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UNIVERSITY®

***Strategic Alliance Between
AGBA (USA), Millikin University (USA) and
the Indian Institute of Management Rohtak (India)***

Presents

AGBA's 2021 Conference Program

Conference Theme

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

**Academy for Global Business Advancement's
17th World Congress Held at the
Double-Tree Hilton Hotel
Avcilar District
Istanbul
TURKEY
on
August 2---4, 2021**

AGBA's 2021 Conference Program
Prepared by

Christopher J. Marquette
Grover Hermann Professor of Business
Tabor School of Business
Millikin University
Decatur, Illinois,
USA

Dana-Nicoleta Lascu
Professor of Marketing
Department of Marketing
Robins School of Business
University of Richmond
Richmond, Virginia,
USA

Dheeraj P. Sharma
Director
Indian Institute of Management Rohtak
Rohtak, State of Haryana
India

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



AGBA Brief:

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

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

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

AGBA's Vision:

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

AGBA's Mission:

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

AGBA's Core Business:

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

PREFACE

This **“AGBA’s 2021 Conference Program”** contains all Abstracts of papers that have been accepted, after anonymous review and their subsequent revisions by author(s), for presentation at the 17th Annual World Congress of the Academy for Global Business Advancement (AGBA) to be held at the Double-Tree Hilton Hotel (Avcilar, Istanbul, Turkey) on August 2---4, 2021.

“AGBA’s Global Board of Trustees” would like to express its appreciation and gratitude to Prof. Dr. Dheeraj P. Sharma, Director, Indian Institute of Management Rohtak, Rohtak, State of Haryana, India, and Dr. Shivendra K. Pandey, Dean (Academics), Indian Institute of Management Rohtak, Rohtak, State of Haryana, India for their dynamic leadership, appreciable patronage and admirable support in organizing this fabulous global conference.

We place on record our sincere appreciation and gratitude to all delegates and authors for their admirable patronage, participation and support facilitating the successful organization of this conference.

We look forward to having them with us next year at AGBA’s 18th Annual World Congress to be held at the Hagia Sophia Hotel, Fatih District, Istanbul, Turkey, on July 2---4, 2022.

Thank you very much.

Sincerely,

Christopher J. Marquette
Dana-Nicoleta Lascu
Zafar U. Ahmed

AGBA Officials and Notables for its 17th Annual World Congress

Conference Chair	Chair AGBA's Global Board of Trustees	Keynote Speaker	Distinguished Speaker # 1	Distinguished Speaker # 2
Dana-Nicoleta Lascu Professor of Marketing University of Richmond Richmond, Virginia, USA	Norman Wright Dean Woodbury School of Business Utah Valley University Orem, Utah, USA	Dheeraj P. Sharma Director Indian Institute of Management Rohtak India	Kip Becker Editor-in-Chief Journal of Transnational Management Boston University Boston, Massachusetts USA	Sanjaya Singh Gaur Clinical Professor of Marketing New York University New York City USA
Distinguished Speaker # 3	Distinguished Speaker # 4	Distinguished Speaker # 5	Distinguished Speaker # 6	Distinguished Speaker # 7
Hamdan Sulaiman Al-Fazari Vice President (Resources) Sohar University Sohar Oman	Tran Tien Khoa Rector International University Vietnam National University Ho Chi Minh City Vietnam	Omer F. Genc Managing Editor Journal for International Business and Entrepreneurship Development Inderscience Publisher Switzerland	Osama Sam Al-Kwafi Deputy Editor Journal for International Business and Entrepreneurship Development Inderscience Publisher Switzerland	Christopher J. Marquette Managing Editor Journal for Global Business Advancement Inderscience Publisher Switzerland
Distinguished Speaker # 8	Distinguished Speaker # 9	Distinguished Speaker # 10	Distinguished Speaker # 11	Distinguished Speaker # 12
Shivendra K. Pandey Dean of Academics Indian Institute of Management Rohtak India	Zafar Husain Dean College of Business Administration Al-Ain University Abu Dhabi United Arab Emirates	Mohamed Al-Shami Dean College of Economics and Management Al-Qasimia University Sharjah United Arab Emirates	Najiba Benabess Dean Talbor School of Business Millikin University Decatur Illinois USA	Viput Ongsakul Former Dean NIDA Business School National Institute of Development Administration Thailand
Distinguished Speaker # 13	Distinguished Speaker # 14	Distinguished Speaker # 15	Distinguished Speaker # 16	Distinguished Speaker # 17
Roger de Tanios Legal Counsel INDEVCO Lebanon	Khalil Yassine Vice President Unilever Saudi Arabia	Eugene Seeley Professor of Internatoinal Business Utah Valley University Orem, Utah, USA	Abrar Ali Saiyed Assistant Professor Graduate School of Management Özyeğin University Istanbul Turkey	Anisur R. Faroque Senior Researcher School of Business and Management Lappeenranta-Lahti University of Technology Finland
Conference Organizing Committee				
Manager	Deputy Manager	Assistant Manager	Assistant	Assistant
Omer F. Genc Youngstown State University Youngstown, Ohio USA	Onur Özevin Abant İzzet Baysal University Turkey	Nejat Capar KIMEP University Kazakhstan	Ahmet Can Şenlik Hacettepe University Turkey	Burak Kalkan Boğaziçi University Turkey

