



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

Presents
Faculty Development Workshops Program
to be Delivered by
Globally Renowned Experts

and Created by

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Conference Theme:
**"Business and Entrepreneurship Development in a
Globalized and Digitalized Era"**

**Academy for Global Business Advancement's
16th 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 16th Annual World Congress Held at Indian Institute of Technology - Delhi (IIT-Delhi), India

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

2019 AGBA CONFERENCE PROGRAM

First Day, July 2, 2019

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

Second Day, July 3, 2019

- **Faculty Development Workshops**
- **12 Concurrent Academic Sessions**
- *Professional Sessions*
- Professional Networking
- Business Networking
- **Gala Dinner**

Third Day, July 4, 2019

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

TABLE OF CONTENTS

July 2, 2019 --- 8 a.m. to 6 p.m.

- FDW # 1 --- “Achieving AACSB Accreditation: What is the Big Deal?”
by Don Capener, Jacksonville University, USA.
- FDW # 2 ---“Striving For Triple Crown Accreditations: AMBA, EQUIS
& AACSB - A Case Study of Universiti Utara Malaysia”,
by Haim Hilman Abdullah, Universiti Utara Malaysia,
Malaysia.
- FDW #3 --- “Developing a US Style Ph.D., Program in Business
Administration” By Gary L. Frankwick, University of
Texas at El Paso, USA, and Charles Lagat, Moi University,
Kenya.
- FDW # 4 --- “ What It Takes To Launch A DBA Program?” By Sri
Beldona and J. Lee Whittington, University of Dallas,
USA.
- FDW # 5 --- “An Alternative Industrial Ph.D., Program in Malaysia”
By Zainal Abidin Mohamed, Islamic Science University
Malaysia, Malaysia.
- FDW # 6 --- “Developing Systematic Review Articles for Publishing in
World-Class Journals” By Justin Paul, Rollins College
(Florida) and University of Puerto Rico, USA.
- FDW # 7 --- “Tips for the Preparation of Manuscripts for
Publication in the Journal for Global Business
Advancement” (UK Based, Scopus Indexed and Listed in
ABDC List) By Osama Sam AL-KWIFI, Inderscience
Publisher Company (UK), and Qatar University, Qatar.
- FDW # 8 --- “Designing Publishable Research that Contributes to
Various Stakeholders” By Sanjaya Singh Gaur, Sunway
University, Malaysia.
- FDW # 9 --- “Ethics in Research” By Simeon K. Mining, Moi
University, Kenya.

July 3, 2019 --- 8 a.m. to 11 a.m. --- (Continuing)

FDW # 10 ---“Achieve Constructive Alignment through Teaching Pedagogy and Student Learning: A Curriculum Design Thinking Studio Approach” By Devkamal Dutta, University of New Hampshire, USA.

FDW # 11 --- “Writing Local Cases” By Eugene Seeley, Utah Valley University, USA.

FDW # 12 --- “Creative Management Education: Using Reality TV Shows as Case Studies” By Bharath M. Josiam, University of North Texas, USA.

FDW # 13 --- “Collaboration of Engaged Learning, Engaged Teaching, and Engaged Research” By Yang Hwae Huo, Utah Valley University, USA.

FDW # 14 --- “Globalizing Malaysian Universities: A Case Study of Universiti Malaysia Pahang (UMP)” By Daing Nasir Ibrahim, Universiti Malaysia Pahang, Malaysia

FDW # 15 --- “Entrepreneurship in Art” By Esq. Roger de Tanios, INDEVCO Group, Lebanon.

**July 4, 2019 (9 a.m. to 12 Noon) ---
Focus --- Global Entrepreneurship)**

FDW # 16 --- “Credibility & Creativity: Entrepreneurs’ Ammunition for Growth in Hostile Markets” By Nayana Dehigama, EPIC Technology Group, Sri Lanka.

FDW # 17 --- “Globalization Strategy of EAM Maliban Textiles (Pvt) Ltd (Sri Lanka)” By Upul Weragoda, EAM Maliban Textiles (Pvt) Ltd, Colombo, Sri Lanka.

“Achieving AACSB Accreditation: What is the Big Deal?”

**Prof. Dr. Don Capener
Dean
Davis College of Business
Jacksonville University
Jacksonville, State of Florida,
USA
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Many universities across Asia, Africa and other parts of the world suffer from a lack of brand recognition outside of their own region. This lack of recognition impacts significant strategic activities ranging from recruitment of international students, exchange partner opportunities, global rankings, or the ability to recruit visiting faculty or speakers from the top universities and organizations abroad.

One way to establish a quality brand is by achieving globally recognized accreditation through organizations such as the Association to Advance Collegiate Schools of Business (AACSB) or the European Quality Improvement System (EQUIS). Even more importantly, however, accreditation goes beyond establishing a brand, putting in place the processes needed to ensure that the recognized brand is backed by continuously improving quality that results in positive outcomes for students. Students graduating from AACSB schools are highly sought-after and tend to earn higher salaries from the best organizations in the world.

95% of schools surveyed, report that AACSB accreditation improved quality in areas that included curriculum delivery, program competitiveness, recruitment attractiveness to potential faculty, and the most innovative instructional delivery methods.

As the largest and most prestigious of the accrediting bodies, AACSB is the “gold standard”. AACSB accreditation is held by such prestigious universities as Harvard, Stanford, and the University of Pennsylvania (Wharton).

Yet, AACSB accreditation is not limited to only top tier schools but also works to assure the quality of business education at less well-known

schools such as Jacksonville University, Utah Valley University, American University of Kuwait, and National Taipei University.

Drawing on my experience as an AACSB Peer Review Team member, initial Accreditation reviewer, and the Dean of a business school holding AACSB accreditation, this workshop addresses several topics in introducing participants to AACSB accreditation.

These include:

- **Why should your school consider accreditation?**
 - **Is AACSB, EQUIS, or another accreditation worthwhile for your university?**
 - **Addressing the core AACSB themes of innovation, engagement, and impact**
 - **Meeting standards and the realities of how quality management education is measured**
 - **Meeting standards for high quality students, faculty, and professional staff**
 - **Meeting standards for effective learning and teaching**
 - **Meeting standards for academic and professional engagement**
 - **Deeper understanding of the AACSB accreditation process and how long it takes to achieve accreditation**

Biopic of Presenter:



Appointed Dean of the Davis College at Jacksonville University in 2011, Prof. Dr. Don Capener is first and foremost an entrepreneur. He is a prominent leader in the Florida business community and an experienced AACSB peer reviewer. At JU, Capener started the Executive DBA program which has grown into one of the top programs globally according to CEO Magazine.

His research interests center around entrepreneurial ecosystems and international business between Asia and the USA.

Dr. Capener spent a considerable amount of time in corporate management roles in international advertising agencies and corporate environments such as Reebok and Visa before entering academia full-time in 2001. Earlier in his career, Capener started Above the Rim Apparel with his brother while running an advertising agency in San Diego starting in 1988. Both companies grew into profitable ventures and were sold in 1994. During the early part of his career, Dean Capener taught advertising and marketing at San Diego State Univ. (SDSU) in California. As CMO of a successful marketing technology firm, Netcentives, Capener was instrumental in taking them public via NASDAQ in 1999.

Dr. Capener earned a PhD in International Management from the International School of Management in Paris. His Master of Business Administration degree was conferred from the Thunderbird School of Global Management in Arizona, and his bachelor's degree in political science, economics, and Asian studies came from Brigham Young University in Provo, Utah. Dr. Capener is fluent in the Japanese language.

