.**

**AGBA Officials and Notables for its  
16<sup>th</sup> Annual World Congress Held at  
Indian Institute of Technology - Delhi (IIT-Delhi),  
New Delhi  
India**

Conference Chair	Conference Co-Chair	Conference Co-Chair	Conference Co-Chair	Conference Co-Chair
<b>Don Capener</b> Dean Davis College of Business Jacksonville University Jacksonville, Florida <b>USA</b>	<b>Sanjay Dhir</b> Department of Management Studies Indian Institute of Technology Delhi <b>India</b>	<b>Dheeraj P. Sharma</b> Director Indian Institute of Management Rohtak State of Haryana <b>India</b>	<b>Shivendra K. Pandey</b> Dean: Academics Indian Institute of Management Rohtak State of Haryana <b>India</b>	<b>Viput Ongsakul</b> Dean NIDA Business School National Institute of Development Administration <b>Thailand</b>
<b>AGBA Patron</b>	<b>AGBA Patron</b>	<b>AGBA Patron</b>	<b>Distinguished Speaker # 1</b>	<b>Distinguished Speaker # 2</b>
<b>Nayana Dehigama</b> Executive Chairman & Managing Director EPIC Technology Group <b>Sri Lanka</b>	<b>Upul Weragoda</b> General Manager EAM Maliban Textiles Colombo <b>Sri Lanka</b>	<b>Mustafa Bayram</b> Director Graduate School of Natural and Applied Sciences Istanbul Gelisim University Avclar-Istanbul, <b>Turkey</b>	<b>Bharath M. Josiam</b> Professor of Hospitality Management University of North Texas Denton, Texas <b>USA</b>	<b>Eugene L. Seeley</b> Associate Professor of International Business Woodbury School of Business Utah Valley University <b>USA</b>
<b>Distinguished Speaker # 3</b>	<b>Distinguished Speaker # 4</b>	<b>Distinguished Speaker # 5</b>	<b>Distinguished Speaker # 6</b>	<b>Distinguished Speaker # 7</b>
<b>Justin Paul</b> Professor of International Business Rollins College (Florida) University of Puerto Rico San Juan, Puerto Rico <b>USA</b>	<b>Osama Sam Al-Kwifi</b> Managing Editor Journal for Global Business Advancement Inderscience Publisher London, England <b>UK</b>	<b>Yang Hwae Huo</b> Associate Professor of Hospitality Management Woodbury School of Business Utah Valley University <b>USA</b>	<b>Devkamal Dutta</b> Associate Professor Peter T. Paul College of Business and Economics University of New Hampshire <b>USA</b>	<b>Sri Beldona</b> Associate Dean Satish and Yasmin Gupta College of Business University of Dallas Dallas, Texas <b>USA</b>
<b>Distinguished Speaker # 8</b>	<b>Distinguished Speaker # 9</b>	<b>Distinguished Speaker # 10</b>	<b>Distinguished Speaker # 11</b>	<b>Distinguished Speaker # 12</b>
<b>Daing Nasir Ibrahim</b> Former Vice Chancellor Universiti Malaysia Pahang Kuantan, State of Pahang <b>Malaysia</b>	<b>Sonjaya Gaur</b> Professor of Marketing Sunway University <b>Malaysia</b>	<b>Zainal Abidin Mohamed</b> Professor and Coordinator Graduate School of Management Islamic Science University <b>Malaysia</b>	<b>Haim Hilman Abdullah</b> Former Dean School of Business Management Universiti Utara Malaysia <b>Malaysia</b>	<b>Simeon K. Mining</b> Director of Research Office of University Research MOI University <b>Kenya</b>
<b>AGBA Patron</b>	<b>AGBA Patron</b>	<b>AGBA Patron</b>	<b>AGBA Patron</b>	<b>AGBA Patron</b>
<b>Hamdan S. Al-Fazari</b> Deputy Vice Chancellor (Resources) Sohar University <b>Oman</b>	<b>Dahir Hassan</b> Rector Simad University Mogadishu <b>Somalia</b>	<b>Suharnomo</b> President Indonesian Association of Faculties Economics and Business (AFEBI) Dean Faculty of Economics & Business University of Diponegoro <b>Indonesia</b>	<b>Ping-Yen Lai</b> Professor of Economics, National Changhua University of Education Changhua City, <b>Taiwan</b>	<b>Sudaporn Sawmong</b> Dean Faculty of Administration and Management King Mongkut Institute of Technology at Ladkrabang <b>Thailand</b>