AGBAS's 2021 Conference Program

Pre-Conference Program: August 1, 2021

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

**Venue: --- Lobby, Double-Tree Hilton Hotel,
Avcilar District, Istanbul, Turkey.**

Day One (August 2, 2021)

Faculty Development Workshops Day

Venue:

**Double-Tree Hilton Hotel,
Avcilar District, Istanbul, Turkey**

7:00 ---9:00 Conference Registration

9:00---10:30 Conference Inauguration

- **Conference Inauguration by Prof. Dr. Dheeraj P. Sharma, Director, Indian Institute of Management Rohtak, Rohtak, State of Haryana, India**
- **Welcome by Conference Chair: Prof. Dana-Nicoleta Lascu, Professor of Marketing, University of Richmond, Richmond, Virginia, USA.**
- **Welcome by Prof. Dr. Zafar U. Ahmed, Founder, President and CEO: Academy for Global Business Advancement, (AGBA), Alexandria, Virginia, USA.**

AGBA's 2021 Conference Program (Continued)

Day One (August 2, 2021)

Faculty Development Workshops Day

Venue:
Double-Tree Hilton Hotel,
Avcilar District, Istanbul, Turkey

10:30 --- 11:00	---	Coffee/Tea Break
11:00 --- 12:30	---	Faculty Development Workshop # 1 Faculty Development Workshop # 2
12:30 --- 14:00	---	Lunch
14:00 --- 15:30	---	Faculty Development Workshop # 3 Faculty Development Workshop # 4 Faculty Development Workshop # 5 Faculty Development Workshop # 6
15:30 --- 16:00	---	Coffee/Tea Break
16:00 --- 18:00	---	Faculty Development Workshop # 7 Faculty Development Workshop # 8 Faculty Development Workshop # 9 Faculty Development Workshop # 10 Faculty Development Workshop # 11 Faculty Development Workshop # 12
19:00 Onward	---	<u>Taste of Istanbul (Optional Bosphorus Tour)</u> for an Extra Price to be Determined by Dr. Omer F. Genc (Coordinator of the Tour). <ul style="list-style-type: none">• Dinner in a Traditional Turkish Restaurant• Mini Walking Shopping Tour in Grand Bazaar

Day Two (August 3, 2021)

Venue
Double-Tree Hilton Hotel
(Avcilar District, Istanbul, Turkey)

Paper Presentation Schedule

08:30 to 10:00 --- Session # 1

10:00 to 10:30 --- Coffee/Tea Break

10:30 to 12:00 --- Session # 2

12:00 to 13:30 --- Lunch

13:30 to 15:00 --- Session # 3

15:00 to 15:30 --- Coffee/Tea Break

15:30 to 17:00 --- Session # 4

17:00 to 18:30 --- Session # 5

18:30 to 20:00 --- REST

20:00 to 23:00 --- Gala Dinner and Award Ceremony

Chaired by:

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

SESSION # 1: 08:30 – 10:00

Room A

Session on International Business

Co-Chairs:

- Anisur R. Faroque, Lappeenranta-Lahti University of Technology, Finland.
- Abrar Ali Saiyed, Özyeğin University, Turkey.

The Relationship Between Dynamic Capabilities and Foreign Direct Investment (FDI) in Conflict Zones:
Examining the Role of Diversification and Stock Market Maturity and the Impacts on Firm Performance

Dina M. Abdelzaher

University of Houston - Clear Lake

USA

Nora N. Ramadan

Cairo University

Egypt

Examining the Perceptions of Export Challenges Faced by Qatari Small and Medium Enterprises (SMEs)

Arsalan Safari

Ali Salman Saleh

Shinta D. Komalasari

Qatar University

Qatar

Emotional Intelligence among University Academic Across Gulf Cooperation Council (GCC)

Moaz Nagib Gharib
Suhail M. Ghouse
Omar Durrah
Dhofar University
Oman

Ahmad Khalid Khan
Jazan University
Saudi Arabia

Raies Hamied
Latroo, Aishmuqam, Anantnag,
India

Anisur R. Faroque
Lappeenranta-Lahti University of Technology
Finland

Aliya Yesmin
Universiti Teknologi Malaysia
Malaysia

Road Operations and Maintenance Performance at the Ministry of Public Works in Afghanistan

Ahmad Mukhtar Rashidi
Jimbo H. Claver
American University of Afghanistan
Afghanistan

Maher N. Itani
Ajman University
Ajman

Internationalization and the Performance of German Firms

Nejat Capar
KIMEP University
Kazakhstan

Experience is Nothing Without a Market Focus: Mitigating the Negative Effects of Experience-Based Resources in Early Internationalizing Firms

Anisur R. Faroque
Lappeenranta-Lahti University of Technology
Finland

Mohammad Osman Gani
Bangladesh University of Professionals
Bangladesh

Making Workforce Nationalization Works in The Gulf Cooperation Council Countries

Said Elbanna
Qatar University
Qatar

Firm's Resources and Internationalization: A Strategic Perspective

Nejat Capar
KIMEP University
Kazakhstan

Modelling Determinants of Foreign Direct Investment Inflows into Thailand using Total Interpretive Structural Modelling

Viput Ongsakul
National Institute of Development Administration
Thailand

Nakul Parameswar
Indian Institute of Technology Hyderabad
India
Email:

Sanjay Dhir
Indian Institute of Technology Delhi
India

Consumers Rights During Covid-19 Pandemic Time: Evidence from Libya

Sabri Elkrghli
Associate Professor
University of Benghazi
Libya

Salah A. Mohamed Abdulgader
Ph.D., Student
Eskisehir University
Turkey

Room B

Session on International Strategic Management

Co-Chairs:

- Viput Ongsakul, National Institute of Development Administration, Thailand.
- Caterina Farao, Insubria University, Varese, Italy.