**“Striving For Triple Crown Accreditations:
AMBA, EQUIS & AACSB –
A Case Study of Universiti Utara Malaysia”**

By
Prof. Dr. Haim Hilman Abdullah
Professor of Strategic Management
and Former Dean
School of Business Management
Universiti Utara Malaysia
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Competitive advantage is a must in all sectors including higher education. To become relevant, referred and respected higher learning institutions (HEIs), universities must strive and become leader in their respected market segment. Thus, a constant improvement and strive to gain competitive advantage is needed for all higher education institutions (HEIs).

However, many universities across emerging countries are not operating to expectation, with majority lack the merit to be accredited by prestigious global accreditation bodies.

International accreditations have become an integral part of today’s higher education arena. For example, many universities across emerging countries such as University Utara Malaysia (UUM) are seeking triple crown accreditations in order to gain global recognition and build a globll brand.

Many universities have incorporated accreditations in their strategic plans. The challenges are immense, but worth to pursue if they want to stand tall and become among the best universities on the global stage. This workshop will elaborate the experience of UUM in its pursuit to secure world class triple crown accreditations (AACSB, AMBA and EQUIS).

Biopic of Presenter:



Prof. Dr. Haim Hilman Abdullah is a Professor of Management, active researcher, writer and consultant in the fields of strategic management, competitive strategy, marketing, leadership at School of Business Management, Universiti Utara Malaysia (UUM).

He obtained his PhD in Management from Universiti Putra Malaysia (UPM). His thesis was about competitive strategy and worthy to mention, had won the Best PhD Thesis Award. Prior to that, he had received BA (Hons) Business Administration (BBA) and Master in Business Administration (MBA) from the University of Portsmouth, United Kingdom. He had attended the Executive Development Program at Kellogg School of Management, Northwestern University, USA.

To date he has published more than 60 academic papers in SCOPUS indexed journals and more than 100 articles in other refereed/indexed journals and proceedings. He won several Best Paper Awards and Best Scholar Awards at international conferences. He also had written several academic books and chapter in book in the field of strategic management and management. He is active in supervising PhD students and he has produced 20 PhD scholars in the field of management, and leadership.

“Developing a US Style Ph.D., Program in Business Administration”

By

**Prof. Dr. Gary L. Frankwick
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and

**Dr. Charles Lagat
Senior Lecturer of Marketing and
Director: Doctoral Program
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US Style Business PhD programs tend to be cohort - course based programs with a dissertation component. A university planning to initiate a PhD program in business administration probably has many of the necessary elements already in-house, and can complement those elements through a collaboration agreement with a US based university until they have established the necessary skills for themselves. This workshop presents the basic course structure, general administrative structure, and typical supplemental elements needed for a typical US style PhD program in business administration. The workshop will cover typical student recruiting and desired cohort composition, courses in content, method, and supporting coursework. We will discuss the variety of administrative structures and control mechanisms needed for managing the program and mentoring a student through the process. In addition, we will discuss comprehensive exams versus first-year and second-year papers, and combinations of the two alternative approaches. We will discuss

traditional as well as contemporary analytical methods emerging in PhD programs in the US. Further, we will discuss supporting research and field immersion to help students become part of the academic business community. Finally, we will discuss the dissertation process and requirements for a research program designed to help the student on his or her way to earn tenure in a research oriented school. Throughout the workshop, we will discuss the application of these techniques and processes by examining development of the PhD program at Moi University in Kenya. Moi University has collaborated with American Universities over the last 12 years and developed a PhD program which is well grounded in theory and research in business management. The program is self-sufficient and has graduated a number of PhDs who are now serving as university faculty, administrators, corporate executives and government appointees throughout East Africa.

Biopic of Presenter # 1:



Prof. Dr. Gary L. Frankwick (Ph.D., Arizona State University) is Professor of Marketing and Marcus Hunt Chair of International Business in the College of Business at the University of Texas at El Paso (Texas, USA). During his career, he has served as the Associate Dean of Faculty Development, PhD Coordinator, MBA Director, and currently serves as the Director of International Engagement. He has chaired more than a dozen PhD dissertations, with his most recent graduate holding a position at the University of Southern Maine. His research interests lie primarily in the behavioral aspects of business-to-business marketing, including marketing strategy decision-making, marketing management, sales management, new

product development, and supply chain management. His current research involves managerial interactions with artificial intelligence. His research has been published in the Journal of Marketing, European Journal of Marketing, Journal of Business Research, Journal of Product Innovation Management, Journal of Personal Selling and Sales Management, Journal of Supply Chain Management, and Industrial Marketing Management, among others. His primary teaching responsibilities include marketing strategy, data analysis, and new product development.

Biopic of Presenter # 2:



Dr. Charles Lagat is a Senior Lecturer in the Department of Marketing & Logistics, School of Business & Economics, Moi University (Kenya) where he has worked since 2002. He also serves as the Director for Directorate of International Program, Linkages & Alumni at Moi University, Kenya. Charles has served as a Head of Marketing Department and as coordinator of different projects at Moi University. He has served as senate member and board member in different committees including programme curricula development and review in the University. Charles had over 6 years industry experience in marketing and sales prior to joining the University which he has had more than 17 years academic experience. He has had an international experience as a visiting scholar at Oklahoma State University USA, participating in short term student Projects at Hogeschool Utrecht University, Netherlands and on a visiting Professor session at Donghua University, China. He has been coordinating international collaboration projects between Moi University and several

Universities for over 10 years. Charles has been actively involved in research in fields of management sciences, marketing and logistics. He has published several papers in refereed journals and has presented papers in several international conferences. He has supervised students at Masters and PhD levels.

AGBA Faculty Development Workshop # 4

“What It Takes To Launch A DBA Program?”

By
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Director of DBA Program and Associate Dean
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and

Prof. Dr. J. Lee Whittington
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With rapid growth of MNCs in Asia, the need for qualified manpower has never been more critical. The demand for manpower has led to an increase in management schools which has strained the supply side of qualified faculty.

This workshop will focus on the best practices for introducing and sustaining an accredited Doctor of Business Administration program that not only meets the needs of the management schools but also the demands of the industry.

The lessons learnt from introducing a rigorous research-based DBA program that has prepared business professionals to expand their breadth of knowledge and abilities in leadership, innovation and customer engagement will be discussed at this workshop.

University of Dallas DBA program is the only AACSB DBA program in the state of Texas and ranked number 10 in 2018 by the Top Management Degrees rankings.

Biopic of Presenter # 1:



Prof. Dr. Sri Beldona is a Professor of Management, and also serves as Associate Dean for Academic Affairs. Prior to his appointment at the University of Dallas, he worked as Vice President of Strategic Planning at Marketing Management, Inc. in Fort Worth (Texas, USA).

Dr. Beldona received his doctorate in Business Administration from Temple University (USA), where he concentrated on International Business and Strategic Management. His areas of expertise include product and brand management, consumer behavior, international marketing and Business Analytics. He teaches courses in International Business, Business Analytics, Import/Export, Intercultural Management, and the Capstone Experience.

Dr. Beldona has several active research projects and has published a number of articles regarding branding, consumer behavior and global business. His work has included studies of the effect of country associations on a brand's personality, store brands, and the impact of population growth on human development index. His recent scholarship has appeared in Journal of Retailing, Journal of Business, Marketing Letters, and Managerial Auditing Journal, Journal of Product & Brand Management among others

Biopic of Presenter # 2:



Prof. Dr. J. Lee is a Professor of Management and Co-Director of the Master of Leadership program at the University of Dallas. He focuses his teaching, research, and consulting in the areas of Leadership, Organizational Behavior, and Leading Strategic Change. His research has been published in The Leadership Quarterly, Academy of Management Review, Journal of Management, Journal of Organizational Behavior, Research in the Sociology of Organizations, Journal of Business Strategy, Journal of Applied Social Psychology, Journal of Managerial Issues, Journal of Behavioral and Applied Management, Journal of Management, Spirituality, and Religion, and the Journal of Business Research. He is also a co-author with Tim Galpin and Greg Bell of the book, Leading the Sustainable Organization. His second book, Biblical Perspectives on Leadership and Organizations was published by Palgrave-Macmillan in 2015. His newest book, Enhancing Employee Engagement: An Evidence-

Based Approach (co-authored with Simone Meskelis, Enoch Asare, and Sri Beldona), was published by Palgrave-Macmillan in 2017.