# **2019 AGBA Conference Program**

## **First Day, July 2, 2019**

- Conference Registration
- Conference Reception
- Conference Inauguration
- **Faculty Development Workshops**
- Professional Networking
- Business Networking
- **Academic Session**

## **Second Day, July 3, 2019**

- **Faculty Development Workshops**
- **Academic Sessions**
- *Professional Sessions*
- Professional Networking
- Business Networking
- **Gala Dinner/Award Ceremony**

## **Third Day, July 4, 2019**

- **Global Business Forum**
- Professional Networking
- Global Business Networking
- **Academic Sessions**
- **One-to-One Mentoring of Selected Doctoral Students**

## **PREFACE**

**This "Conference Program" contains abstracts/papers that have been accepted (after anonymous review and their subsequent revisions by author(s)) for presentation at the 16<sup>th</sup> Annual World Congress of the Academy for Global Business Advancement (AGBA) that is being held at the Indian Institute of Technology Delhi (IIT-Delhi) on July 2---4, 2019.**

**AGBA would like to express its appreciation and gratitude to Prof. Sushil, Founder of "Global Institute of Flexible Systems Management" (GIFT Society), for his dynamic leadership, appreciable patronage and admirable support in organizing this fabulous global 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 17<sup>th</sup> Annual World Congress to be held at Istanbul Gelisim University, Avcilar-Istanbul, Turkey on July 2---4, 2020.**

**Thank you very much.**

**Sincerely,**

**Christopher J. Marquette  
Don Capener  
Sanjay Dhir  
Zafar U. Ahmed**

# **Conference Program**

## **Pre-Conference Program: July 1, 2019**

### **Venue**

***Lobby of Jaypee Vasant Continental***

**18:00 --- 19:00 (Pre-Conference Reception)**

**18:00 --- 22:00 (Conference Registration)**

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## **Day One (July 2, 2019)**

### **Venue:**

**“Lecture Hall Complex” (LHC),  
located 1 Km inside from the main gate of the  
Indian Institute of Technology Delhi campus in Hauz Khas  
New Delhi, India**

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

**9:00 --- 10:00 ----- Conference Inauguration**

**Conference Inauguration by an Indian Corporate Leader**

**Welcome by Conference Chair: Prof. Don Capener, Dean, Davis  
College of Business, Jacksonville University, Jacksonville, Florida,  
USA.**

**Welcome by Conference Co-Chair: Dr. Sanjay Dhir, Department of  
Management Studies, Indian Institute of Technology Delhi, New  
Delhi, India.**

**Welcome by Conference Co-Chair: Prof. Dheeraj P. Sharma, Director,  
India Institute of Management Rohtak, State of Haryana, India.**

**Welcome by Conference Co-Chair: Dr. Shivendra K. Pandey, Dean of  
Academics, Indian Institute of Management Rohtak, State of  
Haryana, India.**

**Welcome by Conference Co-Chair: Dr. Viput Ongsakul, Dean, NIDA  
Business School, National Institute of Development Administration,  
Thailand.**



**Welcome by Conference Patron: Dr. Hamdan S. Al-Fazari, Deputy Vice Chancellor (Resources), Sohar University, Oman.**

**Welcome by Conference Patron: Mr. Dahir Hassan, Rector, Simad University, Somalia.**

**Welcome by Conference Patron: Prof. Daing Nasir Ibrahim, Former Vice Chancellor, Universiti Malaysia Pahang, Malaysia.**

**Welcome by Founder, President and CEO: Academy for Global Business Advancement, Falls Church, Virginia, USA -----**  
**Prof. Dr. Zafar U. Ahmed.**