The Impact of Strategic Planning on Organizational Sustainability on the New Established Universities in the Gaza Strip of Palestine

Wael M. Thabet
Al-Azhar University at Gaza
Palestine

Can Partnership Characteristics inform Post-Alliance Strategic Actions?

Rimi Zakaria
University of Wisconsin – Whitewater
USA

Omer F. Genc
Youngstown State University
USA

Exploring Vaccine Cold Chain: A Case of COVID-19 Vaccine in Thailand

Viput Ongsakul
Warat Kaewpijit
National Institute of Development Administration (NIDA)
Thailand

Effects Of Industrial Coopetition on Firm's Performance and Implications for Economic Growth: A Study of Developing BRICS Countries

Tshepo Feela
University of the Witwatersrand
South Africa

Foreign Direct Investment and Cost Of Sustainable Development Goals: Implications for FDI Decision Makers

Zeeshan Ali Syed
Rasol Eskandari
University of Salford
UK

Hassan Yazdifar
University of Bournemouth
UK

Relevance of Diffusion of Innovation (DOI) Theory and Technology-Organization-Environment (TOE) Framework for Assessing Financial Technology (FinTech) Adoption by Banks: Comparative Analysis Between Egypt and Bahrain

Nada Megahed
Ameena Al-Hadad
University of Bahrain
Bahrain

Dina Al-Kayaly
New Giza University
Egypt

Mediating Effect of Supply Chain Innovation Between Logistic Capabilities and Performance of Manufacturing Firms Across Kenya

Charles Lagat
Edwin Kimiti
Moi University
Kenya

Nicole Harggerty
Western University
Canada

SESSION # 2: 10:30 – 12:00

Room A

Session on “Doing Business in Turkey”

Co-Chairs:

- Omer F Genc, Youngstown State University, USA.
- Nejat Capar, KIMEP University, Kazakhstan.

The Impact of Financial Inclusion on Financial Stability in Turkey

Duygu Arslantürk Çöllü
İğdır University
Turkey

Perceptions of Financial Managers Towards Financial Innovations Across Turkey

Olçay Ölçen
İstanbul Gelisim University
Turkey

A Sectorial Analysis for Turkey and Netherlands in A VAR Framework: Empirical Evidence from Cointegration and Causality Analysis

Lukman A. Olorogun
Ceren Demir
Istanbul Gelisim University
Turkey

The Investigation of the Country-of-Origin (COO) Effect for the Intangible Products: A Turkish Perspective

İtir Ceren Morcote Santos
Dokuz Eylul University
Turkey

Exploring The Effects Of “VUCA” Factors On Product Innovation Performance: A Research Study On Turkish Bus & Coach Industry

Erkan Doner
Efe Efeoglu
Adana Alparslan Turkes Science & Technology University
Turkey

The Effects of Technology Acceptance and Technology Readiness on Consumers' Intention and Frequency of Using Subscription Video on Demand Platforms: A Turkish Perspective

Ahmet Can Şenlik
Hacettepe University
Turkey

Is More Always Better? Entrepreneurial Orientation and Firm's Performance Under the Contingent Influence of CEO Power

Abrar Ali Saiyed
Ozyegin University
Turkey

Vishal Gupta
University of Alabama
USA

Decentralized Finance (DeFI): Can Decentralized Finance Replace Traditional Finance?

Onur Özevin
Abant İzzet Baysal Üniversitesi
Turkey

Dynamic Connectedness of Single Stock Futures: A Turkish Perspective

Burak Kalkan
Koç University
Turkey

Room B

Session on "Doing Business in India"

- Parvez Ahmad Mir, Islamic University of Science and Technology, Kashmir, India.
- Bhavan Narayana Kandala, Pendekanti Institute of Management, India.

Social Entrepreneurship in Indian Perspective - A Study

Ameena Begum
Maulana Azad
Badiuddin Ahmed
National Urdu University, India

Indian Consumers' Consumption Patterns of Toiletries
Syed Abdul Aleem
Anwarul Uloom College of Business Management
India

Badiuddin Ahmed
Maulana Azad National Urdu University
India

Satisfaction of Employees Towards Performance Appraisal System (PAS): An Empirical Study in Healthcare Sector
Parvez Ahmad Mir
Islamic University of Science and Technology
India

The Impact Of Covid ---19 Pandemic on Small and Medium Enterprises Across India
Salahuddin Ahmed
Pendekanti Institute of Management
India

Badiuddin Ahmed
Maulana Azad National Urdu University
India

Credit Risk Assessment and Efficiency Analysis of Indian Small and Medium Enterprises: Application of Altman Z Score Model and DEA
Sonali Bagade
Rangoju Padmavathi
Ravi Kumar Jain
Shyam Sunder Chitta
Symbiosis International (Deemed University)
India

