



International Management Research Academy

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IMRA International Conference

Emerging Markets and the New Dynamics of Management

17th – 18th May, 2012

Venue: Royal National Hotel, Russell Square, Bedford Way,
London WC1H 0DG. United Kingdom.

Conference Programme Brochure



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International Management Research Academy (IMRA)

IMRA Mission

International Management Research Academy (IMRA) is a global academy dedicated to the continuous and effective development of management theory and practice. IMRA's mission is to be a collaborative catalyst between academics and practitioners in fostering relationships via creation, assistance and dissemination of cutting-edge management thinking.

IMRA wishes to accomplish this by:

1. Organizing conferences and events which bring people from academia, research organizations, government, social sector and private sector, together on a single platform and paving path for networking and fruitful stakeholder interaction.
2. Publishing cutting edge academic and professional articles via academic journals and magazines in the field of management.
3. Developing an online forum providing an opportunity for members to interact and network and thus build mutually beneficial collaborations.

Organizing Committee (*in alphabetical order of last name*)

- Prof. Phani Tej ADIDAM, University of Nebraska at Omaha, United States of America
- Prof. Nam Jae CHO, Hanyang University, South Korea
- Prof. John LIPINSKI, Middle Tennessee State University, United States of America
- Dr. Jatin PANCHOLI, Middlesex University, United Kingdom
- Dr. Justin PAUL, University of Washington Foster school of Business, United States of America
- Dr. Keith PERKS, University of Brighton, United Kingdom
- Dr. Paurav SHUKLA, University of Brighton, United Kingdom
- Prof. Ernie STARK, *Logikos and Experientia*, United States of America

IMRA International Conference: 17-18 May, 2012

London, United Kingdom

Conference Theme: Emerging Markets and the New Dynamics of Management

Since centuries, it has been perceived that, the western world is at the forefront of innovative theories and practices in management. Last two decades have evidently demonstrated that now it is no more the hegemony of the developed world in contributing towards management art and science.

The BRICs (Brazil, Russia, India and China) and other European countries are now emerging as sunrise economies and are offering new dynamics of management. Be it grassroots level technologies or socio-economic development, the emerging markets are certainly presenting the new world economic order. This conference is an endeavour to disseminate the new dynamics of management from emerging markets.

Welcome from the conference co-chairs

On behalf of International Management Research Academy (IMRA), we cordially invite you to the 2012 Emerging Markets Conference, London, UK. Over the past year, the organizing committee members, the track directors, reviewers, volunteers and especially you have helped us build this conference. Everyone has worked relentlessly in organizing the conference academic and social programme which we hope you will find both stimulating and interesting.

We are very proud to be co-chairs of the 2012 Emerging Markets Conference. To give you a perspective through the lens of numbers, we received 221 extended abstracts involving 339 authors from 36 countries. The extended abstracts were put through a rigorous double-blind review process and we made sure that reviewers were independent and not involved in the submission process as authors. During the double-blind review process, 41 submissions were outright rejected due to either poor quality or irrelevant submission and 180 others were recommended to revise and resubmit. After the first revision and resubmission, further 22 papers were rejected. The accepted extended abstracts were categorized as either competitive papers or posters. Of the accepted extended abstracts, 73 competitive papers, 10 posters were finally accepted and registered for this conference. Total 119 participants out of which 6 in absentia and other 113 in person are attending the conference from 33 countries including Australia, Azerbaijan, Brazil, Canada, China, Denmark, Egypt, Finland, France, Germany, Hong Kong, Hungary, India, Italy, Japan, Latvia, Malaysia, Moldova, Netherlands, Pakistan, Romania, Russia, Saudi Arabia, Slovakia, South Africa, South Korea, Spain, Sweden, Thailand, Turkey, United Arab Emirates, United Kingdom and United States of America, making this a truly global conference.

We also received 9 proposals for Special Sessions / Workshops from 6 countries of which 3 were not relevant to the main theme of the conference. The remaining 6 proposals were evaluated by selected individuals of the Organizing Committee and finally, 1 proposal was accepted for the Special Session titled "Internationalization of Emerging Economies and Firms".

The participants include a mix of academics, researchers, senior corporate professionals and representatives from government. We are also lucky to have Michael Aldrich as a keynote speaker for the conference and also other luminaries who are participating as panel conveners and discussants. This in turn helps us inch closer towards IMRA's mission of being a collaborative catalyst in bridging the academic-practitioner divide.

We are also proud to be associated with journals from reputed publication houses such as Springer, Emerald and MAG Scholar. All full papers submitted to the conference will be considered for the special issues.