Dr. J. Lee's industry experience includes over twenty-five years in manufacturing and distribution. He has held executive positions in marketing, logistics, and general management. His consulting focuses on leadership development, executive coaching, facilitating change, and enhancing employee engagement. His consulting experience includes engagements with Life.Church, Association of Missouri Electric Co-Ops, Northern Virginia Electric Co-Op, Jackson Electric Member Corporation, Independent Insurance Agents of Texas, Nokia, FedEx-Kinko's, Penson Financial Services, Reynolds Metals, Ball Container, RadioShack, Valor Telecom, City of Arlington, City of Southlake, Siemens, and the US Army Corps of Engineers.

He attended Austin College where he graduated with a BA in Economics and Political Science. He received his MBA and Ph.D. (Organizational Behavior) from The University of Texas at Arlington.

AGBA Faculty Development Workshop # 5

**“An Alternative Industrial Ph.D.,
Program in Malaysia”**

**By
Prof. Dr. Zainal Abidin Mohamed
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Malaysia needed about 30,000 PhD holders in the country to provide the necessary support for her development targets. This is the number needed if she is to use the South Korea per capita measurement. Her present capacity is only able to produce about 2,000 new PhD graduates yearly, of which half are foreigners.

With government incentive and support the number achieved are still too small. Many qualified personnel are in the corporate sector and

they are not interested in philosophical research but would prefer applied research. So universities are encouraged to offer such programs and many opted for the proven western DBA program. Initially the numbers registered were quite encouraging but later the rate of sustainability slowly deteriorated and the number that graduated were very marginal.

The candidates could not afford to attend the weekly DBA classes nor to complete the 12-14 modules of course work. Islamic Science University of Malaysia (USIM) made a short investigation of the problems and identified some Industrial PhD programs that use the case consultancy/study approach (Sweden, Scandinavia and a few other countries), plus the dissertation where a publication of 5 research papers in top journals can be collated and treated as a thesis corporate (Japan and Malaysia).

With the two background described above, this unique Industrial PhD curriculum was proposed and accepted by USIM's Senate. This faculty development workshop is about USIM's new industrial Ph.D., Model.

Biopic of Presenter:



Prof. Dr. Zainal Abidin Mohamed is currently a Professor of Strategic Management and Coordinator of Graduate School of Management in Islamic Science University Malaysia (USIM). He moved to this university in 2013 from University Putra Malaysia (UPM) where he

served as an academic as well as holding several management positions of the university for 35 years. In his over 35 years career at UPM, he was involved heavily in setting up the Small Business Development Centre (funded by the Saskatchewan (Canada) Council in 1980), headed a team to establish the MBA programme (1986), got the ISO accreditation for the university (1994), set up the corporate Planning Division of UPM (1996) and UUM (2001), helped established the Graduate School of Management (1997), and played a leading role in getting UPM to get the AACSB recognition (started the initial step in 2005 and finally awarded in 2012, the first in Malaysia). In the new appointment in USIM, he headed the Graduate School of Muamalat (Islamic business transaction). In 2019, he still holds the President's post of the Case Writers Association of Malaysia since 2003.

Zainal holds a Bachelor in Agricultural Science from University of Malaya (74), an MBA from Wisconsin (76) and a PhD from Edinburgh University (88). He now spends a lot of time on academic, research and advisory work focussed on knowledge and strategic management as well writing cases for teaching purposes.

Zainal moved to USIM because his experience is very much needed and valued in the young university rather than UPM with many senior academics and a student number of 1500 when he first joined and has grown to 25000. His whole inventory of activities are clustered into many categories. But having the pleasure of supervising and graduating 24 PhD graduates (so far) though another 5 did not make it to the end. He enjoyed conducting in-house training for executives in Malaysia as well as overseas like in the Women's University of Africa (Harare, Zimbabwe), International Institute for Capacity Building of Africa (Addis Ababa, Ethiopia), ASCON (Lagos, Nigeria), and INCIF (Male, Maldives). Zainal spent his sabbatical under Fulbright sponsorship at Indiana University at Bloomington (USA) and had short training attachments for ITP at INSEAD (Fontainebleau), AIT (Bangkok), Ann Arbor (Michigan), EDI of World Bank (at SEARCA, Los Baños, Philippines), Muhammadiyah University (Jogja, Indonesia) and Harvard Executive Programs (in Kuala Lumpur).

In fact most academics have similar stories to tell, but being an educator this is one of the utmost satisfaction one will ever cherish. The thousands that have gone through your classes will remember you (hopefully) "but more for your acting in front of the stage". We do not have the current technology at that time as what the Gen Y's have now. But the

‘black and white’ frames are still as valuable as memoires for the grandchildren.

Zainal’s other passion is in case writing. Although the MBA program at Madison Wisconsin was already into case usage, no one talked about the case writing part and everyone just used it. So the Van Horne’s and Kotler’s classes did little to indicate the art of writing the cases used. It was only in 1986 that the first exposure on case writing was attempted in Malaysia with support from Konrad Adenauer Foundation, Germany backing it. That opened a new world of opportunities. It was no turning back after that and although there was not much of an academic reward, it was the passion for case writing that fuelled the momentum. My former VC’s comments are still clear in my head when he said “why should the university reward you academically for your case publication when you are already paid for your consultancy work”? That was quite a beating but then passion rules and the advisory work need to be shared with my students in class.

The Student-centred Learning approach (SCL) finally came and the use of case study is then appreciated. It took that long but still not that long! Using of cases are here to stay and journals publishing such documents as an academic output are still few but increasing in number and is encouraging. Where is the academic rigour and the professional level of intellectuality of case research? Many have asked this question and my duty in this Congress has been to share these with all those interested. We case writers will continue to be on the side line but if the passion persists and writing is continuous, our future students will acquire more knowledge through this mode perhaps more than the articles in the high impact journals that many researchers are madly chasing!

But for this year AGBA’s Conference and the FDP session, I am sharing a PhD Industry Program which has been recently introduced in USIM, and approved by the Malaysian Quality Assurance body in 2017. I believe it is unique and contributing to the needs of Malaysia in encouraging more PhD level research (in this case; applied industrial research). Generally the program is an amalgamation of the standard DBA curriculum with Industrial PhDs from Sweden, Netherland, Germany and a few Japanese models. Zainal would appreciate comments and feedback.

“Developing Systematic Review Articles for Publishing in World-Class Journals”

By

Prof. Dr. Justin Paul

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A subject advances when studies are designed in a way that builds logic based on the findings of PRIOR studies. Such review studies then reconcile conflicting findings, identify research gaps in and suggest exciting new directions for a given field of research with reference to Methodology, Theory and Contexts.

One of the important purposes of this workshop is to provide ideas and directions for budding research to undertake novel research, instead of doing replete and recycled type of research. Challenges emerge when research studies do not link systematically to the underlying body of knowledge. Thus, it is important in the design of new research for a Scholar to have a state-of-the-art understanding of research findings (e.g., empirical generalizations) from the topical domain. High quality, systematic review papers and meta-analyses can provide this state-of-the-art understanding to scholars and thus play an important role in the advancement of a discipline.