Panel Data Analysis of Board Structure and Firm's Performance Across India

Christopher J. Marquette
Millikin University
USA

Mohammad Sarim
Aligarh Muslim University
India

Javaid Akhter
Aligarh Muslim University
India

Zafar U. Ahmed
Academy for Global Business Advancement
USA

A Comparative Study of Network Marketing Companies of India

Bhavan Narayana Kandala
Pendekanti Institute of Management
India

Hamdan Sulaiman Al-Fazari
Sohar University
Oman

Viput Ongsakul
National Institute of Development Administration
Thailand

Economic Impact Assessment of Tourism on the Hotel Industry in the Punjab State of India

Tanveer Kajla
Sahil Raj
Vikas Singla
Harpreet Singh
Punjabi University
India

Reverse Communication in Advertising Content: Reinforcing Gender Stereotypes in TV Commercials: An Indian Perspective

K M Baharul Islam
Indian Institute of Management Kashipur
India

Archan Mitra
Sharda University
India

Building Customer Patronage in App-Based Sharing Economy Firms: Insights From Indian Consumers

Shivan Sanjay Patel
Shivendra Kumar Pandey
Dheeraj P. Sharma
Indian Institute of Management Rohtak
India

Brand "Hate" And Its Antecedent: Moderating Role of Regulatory Focus: An Indian Perspective

Ashish Kumar Gupta
Shivendra Kumar Pandey
Indian Institute of Management Rohtak
India

Artificial Intelligence and Machine Learning in Financial Services Marketing: Five Lessons Learnt From The Early Adopters An Indian Perspective

Srikrishna Chintalapati
Shivendra Kumar Pandey
Indian Institute of Management Rohtak
India

SESSION # 3: 13:30 – 15:00

Room A

Session on “Doing Business in Pakistan”

Co-Chairs:

- Fawad Hafiz Ali, University of Okara, Pakistan.
- Rizwan Qaiser Danish, University of the Punjab, Pakistan.

The Impact of Entrepreneurship Education on Entrepreneurial Intentions Among Business Students Across Pakistan

Sarmad Ejaz
Tahir Khan Farooqi
Shehzad Ahmed
Khalid Saleem
University of Okara
Pakistan

Chinese Language Learning During Covid-19: A Pakistani Perspective of Chinese Social Entrepreneurship

Amna Umer Cheema
Hira Rao
University of the Punjab,
Pakistan

Gender Differences in Organic Food Purchasing Behavior: A Comparative Study Between Malaysia and Pakistan

Abdullah Al-Swidi
Muhammad Haroon Hafeez
Hamid Gelaidan
Redhwan Mohammed Saleh
Osama Sam Al-Kwifi
Qatar University
Qatar

Predicting the Time Varying Market Efficiency: The Case of STOXX Europe Christian Index

Sadia Farooq
Tayyaba Yousaf
University of the Punjab
Pakistan

Consumers' Intention to Adopt Digital Banking Services: Moderating Role of Perceived Risk in Banking Sector of Pakistan During COVID-19 Pandemic

Rizwan Qaisar Danish
Muqaddas Rehman
Majid Ali
Anita Ali
University of the Punjab
Pakistan

Hafiz Fawad Ali
University of Okara
Pakistan

Zeeshan Ahmad
University of the Punjab,
Jehlum Campus
Pakistan

Determinants of Brand Equity in Pakistani Clothing Brands

Amna Badar
Hira Aftab
University of the Punjab
Pakistan

Hafiz Fawad Ali
University of Okara
Pakistan

The Crisis of Image & Factors Facilitating the Model of the Tourism Destination Management During COVID-19 in Pakistan

Mehtab Alam
Khairul Bahrein
University of Cyberjaya
Malaysia

Room B

Session on International Management

Co-Chairs

- Osama Sam Al-Kwafi, Qatar University, Qatar.
- Mohammed Aboramadan, Insubria University, Varese, Italy.

Market Orientation and Business Success: Investigating Libyan Transitional Economy
Using Mixed Method Approach

Sabri Elkrghli
University of Benghazi
Libya

Prem Prakash Dewani
Indian Institute of Management Lucknow
India

Zafar U. Ahmed
Academy for Global Business Advancement
USA

Tran Tien Khoa
Vietnam National University
Vietnam

Are Female Leadership Styles Culturally Universal or Specific? A Comparative Study Between Italy and Japan

Caterina Farao
Tatiana Zancopè
Insubria University
Italy

To What Extent Does Organizational Culture Affects Employee Commitment? An Explorative Study In Italian Companies

Caterina Farao
Roberta Canavesi
Insubria University
Italy

Barriers and Facilitators of UIDS Adoption from the user and Implementer Perspectives: A Qualitative study

Violah Mpangwire
Makerere University of Science and Technology
Uganda

High-Performance Work Systems in Higher Education: Analysis from a Middle Eastern Context

Aboramadan Mohammed
University of Milano Bicocca
Italy

Amat Victoria Curam: An Analysis of Digital Learning Preparedness Among Tertiary Education Providers in Uzbekistan

Aziza M. Alimova
Jason James Turner
Asia Pacific University of Technology and Innovation
Malaysia

Examining Perceptions of American and Omani University Students Towards Ethical Behaviour of Entrepreneurs and Business Managers

Suhail M. Ghouse
Dhofar University
Oman

Dennis Barber III
Michael L. Harris
East Carolina University
USA

Shanan G. Gibson
Embry-Riddle Aeronautical University
USA

Mohammad Osman Gani
Bangladesh University of Professionals
Bangladesh

SESSION # 4: 15:30 – 17:00

Room A

Session on International Marketing

Co-Chairs:

- Dana-Nicoleta Lascu, University of Richmond, USA.
- Sanjaya Singh Gaur, New York University, USA.