The organization of a conference involving such diversity is a rewarding challenge and we hope you will find the conference an interesting forum to present and exchange ideas as well as learn something new and exciting. We also believe the conference will provide you a platform to network with like-minded people from all across the world, to meet old friends and making new ones. At this juncture, we would again like to thank all those directly or indirectly involved in every stage of this conference.

We hope the conference will be an enjoyable, refreshing and rewarding experience for you.

Conference co-chairs

Dr. Jatin PANCHOLI
Dr. Paurav SHUKLA

Sponsors and Support



7th Sense Management Consulting and Training Limited



Emerald publications



Springer Publications



Palgrave Macmilan



Wiley Publications



MAG Scholar Publications, New Zealand

Conference Schedule: DAY-1: Thursday 17th May 2012

Time	Agenda	Speakers, Track No., Submission ID no.	Room, Building
8:00 am to 9:25 am	Registration & Refreshments		Galleon-A North Block Building
9:30 am to 10:30 am	Inauguration and Key Note Speech	Key Note Speaker: Michael ALDRICH	Galleon-A North Block Building
10:30 am to 11:00 am	Break		
11:00 am to 12:30 pm	Technical Session-1: Economics Session Chair: Patrick EBEWO	Presentations: 1-151, 2-190 and 1-114	Galleon-A1 North Block Building
	Technical Session-2: Strategic Management Session Chair: Bernadett KOLES	Presentations: 3-68, 3-94 and 3-62	Galleon-A2 North Block Building
	Technical Session-3: Human Resources Management and Organization Behaviour Session Chair: Halil YILDIRIM	Presentations: 7-51, 7-117, 7-158 and 7-204	Galleon-A3 North Block Building
	Technical Session-4: Finance and Accounting Session Chair: Yuliya ILINA	Presentations: 6-40, 6-140, 6-149 and 6-78	Alexandra-B South Block Building
	Technical Session-5: Marketing and Consumer Behaviour Session Chair: Michael MONAHAN	Presentations: 5-209, 5-98, 5-81 and 5-56	Edward VII South Block Building
12:30 pm to 1:45 pm	Lunch		Windsor Room Restaurant North Block Building
1:45 pm to 3:15 pm	Technical Session-6: Marketing and Consumer Behaviour Session Chair: Richard FLETCHER	Presentations: 5-112, 5-71, 5-41 and 5-67	Galleon-A1 North Block Building
	Technical Session-7: International Management Session Chair: Marwa ANIS	Presentations: 4-221, 4-161, 4-84 and 4-86	Galleon-A2 North Block Building
	Technical Session-8: Operations Management, Economics, General Session Chair: Rajiv ASERKAR	Presentations: 1-176, 8-157, 11-100 and 8-36	Galleon-A3 North Block Building
	Technical Session-9: Finance and Accounting Session Chair: Messaoud MEHAFFI	Presentations: 6-109, 6-101, 6-159 and 6-193	Alexandra-B South Block Building
	Technical Session-10: Entrepreneurship Session Chair: Xuanwei CAO	Presentations: 2-206, 2-87 and 2-37	Edward VII South Block Building
3:15 pm to 3:45 pm	Refreshments		
3:45 pm to 5:00 pm	Panel Discussion	Panel Convenor: Ernie STARK Discussants: Stephanie JONES (4-207), John LIPINSKI (3-66) and Philip NICHOLS (11-197)	Galleon-A North Block Building
5:00 pm to 6:00 pm	Break		
6:00 pm to 8:00 pm	Cocktail and Mocktail <i>The first serving on the house and the rest on individuals.</i>		Bar-Barella's Imperial Hotel