This workshop would focus on:

Plain vanilla type review articles

Structured review articles focusing on widely used theories, constructs, methods and contexts

Theory-based review articles

Bibliometrics review articles.

Meta analysis

Biopic of Presenter:



Prof. Dr. Justin Paul is a Professor of International Business and Marketing with Rollins College, Florida, and a tenured Professor at the Graduate School of Business, University of Puerto Rico, San Juan, Puerto Rico, USA. He is known as an author of books such as Business Environment (4th edition), International Marketing, Export-Import Management (2nd edition) by McGraw-Hill & Oxford University Press respectively. Over 100,000 copies of his books have been sold and his articles have been downloaded over 500,000 times. Prof. Paul is a former faculty member with premier institutions such as the University of Washington, Nagoya University, Japan and Indian Institute of Management. Prof. Paul serves as Senior/Guest/Associate Editor with the International Business Review, Journal of Business Research, Services Industries Journal, European Business Review, Journal of Retailing & Consumer Services, Small Business Economics, European Journal of International Management, Journal of Promotion Management & International Journal of Emerging Markets. In addition, he has taught full courses at Aarhus University- Denmark, Grenoble Eco le de Management- & Universite De Versailles -France, and University-Lithuania, Warsaw (Poland). Prof. Paul has conducted research development workshops in countries such as Austria, USA, Spain, Croatia, and China. He has been a

Program Director for training diplomats from different countries and holds a honorary title- Professor of Eminence at a Govt University in India. He has been an invited speaker at several institutions such as University of Chicago, Fudan & UIBE-China, Barcelona and Madrid and has published over 50 research papers in SSCI journals and bestselling case studies with Ivey School of Business and Harvard School of Business Prof. Paul introduced Masstige model and measure for Brand Management, CPP Model for internationalization of firms, and 7-P Framework for International Marketing. His Facebook page is facebook.com/drjustinpaul.

AGBA's Faculty Development Workshop # 7:

**“Tips for the Preparation of Manuscripts for Publication
in the Journal for Global Business Advancement”
(UK Based, Scopus Indexed and Listed in ABDC List)**

By
Dr. Osama Sam AL-KWIFI
Senior Managing Editor
Journal for Global Business Advancement
Inderscience Publisher Company
London, England,
UK
Associate Professor of Management
Department of Management and Marketing
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This workshop will highlight main tips needed for preparing a professional manuscript for publication in the *Journal for Global Business Advancement* and other reputable journals. Since publishing research is becoming critical to advance one's academic career, it has become essential to develop a good manuscript that can transit rapidly through the review process; otherwise, your work will bounce back with many hard comments, causing it to move through review with several journals before it can see the light of publication.

Understanding the requirements and scope of each journal are crucial to ensuring that your manuscript is in alignment with the journal's requirements. The *Journal for Global Business Advancement* was established 12 years ago, with four issues per year, and during this period its ranking has continued to improve, allowing it to be listed in various indexes. The number of papers submitted continues to increase substantially, which motivated the Editorial Board to increase its issues to six per year. Simultaneously, the acceptance rate continues to decline from 60% to 22%, allowing only high-quality papers to appear in this journal.

As a managing editor of this journal, I will explain certain important suggestions that will help academics to submit a good manuscript to this journal and move it successfully through the review process. These tips are divided into subcategories in order to simplify the process. In general, I will broadly cover the following topics:

- **Initial topic selection and appropriate positioning of the research questions: this stage is critical to ensuring that the research properly fits the current literature and adds new contributions.**
- **Using a good methodology to conduct the research, where the sample size should be representative and data analysis is relevant to the case under exploration. Papers with weak methodology sections are typically rejected because they can't provide reliable evidence to support the discussion section.**
- **Writing the paper in proper format that matches the Journal's style. For example, if the literature review is narrow in scope and does not provide a solid foundation for the proposed research, acceptance is unlikely. Such deficiency can detract from the paper and hinder its actual contribution.**
- **Many scholars repeatedly explore the same topic using some modifications to prior models, but forgetting to alter the scope of the new study to vary from previously published research. This causes them to fall into the trap of self-plagiarism, causing their work to be immediately rejected upon submission.**
- **Scholars from non-English speaking countries often undertake excellent research, but when it comes to writing the final manuscript, they lack certain skills to present their work in a high-quality format. Such papers are not well understood by the reviewers, causing the articles to receive low scores.**
- **Some academics are skilled both in conducting research and professional in writing papers, but they lack the skill of connecting all the dots together to show the added-value of their research. This**

leads to their underestimating the real contribution of their own research and thus not displaying the true value of research implications. This also prevents their submitted articles from receiving a good score from reviewing editorial committee.

This workshop was developed, based on my experience as a managing editor of the Journal and my involvement with authors whose papers are not accepted. By exploring and discussing these important tips, authors can avoid some of the major mistakes and increase the chance of their manuscript being accepted by good journals.

Biopic of Presenter:



Dr. Osama Sam AL-KWIFI (Sam) is an Associate Professor of Management within Department of Management and Marketing at Qatar University. He has a wide range of academic backgrounds, where he earned a bachelor's degree in Biomedical Engineering, subsequently a master's degree in medical image processing, and a master's degree in magnetic resonance imaging from University of Alberta (Canada). In 2000, he joined the University of Toronto (Canada) to work as a product manager to develop medical applications between faculty of medicine and various industry partners. He spent substantial time in designing and evaluating new products for global markets. As he become more passionate about the management side of the innovation process, he moved to University of Waterloo (Canada) in 2005 to pursue his PhD in Management Technology. After earning his Ph.D., he moved to Richard Ivey School of Business at Western University (Canada) to start his fellowship in organizational learning and the process of knowledge integration between

industry and academia. He moved to the Middle East in 2010 to work at different institutions and to establish himself in that sector as a business consultant. His research spans a wide range of areas including consumer neuroscience, entrepreneurship, technology marketing, rapid international expansion and innovation. Currently, he is working with different stakeholders across Qatar to improve the entrepreneurship process, which is important part of Qatari national vision toward building a knowledge-based economy. His research has been published in various refereed journals and conference proceedings, including *Journal of Business Research*, *Journal of Service Marketing*, *Journal for Global Business Advancement*, *Journal for International Business and Entrepreneurship Development*, *International Journal of Technology Marketing*, *Journal of Business and Industrial Marketing*, *Journal of Management History*, *Journal of Product and Brand Management*, *Journal of Technology Management in China*, *Journal of Business Research* and *Journal of Hospitality and Tourism Technology*.

AGBA's Faculty Development Workshop # 8:

“Designing Publishable Research that Contributes to Various Stakeholders”

By

Prof. Dr. Sanjaya Singh Gaur

Professor of Marketing

Department of Marketing

Sunway University School of Business

Sunway University

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Developing and designing an impactful research which can find a place in a good journal due to its unique contribution is necessary for any academic researcher. The most research fail to articulate its contribution and therefore, never gets published. How do I identify, design, and articulate contribution that impresses various stakeholders (e.g., examiners, reviewers, editors etc.)? What type of contribution can be made? What should be critical elements in my research that will help me conduct such research? What are the techniques involved?

This session of faculty development workshop will attempt to answer above mentioned questions and invites participants to discuss examples of their own research and get feedback from the speaker.