The Nexus among Environmental Concerns, Service Quality and The Travel Behavior:
Insights From The Qatari Railway Transportation Network

Abdullah Al-Swidi
Hamid Gelaidan
Osama Sam Al-Kwafi
Qatar University
Qatar

Muhammad Haroon Hafeez
Bahauddin Zakariya University
Pakistan

Redhwan Mohammed Saleh
Community College of Qatar
Qatar

Impact of Deceptive Practices on Consumer Behavior

Maqsood Ahmad
Sarmad Ejaz
Rai Shahbaz Hussain
Rai Imtiaz Hussain
University of Okara
Pakistan

Brand Management Loyalty: An Empirical Investigation in Malaysian Context

Hamid Mahmood Gelaidan
Qatar University
Qatar

Hashed Ahmad Mabkhot
King Faisal University
Saudi Arabia

An Analysis of Migrant-Background Entrepreneurs' Marketing Communications: Insights from Germany

Daniel Opstelten
Dana-Nicoleta Lascu
University of Richmond
USA

Strategies for Emerging Markets: Global Leadership Perspectives

Zach Andrews
Claudia Caruso
Jeffrey Sprung
Dana-Nicoleta Lascu
University of Richmond
USA

Building Marketing Intelligence Capability With The Internet Of Things (Iot) For Competitiveness: Empirical Evidence Of Selected Retail Companies In Oman

Ahmed Abubakar
Sohar University
Oman

Haim Hilman Abdullah
Universiti Utara Malaysia
Malaysia

Application of Structural Equation Modeling in Integrated Marketing Communication: A Review of Literature and Future Research Agenda

Radin Peymanfar
Hossein Bodaghi Khajeh Noubar
Farzin Modarres Khiyabani
Islamic Azad University
Iran

Kuwait Consumers' Perceptions About Global Brands by Testing The Validity of The Baalbaki-Guzman Consumer-Perceived Consumer-Based Brand Equity Scale

Areej Al-Houli
Kuwait University
Kuwait

Najiba Benabess
Millikin University
USA

The Influence of Religion and Consumption Value Theory on Organic Food Purchasing Behavior Online With and Without Covid 19 Vaccination

Sheikh Ashiqurrahman Prince
Mohammad Al-Amin
Bangabandhu Sheikh Mujibur Rahman Science and Technology University
Bangladesh

Ishraat Saira Wahid
University of Liberal Arts Bangladesh
Bangladesh

The Effect Of Feedback Seeking Behavior, Goal Commitment And Sales Force Personality Traits On Sales Performance: A Kenyan Perspective

Zippy Mukami Nijagi
Charles Lagat
Moi University
Kenya

The Impact of Diffusion of Innovation Model on User Behavioral Intention in Adopting Social Media Marketing With the Moderator Role of Subjective Norms

Sahar Farajnezhad
Hossein Bodaghi Khajeh Noubar
Sirus Fakhimi Azar
Islamic Azad University
Iran

Impact of Internet Marketing on the Consumers' Purchase Behavior of Real Estate Products: An Iranian Perspective

Akbar Safarzadeh Dizaj
Ali Akbar Peyvasteh
Ahmad Ali Moghtadarzadeh
Contemporary Osweh Higher Education Institute
Iran

Investigating Impact of E-Marketing Strategies on Hotels' Performance: An Iranian Perspective

Younes Kafi Laleh
Hossein Bodaghi Khajeh Noubar
Islamic Azad University
Iran

Alireza Motameni
Shahid Beheshti University
Iran

Aliakbar Peyvaste
Osve institute of Higher Education
Iran

Room B

Session on International Business

Co-Chairs:

- Dina M. Abdel-Zaher, University of Houston Clear Lake, USA.
- Maher Itani, Ajman University, United Arab Emirates.

Japanese Multinational Corporations and Corporate Tax Change

Shaif Jarallah
Mouldi Ben Ammar
Osama Sam Al-Kwif
Qatar University
Qatar

The Moderating Role of Employee Work Experience: A Survey of Microfinance Institutions Across Uganda

Ester Agasha

Nixon Kamukama

Arthur Sserwanga

Mbarara University of Science and Technology

Uganda

Gary L. Frankwick

University of Texas at El Paso

USA

Lucy Jephoge Rono

Moi University

Kenya

Capital Structure Dynamics and Microfinance Loan Portfolio Quality Across Africa

Ester Agasha

Makerere University of Science and Technology

Uganda

Gladness Monamesti

Botswana Open University

Botswana

Sarah Nabachwa

Mbarara University of Science and Technology

Uganda

Co-Movement of Equity and Exchange Rate Volatility With Relation to Other International Markets