<b>10:30 ---11:00</b>	<b>---</b>	<b>Coffee/Tea Break</b>
<b>11:00 --- 12:30</b>	<b>---</b>	<b><i>Faculty Development Workshop # 1</i></b> <b><i>Faculty Development Workshop # 2</i></b> <b><i>Faculty Development Workshop # 3</i></b> <b><i>Faculty Development Workshop # 4</i></b>
<b>12:30 --- 14:00</b>	<b>---</b>	<b>Lunch</b>
<b>14:00 --- 15:30</b>	<b>---</b>	<b><i>Faculty Development Workshop # 5</i></b> <b><i>Faculty Development Workshop # 6</i></b> <b><i>Faculty Development Workshop # 7</i></b> <b><i>Faculty Development Workshop # 8</i></b>
<b>15:30 --- 16:00</b>	<b>---</b>	<b>Coffee/Tea Break</b>
<b>16:00—19:00</b>	<b>---</b>	<b><i>Faculty Development Workshop # 9</i></b> <b><i>Faculty Development Workshop # 10</i></b> <b><i>Faculty Development Workshop # 11</i></b> <b><i>Faculty Development Workshop # 12</i></b> <b><i>Faculty Development Workshop # 13</i></b> <b><i>Faculty Development Workshop # 14</i></b> <b><i>Faculty Development Workshop # 15</i></b> <b><i>Faculty Development Workshop # 16</i></b>

**19:00 – 22:00:**

**Special Academic Session for Early Birds:**

**Miscellaneous Business Issues ---**

**Session Chairs:**

**Prof. Sri Beldona, University of Dallas, Texas, USA**

**Prof. Mohammad Ashraf Rizvi, Integral University, Lucknow, India.**

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**Day Two (July 3, 2019)**

**Venue:**

**“Lecture Hall Complex” (LHC),  
located 1 Km inside from the main gate of the  
Indian Institute of Technology Delhi campus in Hauz Khas  
New Delhi, India**

**Paper Presentation Schedule**

<b>07:00 --08:00</b>	<b>---</b>	<b>Conference Registration</b>
<b>08:00 -- 10:00</b>	<b>---</b>	<b>12 Concurrent Sessions</b>
<b>10:00 ---10:30</b>	<b>---</b>	<b>Coffee / Tea Break</b>
<b>10:30 to 12:30</b>	<b>---</b>	<b>12 Concurrent Sessions</b>
<b>12:30 to 14:00</b>	<b>---</b>	<b>Lunch</b>
<b>14:00 to 15:30</b>	<b>---</b>	<b>12 Concurrent Sessions</b>
<b>15:30 to 16:00</b>	<b>---</b>	<b>Coffee / Tea Break</b>
<b>16:00 to 17:30</b>	<b>---</b>	<b>12 Concurrent Sessions</b>
<b>17:30 to 19:00</b>	<b>---</b>	<b>12 Concurrent Sessions</b>
<b>19:00 to 22:00</b>	<b>---</b>	<b>Award Ceremony/Gala Dinner</b>

**Award Ceremony Chaired by: Dr. Christopher J. Marquette ,  
Conference Director and Program Chair, Millikin University, USA.**

**Day Three (July 4, 2019)**

**Venue:**

**“Lecture Hall Complex” (LHC),  
located 1 Km inside from the main gate of the  
Indian Institute of Technology Delhi campus in Hauz Khas  
New Delhi, India**

**07:00 –08:00 --- (Conference Registration)**

**8:00 – 10:00 --- Academic Session #1**

**10:00 – 10:30 --- Coffee/Tea Break**

**10:30 – 12:30 --- GLOBAL BUSINESS FORUM**

**Distinguished Speakers:**

**Dr. Nayana Dehigama, Executive Chairman & Managing Director, EPIC  
Technology Group, Colombo, Sri Lanka.**

**Mr. Upul Weragoda, General Manager, EAM Maliban Textiles, Colombo, Sri Lanka.**

**Mr. Roger Tanios, General Counsel, INDEVCO Industrial Development and  
Consulting Services, Beirut, Lebanon.**

**Dr. Ansh Gupta, Co-Founder BOGATCHI CHOCOLATES Company, New Delhi, India.**

**Mr. Vikas Dutt, Deputy General Manager, Relaxo Company, New Delhi, India.**

**12:30 --- 14:00 --- LUNCH**

**14:00 --- 16:00 --- Academic Session # 2**

**16:00 ---16:30 --- Coffee/Tea Break**

**16:30 ---18:30 --- Academic Session # 3**

**18:30 ---19:00 --- Coffee/Tea Break**

**19:00 ---22:00 --- Academic Session # 4**

**23:00 --- Onward --- End of the Conference.**

**23:00 Onward ---- Explore New Delhi Nightlife on Your Own**

**--- See you in Turkey Next Year ---**

**--- Thank You Very Much ---**