Biopic of Presenter:



Prof. Dr. Sonjaya S. Gaur is currently a Professor of Marketing at the Sunway University Business School, Malaysia. He is also Vice President (Scholarship) of Academy of Global Business Advancement (AGBA). He has been the Director on the board of Bank of India (NZ) Limited during 2012-2017. Prior to this, he was an Associate Professor of Sales and Marketing at the Department of Marketing, AUT School of Business, Auckland University of Technology, New Zealand. At AUT, he was also the head (academic leader) of the Sales Management area. Prior to joining AUT, he was an Associate Professor of Marketing at the SJM School of Management, Indian Institute of Technology (IIT), Bombay and Marketing discipline chair at the SP Jain Institute of Management and Research (SPJIMR), Bombay. At different institutions where he worked, he has been instrumental in developing several new marketing programs and course offerings at multiple levels. He has designed and conducted many custom made executive training programs for corporates, and generated substantial revenue for the affiliated institutions. He has also consulted many multinational corporations including GlaxoSmithKline (GSK),

Advanced Medical Optics (AMO), Johnson & Johnson, HSBC, Ranbaxy Laboratories Limited, RFCL, Geologistics India Ltd., 1mailspot.co.nz limited, Pajas Infopath, KMPL, SGS and Godrej & Boyce Mfg. Co. Ltd. In recognition of his contributions as a teacher and educator, IBC Cambridge has conferred him with the distinction of being among the “Top 100 Educators 2008 of the World”, and “Leading Educators of the World”. Dr Gaur has also been conferred with the Award for Excellence in Teaching in Management at IIT Bombay. He has also received several “best paper” awards for his research including the one from the American Marketing Association, Chicago in 2017.

While teaching is Dr Gaur’s passion, he has also been active in research as is evident from a number of publications that he has in peer reviewed journals. He had several visiting and adjunct appointments in leading universities around the world. He has been a visiting scholar at the University of Michigan, Ann Arbor, working on several research projects with Professor Richard Bagozzi. He has also been associated with Rice University, Ohio State University, Rutgers University and Old Dominion University as a visiting scholar. In addition, he had adjunct appointments at the University of Hoseo and SIT University in South Korea, LiU School of Management, Linköping University, Sweden, Marketing Centrum Muenster, Westphalian Wilhelms University (WWU) of Muenster, Germany and the Graduate School of Venture, University of Hoseo, South Korea.

With almost 25 years of university teaching and research experience, Professor Sonjaya Gaur is well published and is an experienced graduate supervisor. His research spans across micro and macro levels. At the micro level, his research is in the broad domain of behavioral research involving socio-psychological constructs such as research into human emotions, decision making, social identity, ethics, and action. This work has been applied to the study of consumers, salespersons, managers, patients, doctors, and organizations. At the macro level, he has examined how firm level issues such as market orientation, governance, CSR, inter-organizational trust and top management team characteristics affect the strategies and performance of firms in different geographical settings. The research settings in his empirical work include Malaysia, UAE, India, Bangladesh, China, Germany, and New Zealand. The methods he uses include experimentation, survey research, as well as qualitative research. His book entitled “Statistical Methods for Practice and Research” is a recommended text book in several universities around the world at the masters and doctoral levels in disciplines as varied as Business, Psychology, Sociology and Statistics. His research has appeared in top ranked journals

including the Journal of Management Studies, Management Decision, Journal of Service Theory and Practice, Managing Service Quality, Journal of Business Research, European Journal of Marketing, Management & Governance, Journal of Knowledge Management, International Business review etc.

Faculty Development Workshop # 9

“Ethics in Research”

By

Prof. Dr. Simeon K. Mining
Professor of Immunology and Director:
University Office of Research
MOI University
Eldoret
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Ethics in research has gained importance due to changing scientific landscape and increasing demands and competition in the academic field. These changes are further exaggerated because of scarce(r) resources in some countries on one hand and advances in genomics on the other. The aim of this presentation is to teach Ethical breaches in teaching, Highlight Ethical issues at stake in teaching environment, Professionalism in teaching, the role of Faculty in promoting ethics and integrity in teaching.

To mark key developments in research ethics, I will talk about ethical principles in research, Misconduct in research, Highlights of ethical issues in research, Mitigation of unethical practices in research, Policies and regulations, Cases/Discussions.

Biopic of Presenter:



Prof. Dr. Simeon K. Mining is Professor of immunology at Moi University, School of Medicine and Director of Research, Moi University (Kenya). He serves as Director of the Kenya National Innovation Agency, Chairman Board of Directors, St Lukes Orthopedic and Trauma Hospital, Eldoret, Kenya, Team Leader Development of Research uptake Sub-Saharan Universities funded by Wellcome Trust through Association of Commonwealth Universities, Co-Chair, Basic Science working group AMPATH, President and member Kenya Society of Immunology, Coordinator Moi-Linköping funded projects, School of Medicine, Moi University Student and Staff exchange Linnaeus Palme Project, He also serves as International Advisory Editor, Tanzania medical journal and member of the editorial board of East African Journal of Pathology. He previously served as member of IREC MTRH-Moi University and National Bioethics Committee from 2011 to 2018. He holds a Ph.D., in Parasite Immunology from The University of Liverpool, UK 1992, Doctor of Veterinary Medicine and Master of Science in Veterinary Medicine from Moscow Vet Academy and an honorary Doctor of Medicine from Linköping University (Sweden). His publications can be accessed on Moi University Google <http://scholar.google.com/scholar>.

AGBA's Faculty Development Workshop # 10:

**“Achieve Constructive Alignment through Teaching
Pedagogy and Student Learning:
A Curriculum Design Thinking Studio Approach”**

By

Devkamal Dutta

Associate Professor of Strategic Management

Peter T. Paul College of Business and Economics

University of New Hampshire

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The purpose of this workshop is to provide a brief overview of Biggs' Model of Constructive Alignment in pedagogy development and then adopt a Curriculum Design Thinking Approach to put the model to practice. Participants will walk away with a set of tools that will help them directly apply the approach to their own courses, helping ensure development of course learning goals, learning activities, and evaluation methods that are highly aligned and help ensure student learning.

Biopic of Presenter:



Dr. Devkamal (Dev) Dutta is an Associate Professor of Strategic Management and Entrepreneurship in the Management Department at the University of New Hampshire. His research and teaching focus at the intersection of entrepreneurship and innovation, especially the way these concepts apply at the firm and ecosystem levels. Dev has over twenty-five research publications in his field in peer-reviewed journals as well as several books and research monographs. He also holds national certifications as an academic coach and facilitator in the domains of technology entrepreneurship, innovator mindset, and design thinking. Before joining the academia, Dev worked for fifteen years as a corporate strategy consultant in some of the very large multinationals in the Indian IT industry.

AGBA Faculty Development Workshop # 11

“Writing Local Cases”

By

Dr. Eugene Seeley

Associate Professor of International Business

Department of Management

Woodbury School of Business

Utah Valley University

Orem, State of Utah

USA

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For business students at major universities with international reputations, they may find themselves eventually working for Google, Siemens, Boeing, Nike, or another giant firm. Business cases about these firms are appropriate and exciting for students, especially if they think they might be reading about their future employer, client, or supplier.

However, for regional institutions most students come from the local area and will be employed by local firms. In these situations, writing cases about local firms has several potential advantages. It provides cases that are more in tune with business and the business environment that your students know. This also means that they are better informed about the issues that they will likely face as they are employed by these companies. Just as with major business schools, students will become excited to think that they are reading about a potential future employer, client, or supplier.

Writing cases about local firms also develops relationships with those firms. They then become a source for guest speakers, internships, employment for your students, and even donations to your institution. Most are flattered that you have considered them important enough for such a study.