Godfred Amewu

Ghana Institute of Management and Public Administration

Ghana

Financing Strategies, facility Type and Service Quality; Evidence from Healthcare Providers in Kenya

Lily Chepkorir Koros

Moi University

Kenya

Managerial Competences and Financial Performance of Small-Scale Enterprises Across Uganda

Arthur Nuwagaba

Mbarara University of Science and Technology

Uganda

Dennis Nkamuhayo

Bishop Stuart University

Uganda

Return and Volatility Spillover Effects Between Islamic Stock and Commodity Markets: Evidence from Pre-And Ongoing-Pandemic

Avazkhodjaev Salokhiddin Shakhabiddinovich

Tashkent Institute of Finance

Uzbekistan

SESSION # 5: 17:00 – 18:30

Room A

Session on Miscellaneous Business Issues

Co-Chairs:

- Hossein Bodaghi Khajeh Noubar, Islamic Azad University, Iran.
- Avazkhodjaev Salokhiddin Shakhabiddinovich, Tashkent Institute of Finance, Uzbekistan.
- Maqsood Ahmad, University of the Punjab, Pakistan.

Innovation in Higher Educational Institutions: What Does it Mean? And Best Practices from The Globe.

Basheer Al-Haimi
Adams Adeiza
Universiti Malaysia Kelantan
Malaysia

Fadhl Hujainah
Chalmers University of Technology
Sweden

Zainab Monjed Alqenaei
Kuwait University
Kuwait

Factors Influencing Post Graduate Students' Entrepreneurial Intentions: The Case Study of North Al Batinah Governorate of Oman

Fatema Hamed Said Al-Maqbali
Saham Vocational College
Oman

Rakesh Belwal
Sohar University
Oman

Menu Costs, Rational Expectations and Noisy Inflation Observation: Revisiting the Policy Impotence Proposition

Jimmy Teng
Yamanashi Gakuin University
Japan

Pingyen Lai
National Changhua University of Education
Taiwan

Comparing and Contrasting Entrepreneurial Education in the European and American Higher Education Systems: A Systematic Literature Review

Ria Tristya Amalia
Harald Friedrich Otto Von Korflesch
University of Koblenz-Landau
Germany

Designing A Secure Goods Collection and Delivery Scheme for the Internet of Drones (IoD) Environment: A Business Perspective

Shehzad Ashraf Chaudhry
Istanbul Gelisim University
Turkey

Growth and CO2 Emissions: Is there a Tradeoff: An Examination Using Global Cross- Country Panel Data

Anisul M. Islam
University of Houston - Downtown
USA

Fiscal Stimulus Dose to Fight COVID-19: Gauging the Health of Sensex Post-Stimulus

Diptanshu Gaur
Shivendra Kumar Pandey
Dheeraj P. Sharma
Indian Institute of Management Rohtak
India

The Utilization of "WASTA" in Importer-Exporter Relationships: A Grounded Theory Approach and a Proposed Conceptual Framework

Mohammad Orra
Dokuz Eylül University
Turkey

Investigating the Performance of Iranian Banking Sector Amidst COVID 19 Epidemic : Agenda for Future Research

Majid Arianzadeghan
Reza Najafbeigi
Nazanin Pilevari
Islamic Azad University
Tehran
Iran

Gulf Air: Building a Global Brand
Abdel Hafiez Ali Hasaballah
Qassim University
Saudi Arabia

Minwir Al-Shammari
University of Bahrain
Kingdom of Bahrain

Zafar U. Ahmed
Academy for Global Business Advancement
USA

Trade Openness, Financial Development and Economic Growth: A Case Study from the United Arab Emirates and the Kingdom of Saudi Arabia
Mohamed Al-Shami
Al-Qasimia University
United Arab Emirates

Ariba Sabah
Kiran Khan
Lana Barake
Ajman University
United Arab Emirates

The Impact of Covid-19 Epidemic on the Schools' Closure and Importance of Digital Learning Methods Among, Faculty, Staff and Students of Higher Educational Institutions: A Nigerian Perspective
Adejare Yusuff Aremu
Arfan Shahzad
Tamma Elhachemi
Universiti Utara Malaysia
Malaysia

Hauwa Daniyan - Bagudu
Federal Polytechnic - Nigeria

Day Three (August 4, 2021)

Venue:

Double- Tree Hilton Hotel
Avcilar District, Istanbul, Turkey

Global Business Forum

10:00 --- 12:00 --- Venue (Main Hall)

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

Paper Presentation Schedule

08:30 to 10:00	---	Session # 6
10:30 to 12:00	---	Session # 7
13:30 to 15:00	---	Session # 8
15:30 to 17:00	---	Session # 9

SESSION # 6: 08:30 – 10:00

Room A

Session on “Doing Business in Vietnam”

Co-Chairs:

- Christopher J. Marquette, Millikin University, USA.
- Najiba Benabess, Millikin University, USA.

The Underlying Mechanisms Linking Ethical Leadership to Employees’ Ethical Behaviors: A Vietnamese Perspective

Uyen Nu Hoang Ton
Hoa Doan Xuan Trieu
Phuong Van Nguyen
Thang Huynh Nam
Dien Van Tran
Vietnam National University
Vietnam

Explaining Factors Influencing Pro-Environmental Behaviors on Self-Identity and Cost Awareness: A Vietnamese Perspective

Phuong Van Nguyen
Hoa Doan Xuan Trieu
Vu Hoan Nguyen
Uyen Nu Hoang Ton
Vietnam National University
Vietnam

Trang Thanh Bui
University of Economics Ho Chi Minh City
Vietnam

Review and Replication of Three Existing Measurement Scales of Consumer Cosmopolitanism: An Empirical Study in Vietnamese Young Segment

Nhu-Ty Nguyen
Thai-Ngoc Pham
Vietnam National University
Vietnam

Economic Behaviors of Ethnic Minorities' Households Across Vietnam's Central Highlands

Nguyen Van Hiep
Tran Hanh Minh Phuong
Thu Dau Mot University
Vietnam

The Relationship Between Higher Moment Risk, the Liquidity Risk and Stock Return: The Case of Vietnamese Stock Market

Hoang Oanh Vo
Thu Dau Mot University
Vietnam

The Impact Of Leadership and Organizational Learning on High Performance of Vietnam's Tourism Firms: A CEOs' Perspective

Do Thanh Tung
Mai Ngoc Khuong
Vietnam National University
Vietnam

Understanding the Influence of Consumer Adaptation Behaviors on IT Continuance: An Empirical Case of Food Delivery Apps in an Emerging Country Setting (Vietnam)

Do Giang Nguyen
Vinh Cao Vo
Nguyen Tat Thanh University
Vietnam

Determinants of Trust and Moderating Role of Social Presence in Predicting Customers' Trust and Online Hotel Booking Intention. A Vietnamese Perspective

Nguyen Xuan Nhi
Nguyen Ngoc Hoai Trang
Tran Bao Linh
Nguyen Tat Thanh University
Vietnam

The Effects of Brand Identification and Social Media On Purchase Intentions of Authentic Products: A Vietnamese Perspective

Vi Thi Tuong Tran
Quang Nhut Ho
National University of Vietnam
Vietnam

Doan T. Nguyen
Swinburne University of Technology
Australia

Vietnam Airlines: Building a Global Brand

Khoa Truong An Nguyen
Hai Huyen Thanh Truong
Thu Dau Mot University
Vietnam

Fostering High Organizational Effectiveness Through Strategy Content And Innovation: A Managerial Perspective of Vietnam Tourism Enterprises

Le Thu Hang
Eastern International University
Vietnam

Mai Ngoc Khuong
Vietnam National University
Vietnam

The Role of Public Service Motivation and Empowerment to Individual Perception of Job Characteristics, Performance, and Commitment to a Local Public Agency: A Case of Ho Chi Minh City, Vietnam

Pham Thi Phuong Thao
Nguyen Van Phuong
Nguyen Van Tung
Vietnam National University
Vietnam

Investigating Life Satisfaction Among Korean Expatriates Residing Across Vietnam

Ton Nu Ngoc Han
Tu Nguyen Nhat Thy
Vietnam National University
Vietnam

Antecedents and Online Activities of Social Media Engagement: Case Of Vietnamese Higher Educational Institutions

Hoang Thi Que Huong

Tran Tien Khoa

Le Dinh Minh Tri

Vietnam National University

Vietnam

The Relationship Between Innovation and Financial Performance: Empirical Study From U.S and Vietnam

Quyen Pham

Thu Dau Mot University

Vietnam

SESSION # 7: 10:30 – 12:00

Room A

Session on “Doing Business in Indonesia”

Co-Chairs:

- Dheeraj P. Sharma, Indian Institute of Management Rohtak, India.
- Shivendra K. Pandey, Indian Institute of Management Rohtak, India.

The Role of Internal Marketing to Increase Employees’ Job Performance in the Indonesian National Civil Service Agency

Deny Rolind Zabara

Satria Bangsawan

Mahrina Sari

University of Lampung

Indonesia

Determinant Factors of Organizational Citizenship Behavior in Indonesian Employees Social Security System

Iwan Ry

Satria Bangsawan

Mahrina Sari

University of Lampung

Indonesia

Internal Marketing Within Indonesian Regional Service Agency: The Moderating Role of Authentic Leadership

Danny Samantha

Satria Bangsawan

Mahrina Sari

University of Lampung

Indonesia

The Moderating Role of Indonesian Patriotism in Tax Compliance Behaviour: Using Theory of Reasoned Action Approach

Marindo Kurniawan

Satria Bangsawan

Mahrina Sari

University of Lampung

Indonesia

Exploring Entrepreneurship Orientation Concept in Islam

Ahmad Rafiki
Miftahuddin
Atika Rizki
Universitas Medan Area
Indonesia

Developing Service Innovation Model for Indonesian Police Force: A Government Perspective

Muhamad Fariza Yuhana Irawady
Popy Rufaidah
Yuyus Suryana
Arief Helmi
Universitas Padjadjaran
Indonesia

SESSION # 8: 13:30 – 15:00

Room A

Session on “Doing Business in Malaysia and Thailand”

Co-Chairs:

- Zafar Husain, Al-Ain University, United Arab Emirates.
- Mohamed Al-Shami, Al-Qasimia University, United Arab Emirates.