Key points:

- **Advantages of local cases:**
 - Interesting for local students
 - More focused on local issues, needs, and business environment
 - Closer to the type of businesses that will employ your students
 - Develops relationships between local firms and the institution
- **Get introduction to local business leaders**
 - Get the president/owner of the firm to agree to your project and have him/her tell everyone in the firm
- **First round of data collection**
 - Start with the history of the firm.
 - Ask the president or owner to present this to you
 - Get broad information about the business, its operations, markets, and competitors.
 - Meet with vice presidents or high-level managers
 - Ask about major challenges and how they were overcome.
- **Review your material**
 - Look for something interesting or unusual.
 - Look for something that illustrates a theory, concept, or principal.
 - Decide upon a "story"
 - What should the boss do?
 - Give data for financial analysis
 - Provide information for a SWOT analysis
 - Give background for other analysis (competition, marketing, etc.)
 - Determine what information you are missing and visit with those at the firm that have that information.
- **Write your case**
 - Include the history of the firm
 - Give an overview of the firm today
 - Write your story
 - Give to the president/owner for a final review
- **Write a faculty guide**
 - Summarize the case

- Give key points shown in your case and the theories or principles behind them
- Give a lesson guide with suggestion charts or how to present the key points of the case
- Some additional points
 - 100% factual cases are great, but they don't have to be
 - Disguise names if needed
 - Disguise numbers if needed
 - Rework details to show a point or illustrate a concept
 - Identify this in your case

Biopic of Presenter:



Dr. Eugene Seeley is an Associate Professor of International Business in the Woodbury School of Business at Utah Valley University (USA). He teaches classes in international management and general international business. He also oversees the International Business program at UVU. Dr. Seeley currently serves as Chair of the General Education Committee that manages the General Education program at UVU.

For seven years Dr. Seeley worked as Associate Dean for the Woodbury School of Business where he helped develop UVU's MBA

program. He also established a student exchange program with two universities in Canada and two universities in Mexico that has given more than 40 UVU students the opportunity to study abroad. Currently Dr. Seeley serves on the board of directors for the Suazo Center, a not-for-profit organization that helps minorities start their businesses.

Dr. Seeley earned a B.A. in French from Brigham Young University; an Master of International Management from Thunderbird, The Global School of Management (Arizona State University, USA); and a Ph.D. in Business Administration from the University of Utah (USA). His research is in the area of industrial clustering.

Before joining UVU, Dr. Seeley worked for nine years in international marketing in the software industry and in project management for translation agencies. While at ALPNET, he was the project manager for translation projects for Microsoft and Ford. At Novell, he directed the firm's marketing for Latin America. At Gazelle Systems, Dr. Seeley established new distributors in Europe, Latin America, Asia, and Australia.

AGBA Faculty Development Workshop # 12

**“Creative Management Education:
Using Reality TV Shows as Case Studies”**

By

Prof. Dr. Bharath M. Josiam

**Professor of Hospitality and Tourism Management
Department of Hospitality and Tourism Management
College of Merchandising, Hospitality and Tourism
University of North Texas,
Denton, State of Texas,
USA**

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The higher the level of student engagement, the greater the learning. This puts the onus on the professor to utilize methods and techniques that interest and engage students. Management has been taught for decades using a “Case Study” approach utilizing techniques of Problem-Based-Learning. These cases present problems in industry and the professor guides the students to utilize theory and techniques to analyze the problem and provide solutions. In a world of continual stimulation through many

dynamic audio-visual media, students today are *not* engaged in passive professor-centered lecture lectures. To engage and teach students; it is imperative to use these same multi-media technologies.

This workshop will present the use of Reality TV shows such as “Kitchen Nightmares,” and “Hotel Impossible” as multi-media case studies. These shows demonstrate both operational and managerial issues in the workplace in a dynamic way. They show how the “Expert Consultant” analyzes the problems and utilizes management techniques such as Conflict Management and Team Building to help the owner turn around the failing business.

This workshop will illustrate:

- What are the business TV Reality Shows that can be utilized
- How can professors and students access these shows
- How to structure the class lectures to use these shows as on-going illustrations of management problems and solutions
- How to structure the term project to bring together the management topics covered in the semester
- Professor Bharath Josiam will share his templates for the term project and student presentations to enable you to deploy this engaging technique.

Biopic of Presenter:



Prof. Dr. Bharath M. Josiam is a Professor of Hospitality & Tourism Management in the College of Merchandising and Hospitality Management at the University of North Texas, Denton, TX, USA. He has been a faculty member at universities in the USA for 30+ years.

Now a US citizen, Bharath received his 3-year Diploma in Hotel/Restaurant Management from the Institute of Hotel Management, Catering & Nutrition, New Delhi, India and his Bachelors Degree in Commerce from Delhi University, India.

He has worked in hospitality operations in mid-scale and 5-Star hotels in India for seven years in Food & Beverage and Lodging Management as well as Special Events management.

Bharath obtained his MS in Hotel, Restaurant & Travel Administration from the University of Massachusetts at Amherst, Massachusetts, USA and his Ph.D. in Business and Marketing Education from the University of Minnesota, Minneapolis, Minnesota, USA.

His primary research interests are in consumer behavior of tourists and hotel/restaurant customers. He has co-authored over 50 refereed journal articles, and presented over 100 papers at international conferences. His work has been cited over 1,500 times and downloaded over 15,000 times! He serves on the editorial board of various journals. He also serves as an External Examiner for Ph.D. theses for universities worldwide and on the paper review committee for many scholarly organizations.

AGBA Faculty Development Workshop # 13

**“Collaboration of Engaged Learning, Engaged Teaching,
and Engaged Research”**

**By
Dr. Yang Huo
Associate Professor of Hospitality Management
Woodbury School of Business
Utah Valley University
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Most universities in US require students to merge the pedagogy through engaged learning by writing a research paper rather than the term paper that to be applicable to the professional field. As an instructor we have to explore more deeply teaching curriculum by adding business statistics rather than general statistics offered by general education courses to let students understand and merge theory/concept based engaged learning with the engaged research.

WSB Mission:

Through exceptional business education, we help students become successful professionals who build our community.

WSB Core Themes:

Delta: Maximize student improvement through engaged learning.

WSB Faculty Externship

In an effort to increase the applied knowledge base of our exceptional faculty, we are offering funding for faculty externships. We believe this will be a great opportunity for those who have spent all or a majority of their careers in academia to engage in practice and see how many of the principles that we teach are applied in business settings. We hope that this opportunity will be both invigorating and insightful for those who are awarded grants. We also hope that many of the lessons that you learn will be brought back to the classroom to increase the relevance of a business degree to our students.

Career and Technical Education (CTE), UVU provides a Faculty in Industry & Business Externship (FIB)

Engaged Research

AACSB requirements is WB faculty demonstrate the impact of our applied research on business practice or on business education for pedagogy research. This research project is to demonstrate a path for significant impact (i.e. create meaningful research that businesses and other entities can use and a means of distributing that research to a practitioner audience).

The participating students in the engaged research have presented the paper at: Utah Conference on Undergraduate Research (UCUR), National Conference on Undergraduate Research (NCUR).

“Thanks to the generosity of business partners, donors, alumni and our own industry-experienced faculty, more and more students are participating in competition teams, consulting projects, industry certifications, applied research with faculty, internships,Through all of the growth and programming changes, the Woodbury School of Business (WSB) remains committed to one governing principle – your success!” – Dean Norm Wright

Biopic of Presenter:



Dr. Yang Huo, (Certified Meeting Professional) is an Associate Professor of Hospitality Management at Woodbury School of Business, Utah Valley University, where he has been on the faculty since 2002. His teaching has focused on hotel management/operation, hospitality statistics, convention, meeting, and event management. In particular, he has extensive experience in hotel operations working at Hilton Hotel, InterContinental Hotel, and Accor Ambassador Hotel Group. Currently, he has the faculty externship with Provo Marriott, Provo, Utah, and Grand American Hotel, Salt Lake City, Utah in order to experience the hotel operations in the area of housekeeping and convention services and to share those experiences in the classroom and enhance the pedagogy through engaged learning, teaching, and research.

Dr. Huo earned his Ph.D. in Hospitality Management at Virginia Technological University (Virginia Tech), Master of Science in Hotel Administration at the University of Nevada, Las Vegas (UNLV) and Bachelor of Science in Business Management with minor in international business at Brigham Young University-Hawaii. He served on the faculty at Roosevelt University, Chicago, Illinois from 1994-2002.

Dr. Huo works closely with his hospitality management colleagues, Douglas Miller and Marc Brown on the research projects. They also collaborate with students through engaged learning, active and collaborative learning to provide students the opportunity to connect their academic experience with their professional and future academic careers by encouraging students to present the research paper at the Utah Conference on Undergraduate Research (UCUR) and National Conference on Undergraduate Research (NCUR).

The scopes of research area are extended to hospitality management, operation, and conventions/events.

**“Globalizing Malaysian Universities: A Case Study of
Universiti
Malaysia Pahang (UMP)”**

By
Prof. Dr. Daing Nasir Ibrahim
Former Vice Chancellor
Universiti Malaysia Pahang
Kuantan, State of Pahang,
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In an effort for higher education in Malaysia to stay relevant and secure its position as a global education hub, tremendous changes and growth should be prominent in the nation’s universities. Additionally, for Malaysia to compete in the global education market, each university must be more competitive in demonstrating its institutional excellence. In line with this, University of Malaysia at Pahang (UMP) has developed strategies and initiatives to partake in globalizing the higher education market in which the effects are evident in the academic and numerous activities carried out by the staff and students. As one of the global education providers, UMP thrives to ensure the degree conferred is of a greater prominence through certification by the international accreditation bodies like ABEST and Washington Accord. The dual-degree programs offered by UMP and its strategic partner universities also enhance the global experience through the sharing of experiences by the prominent professors from renowned institutions worldwide. Utilization of MOOC and the Global Classroom concept further magnify the globalization initiative by UMP. Another significant global attribute at UMP is the recognition of the staff as outstanding researchers who, among others, have managed to secure international grants, published in high impact journals, and produced UMP Scopus indexed journal. Promoting students to take part in activities geared to globalization has also been the university’s effort, for instance, participation in outbound mobility program and global CSR work as well as engagement in various international competitions like 3MT thesis and Chinese Bridge. With all the strategies in globalization, UMP has achieved a significant 2.4% in 2018 QS Asia University ranking, and hence situating UMP as one of the players at global education arena.

Biopic of Presenter:



Prof. Dr. Daing Nasir Ibrahim is a Chartered Accountant (Malaysia), a Fellow of the Certified Practicing Accountants of Australia (FCPA), a former Vice President of its Malaysia Division and former Vice Chancellor of Universiti Malaysia Pahang. He was on the Council of the Malaysian Institute of Accountants and on several of its committees. His areas of expertise are Management Accounting and Control, Corporate Governance, and Research Methodology. More than 20 PhD candidates had successfully graduated under Professor Daing’s supervision. Professor Daing has been undertaking contract research and consultations. He was a member of the advisory board of the Kuala Lumpur Malay Chamber of Commerce and was a member of the Board of Directors of USAINS Holding, a wholly owned company of Universiti Sains Malaysia (USM). Professor Daing was Dean of School of Management, USM for ten years and Director of the University’s Advanced Management Center before leaving for Universiti Malaysia Pahang (UMP) as Vice-Chancellor. As a Vice Chancellor at UMP, Professor Daing promoted an administration that is “Values-based, strategy focused and performance driven”. He believes that every aspect of the university activities must reflect a culture of excellence.

“Entrepreneurship in Art”

**By
Esq. Roger de Tanios
General Counsel
INDEVCO Group
Global Artist
Beirut
Lebanon**

Email: roger.tanios@indevcogroup.com

Esq. Roger de Tanios is a living proof that international legal advisors do not lack any talent for creativity and cultural innovation. Tutored by the French famous Artist, H. Torossian, and having lived and worked across over 25 countries, de Tanios portrays in his paintings, sculptures and installations a vivid and colorful incarnation of the human nature in its worldwide dimension.

With a special interest in Contemporary Art, Roger De Tanios is known as creative artist from the post modernism movement with a sense of incomparable art.

Throughout his artistic journey, Roger de Tanios has created the “AYACHAK MAN”; a symbolic representation of the Middle Eastern “Macho Man” and the way he views women in general. This Aychak Man is strong, showing off, with an exaggerated pride in masculinity, while he claims himself as hip and modern.

While pursuing his Executive -- MBA program at the Lebanese American University (LAU) Roger de Tanios met a very talented marketing professor, Prof Zafar U. Ahmed, who inspired, coached and mentored him in 2013 to prepare a Branding Project for his art. Roger de Tanios developed this project into an International Marketing Plan to launch his art and the Aychak Man character on the International scene. In fact, he started in 2014 an international tour that still ongoing, where he is showcasing a special collection about this character in international exhibitions (100 International Exhibition till February 2019). His tour is collecting lot of interest, success and achievement in addition to winning awards (Gaudi Museum Barcelona, Vienna Museum of Young Art -Beirut Golden Award, Arte Praga Award, Arte Salerno Award).

Roger de Tanios holds the Lebanese and French nationalities; in addition he is an international legal advisor and an artist, this dual nationality shaped his personality, a sort of “cultural schizophrenia” allowing him to understand multicultural environment and to have a global approach to peoples’ Needs and Wants. This facilitated a marketing approach to brand himself as an international artist allowing him to promote and build a brand around his character “Aychak Man” that can be used for Fashionable Designs Based on Tradition. Therefore, he is developing a long term branding strategy to reach this goal. His entrepreneurship in Art is exemplar to other Artists and he started giving lectures about global entrepreneurship in the Art world

Can he succeed the entrepreneurship in Art? Can he build this brand globally using the international marketing approach? Is possible to promote an Artist as brand to be an umbrella brand for other brands? How? These are the challenges that Roger de Tanios is encountering right now.

Biopic of Presenter:



Esq. Roger de Tanios is an International Legal Advisor. He holds a Master Degree in International Business Law and a Master Degree in European Law from the University of Paris X – France. He has graduated recently with an Executive MBA from the Lebanese American University (LAU), which added a global business profile to his legal background. He has been working for INDEVCO Group since 1999 and is now the General

Counsel and Owners Representatives. Roger is specialized in International Business, Commercial Transactions and Intellectual Property strategy. In fact, he is in charge of negotiating and drafting complex contracts, preparing studies and providing legal opinion in different complex legal and business threads: Industrial Investment, Expansions, Corporate Finance, Trade Finance, Intellectual Property Rights, Joint Ventures, Merger and Acquisition, ERP, Distribution Network Set Up, Dispute Resolution (International Arbitration, Settlement and ADR) etc... Besides being a Board Member of more than 15 companies in 12 countries, Roger is also responsible for the implementation process related to the expansion strategy of INDEVCO Group in several countries in the MENA and the EU. Roger was the President of the 'Brand Protection Group-Lebanon' and one of its founders, president of the Jounieh Lions Club and vice president of the Lebanese Management Association.

During the Lebanese war, he served for 6 years as a volunteer with the Lebanese Red Cross First Aid Team in the battle fields.

In addition to his Legal profession, he is a global artist with incomparable art and started back in 2014 an international tour that reached more than 100 International Exhibitions.

Roger Tanios, Biography

Credibility & Creativity: Entrepreneurs' Ammunition for Growth in Hostile Markets

By

**Dr. Nayana Dehigama
Executive Chairman & Managing Director
EPIC Technology Group
Colombo
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Growth is essential for a business venture's survival. Sustaining profitability is directly linked to revenue, and thus revenue growth is a significant and necessary condition for any business. Firms operate in entrepreneur-unfriendly markets such as often found in Asia, however, face difficulties in generating sufficient profits. In most cases, the markets do not offer sufficient opportunities for revenue creation, while operating costs tend to be higher than in mature markets.