The Impact of Tax Policy Changes on Government Revenue in Sri Lanka

Kittangoda Gamage Jayadewa Nishantha Deshapriya
Ferdous Azam
Fazlida Binti Mohd Razali
Management and Science University
Malaysia

Importance of Multi-Component Attitude Construct in Sustainable Consumption Context

Cindy Chuah
Sunway University
Malaysia

Sanjaya Singh Gaur
New York University
USA

The Impact of Cause-Proximity and Retailer-Cause Congruency on Cause-Related Marketing Evaluation: A Malaysian Perspective

Marhana Mohamed Anuar
Universiti Malaysia Terengganu
Malaysia

Osman Mohamad
Multimedia University
Malaysia

Jassim Ahmad Al-Gasawneh
Applied Science Private University
Jordan

Structural Equation Model of Variables Affecting Gold Mining's Firm Market Value: Case of The Eastern African Community (EAC)

Navidreza Ahadi
Sorasak Tangthong
King Mongkut's Institute of Technology Ladkrabang
Thailand

Impact Of Organization Environment on Control System and Technological Innovation for Improving Firm's Performance of Gold Mining Projects: Case of Eastern African Community (EAC)

Navidreza Ahadi
Sorasak Tangthong
King Mongkut's Institute of Technology Ladkrabang
Thailand

Revisiting Hotel Image and Service Failure and Recovery in the Face of Pandemic

Viput Ongsakul
Piya Ngamcharoenmongkol
Warat Kaewpijit
Boonyawat Soonsiripanichkul
National Institute of Development Administration (NIDA)
Thailand

Developing a Conceptual Model to Examine the Influences of Islamic Practices on the Operations and Performance of Small and Medium Enterprises (SMEs): A Malaysian Perspective

Ahmad Rafiki
Universitas Medan Area
Indonesia

Soil Problems in Housing Development in Malaysia: A Planning Law Perspective

Nuarrual Hilal Md Dahlan
Universiti Utara Malaysia
Malaysia

The Role of Psychological Wellbeing and Personal Resilience Towards Expatriate Adjustment in High Risk Countries (HRCs)

Nilufar Khakimova
Asia Pacific University of Technology and Innovation
Malaysia

SESSION # 9: 15:30 – 17:00

Room A

Session on “Doing Business in Sri Lanka”

Co-Chairs:

- Sabri Elkrghli, University of Benghazi, Libya.
- Badiuddin Ahmed, Maulana Azad National Urdu University, India.

The Effect of Self-Congruity on Premium Apparel Brand Engagements and Purchase Intentions: A Sri Lankan Perspective

Weragoda Masachchi Upul Chaminda
Management and Science University
Malaysia

Zafar U. Ahmed
Academy for Global Business Advancement
USA

Consumer Behavior of Outbound Travel Intentions of Sri Lankan Tourists After Global Covid ---19 Pandemic

Sattambi Sumith De Silva
Bandaranaike International Airport
Sri Lanka

Zafar U. Ahmed
Academy for Global Business Advancement
USA

Determinants of a Country’s Global Tourist Image and Its Marketing Implications: A Sri Lankan Perspective

Harshani Wasundara
Management and Science University
Malaysia

Zafar U. Ahmed
Academy for Global Business Advancement
USA

Factors Influencing Knowledge Management on Customer Relationship Management in Travel Agencies Across Sri Lanka

Kottaduwa Gamage Thushendra Jayasekera
Ahmad R. Albattat
Ferdous Azam
Management and Science University
Malaysia

Identification of the Attributes of a Successful International Entrepreneur's Mindset: A Sri Lankan Perspective

Kokwila Senarath Arachchige Chandana Senarath Arachchi
Management and Science University
Malaysia

Zafar U. Ahmed
Academy for Global Business Advancement
USA

Factors Influencing Knowledge Management on Customer Relationship Management in Travel Agencies Across Sri Lanka

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Ahmad R. Albattat
Ferdous Azam
Management and Science University
Malaysia

Determinants of Luxury Branded Condominiums: A Sri Lankan Perspective

Hewa Diddenige Upul Indrajith
Management and Science University
Malaysia

Zafar U. Ahmed
Academy for Global Business Advancement
USA

Determinants of Global Brands in Garments Industry: A Sri Lankan Perspective

Weragoda Masachchi Upul Chaminda
Management and Science University
Malaysia

Zafar U. Ahmed
Academy for Global Business Advancement
USA

Examining Role of Public Libraries in Providing Community Information Services (CIS) Across Sri Lanka

Kaththota Ralalage Niluka Harshani
Rajarata University of Sri Lanka
Sri Lanka

Zafar U. Ahmed
Academy for Global Business Advancement
USA

Examining the Impact of Storytelling Advertising on Behavioural Purchase Intentions of Consumers Across Sri Lanka

Kambapole Gedara Sameera Amaranth Jayathilaka
Management and Science University
Malaysia

Zafar U. Ahmed
Academy for Global Business Advancement
USA

Determinants of Effective Digital Banking Services Provided by Commercial Banks Across Sri Lanka

Heva Num Muni Arachchige Aruna Chaminda
Management and Science University
Malaysia

Zafar U. Ahmed
Academy for Global Business Advancement
USA