Evidently, emerging markets in developing countries tend to experience more turbulent business environments, which make the survival and growth of entrepreneurial firms more challenging than in the mature markets of developed economies. These hostile markets typically consist of hostilities such as entrepreneur-unfriendly industry settings, rapid inflation, intense competition, harsh business climates, higher interest rates on borrowings, tougher conditions for equity investment and pursuing bank loans, higher payroll costs, while offering only fewer exploitable opportunities for firms to generate business. In such operating environments entrepreneurs are exposed to high risks and uncertainties. Hostilities may also include lower productivity caused by poor infrastructure, a shortage of skilled and knowledge professionals, labor unrest, etc.

As learnt from Epic case, which was supported by empirical data found in large number on similar companies, it can be concluded that both creativity and credibility are important and influential factors for surviving and growing in constantly turbulent and hostile market

environments. Overall creativity of the firm, especially its creative ability to pick niche opportunities in hostile and crisis markets, has been seen highly influential for growth and sustainability in entrepreneur-unfriendly emerging markets. Similarly, credibility of the brand/entrepreneur and the market image of the firm too have been proven critical for entrepreneurial firms to sustain and grow in hostile emerging markets. Therefore, start-ups operating in hostile markets should adopt strategies to protect and enhance creativity and credibility of entrepreneurial firms for surviving in hostile emerging markets.

This presentation shows how, in a turbulent and hostile emerging market context, creativity and credibility significantly influence entrepreneurial firm growth. It will also expose as a living example how Epic Technology Group, a techno-entrepreneurial stat-up in Sri Lanka used Credibility and Creativity in maneuvering its voyage through highly hostile market conditions for sustaining growth and achieving great success on the global stage.

Biopic of Presenter:



Dr. Nayana Dehigama
PGDM (Sri J), MBA (Sri J), DBA (AIT, Thailand), FCIM (UK)

Dr. Nayana Dehigama is the Founder Chairman/ Managing Director of EPIC Technology Group, the renowned technology solutions provider

with a proven track record of over 20 years. His company, being one of the undisputed leaders of the Sri Lankan ICT industry, has collected an unprecedented number of over 85 national and international accolades in the past 7 years. The company won the National Business Excellence Award in ICT sector for the 3 consecutive years from 2008 to 2010. Epic has set a record in Sri Lanka by winning the highest number of awards at the National Best Quality Software Awards since 2008 consecutively, and was adjudged the ‘Overall Best Software Company in Sri Lanka in 2016. Epic Lanka also won the first ever Gold Award for Sri Lanka at the Asia Pacific ICT Awards 2008 and twice became runner-up in the Financial Solutions Category thereafter. Nayana has commenced operations in several other countries in the region such as in Malaysia, Singapore and Japan too.

Dr. Nayana holds a Doctoral Degree from the School of Management of the Asian Institute of Technology (AIT), Thailand. Having acquired professional qualifications in Electronics and Telecommunications Engineering, he also obtained a Postgraduate Diploma in Marketing Management and an MBA from the Postgraduate Institute of Management, University of Sri Jayewardenepura. He is also a Fellow-member of Chartered Management Institute, United Kingdom.

Dr. Nayana was adjudged the Sri Lankan Entrepreneur – Platinum Award Winner in 2012 by FCCISL, the most coveted Asia-Pacific Young Entrepreneur Award Winner in 2010 organized by the *Confederation of Asia-Pacific Chambers of Commerce and Industry* and the ICT Leader of the Year in 2015 by CSSL.

Dr. Nayana is a sought-after Public Speaker in Entrepreneurship, Business Innovations, Career Guidance and Motivation. He has delivered many orations in prominent national and international forums and conferences. He also has delivered many guest lectures in most of the Universities and Professional Associations in Sri Lanka. Nayana is a past Chairman of Chamber of Young Lankan Entrepreneurs (COYLE) and an ex-Board Director of M/s Sri Lanka Insurance Corporation and M/s Litro Gas Lanka Ltd.

Globalization Strategy of EAM Maliban Textiles (Pvt) Ltd (Sri Lanka)

By
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The textile manufacturing industry in Sri Lanka is one of the prominent economic contributors to the national GDP. Sri Lanka is globally acclaimed as the high-quality manufacturer of garments for high-end customer segment. Globalization has enabled Sri Lanka to penetrate into the global market. For instance, Sri Lanka's apparel industry earned USD \$5.32 billion from exports in 2018, becoming the first industry in the island to cross the USD \$5 billion mark. The industry has enjoyed epic growth levels over the past four decades and is today Sri Lanka's primary foreign exchange earner accounting to 40% of its total exports and 52% of its industrial products exports. This industry is entirely privately owned and has successfully exploited the opportunities in the international market. There are over 1,000 garment factories located across Sri Lanka, accounting for about 5% of the total employment opportunities that are available each year.

65% of the active factories within the Sri Lankan apparel industry are located close to Colombo Sea Port or Colombo Airport. The other factories are located in rural areas. 71% are found in the Western Province, accounting for 65% of the total workforce for the region.

Over the years the apparel industry has faced many challenges as well as has utilized many opportunities. In this presentation, those trends will be analyzed and EAM Maliban Textiles (Pvt) Ltd will be presented as a model Sri Lankan manufacturer of garments for global market. Further, globalization strategy of EAM will be discussed.

EAM Maliban Textiles (Pvt) Ltd is a leading garment manufacturer of Sri Lanka. It operates 12 factories across Sri Lanka and 2 factories in Jordan and Haiti. It employs over 12,000 people and its main products are

women tops and bottoms. The company produces 30 million pieces annually and accounts for an annual turnover of USD \$400 million. Its key markets are USA, Europe, UK and it produces garments for leading global brands such as Gap, Tommy, Edibar, Kohl's and CK.

Biopic of Presenter:



**MBA (Cardiff Metropolitan University, UK)
B.Sc. (Textiles), Diploma in Clothing, (Sri Lanka)**

Mr. Upul Weragoda is the General Manager and Cluster Operations Manager at EAM Maliban textiles (Pvt.) Ltd. Mr. Upul has twenty-four years of industrial and senior managerial experience in the manufacturing sector at both national and international levels. During the past two decades of his career, he has worked for leading multinationals such as Unilever Sri Lanka, Brandix Clothing (Pvt.) Ltd, DG Fashion Garments (Pvt.) Limited as well as Casual Sportswear, Karachchi, Pakistan as Planning and Operations Manager and in Rich Group India and Rupa Fabrics (Pvt) Limited Bangladesh as the General Manager. His areas of specialization are Manufacturing Management, Industrial Engineering, Strategic Planning and Management.

Mr. Upul earned his Bachelor of Science Degree in Textiles Technology from the Open University of Sri Lanka. He also earned his Master of Business Administration degree from the Cardiff Metropolitan University (UK). Having acquired professional qualifications in textile and

Management; he has strengthened his capabilities, expertise and skills with various Executive Development Programs he has attended in India, China, Turkey, Malaysia, and Singapore.

Mr. Upul's globally acclaimed expertise are in manufacturing of textiles for prestigious global brands such as Marks & Spencer, Tommy Hilfiger, Faded Glory, Lives, Lee, VF, A&F, CK, G.V, Gap, C&A, Old Navy, Esprit and Banana Republic, Khols, Eddiebauer, Gurteen, Billabong, Next, S- Oliver, Cupe, Triple 5, Maggy London, Polo, White house Black markets and Mother Care.

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