Conference Schedule: DAY-2: Friday 18th May 2012

Time	Agenda	Speakers, Track No., Submission ID no.	Room, Building
8:00 am to 9:00 am	Refreshments		Galleon-A North Block Building
9:00 am to 10:30 am	Special Session: Internationalization of Emerging Economies and Firms	Session Chair: Marin MARINOV Speakers: Ken MORITA, Diego QUER & Svetla MARINOVA	Galleon-A North Block Building
	Poster Session & Presenting in Absentia	Posters: 1-168, 1-180, 2-10, 3-72, 3-106, 4-53, 4-208, 6-70, 9-179 and 9-187 Absentia: 1-182, 4-73, 5-4 and 8-9	Alexandra-B South Block Building
10:30 am to 11:00 am	Break		
11:00 am to 12:30 pm	Technical Session-11: General Session Chair: Kaizo BELTRAO	Presentations: 11-103, 11-164, 11-199 and 11-148	Galleon-A1 North Block Building
	Technical Session-12: Finance and Accounting Session Chair: Angathevar BASKARAN	Presentations: 6-194, 6-156, 6-203 and 6-211	Galleon-A2 North Block Building
	Technical Session-13: Finance & Accounting and Human Resources Management Session Chair: Thenmozhi M	Presentations: 6-48, 7-50 and 7-196	Galleon-A3 North Block Building
	Technical Session-14: Technology & Innovations Management and Marketing & Consumer Behaviour Session Chair: Mei-Tai CHU	Presentations: 9-46, 9-108 and 9-170	Alexandra-B South Block Building
12:30 pm to 1:30 pm	Lunch		Poppadom Express Restaurant
1:30 pm to 3:00 pm	Technical Session-15: Strategic Management and Finance & Accounting Session Chair: Paul POPPLER	Presentations: 6-76, 6-107, 3-77 and 3-80	Galleon-A1 North Block Building
	Technical Session-16: International Management and Technology & Innovations Management Session Chair: Hadia FAKHRELDIN	Presentations: 9-45, 4-160, 4-113 and 4-96	Galleon-A2 North Block Building
	Technical Session-17: Public & Not-for-Profit Management and Marketing & Consumer Behaviour Session Chair: Veronica VRAGALEVA	Presentations: 5-39, 10-89, 10-47 and 10-54	Galleon-A3 North Block Building
	Technical Session-18: Technology & Innovations Management, Marketing & Consumer Behaviour and General Session Chair: Abdul TAMBI	Presentations: 9-181, 5-219, and 11-174	Alexandra-B South Block Building
3:00pm to 3:30 pm	Refreshments		
3:30 pm to 5:00 pm	Panel Discussion and Award Ceremony	Panel Convenor: Phani Tej ADIDAM Discussants: Ben BOSE and Louis TURNER	Galleon-A North Block Building

Conference Schedule:DAY-3: Saturday 19th May 2012: Optional Excursion/Sight Seeing **11 am** onwards. *(to be paid separately directly to the discount tour company)*

Key Speakers, Panel Convenors & Discussants

Michael ALDRICH

Michael Aldrich is an English inventor, innovator and entrepreneur. In 1979 he invented online shopping to enable online transaction processing between consumers and businesses, or between one business and another, a technique known later as e-commerce. In 1980 he invented the Teleputer, a multi-purpose home infotainment centre that was a fusion of PC, TV and Telecom networking technologies. In 1981 he developed the concept of interactive broadband local loop cable TV for mass market consumer telecommunications.



Aldrich had a 38 year career in the IT industry, 20 years of which were spent as CEO of an international computer company, Redifon/Rediffusion/ROCC Computers. He retired as CEO in 2000 and became non-executive Chairman. He also worked for Honeywell (now Groupe Bull) and Burroughs Corporation (now Unisys).

Aside from his inventions and innovations, he is known for his pro bono public service. He was an IT adviser to British Prime Minister Margaret Thatcher 1981-86, IT adviser to the Confederation of British Industry January 1982-December 1983, President of the Institute of Information Scientists 1984-85, and Chairman of the Tavistock Institute of Human Relations 1989-99. He has had a long, formal association with the University of Brighton in various capacities since 1982.

Louis TURNER

Louis Turner is the Chief Executive of the Asia-Pacific Technology Network - a network which has developed from a series of around 30 annual high (often ministerial) level High Tech Forums which he ran between the UK and various countries in Asia (Japan, Korea and China) between 1986 and 2005.



He has found that his broad regional experience, and his understanding of the global dynamics of a wide range of industries, has made him adept at identifying and approaching people in this widened super-network, then turning these approaches into meaningful responses. He is also occasionally called upon to help fix up appointments for visiting missions from the region - most recently on behalf of the Chinese Academy of Sciences,

In the course of a long career primarily involving Chatham House (the former Royal Institute of International Affairs), he has written over 10 books and monographs on various aspects of the world economy, with his first book focusing primarily on the rise of Asia coming out in 1978. He currently underpins his networking expertise by running 30 or so London-based evening seminars a year on various aspects of Asian technology. His Asia-Pacific Technology Network Group within LinkedIn now numbers over 850 people from all over the globe.

Ben BOSE

Ben Bose is a Founder, Mavens of London, a research-lead digital strategy agency in the UK. He earned his degree from the University of Oxford and is an expert on online media, digital activity and marketing research. His clients include Unilever, Ogilvy, Santander, Guinness World Records, etc.



Philip NICHOLS

Philip M. Nichols is an Associate Professor of Legal Studies and Business Ethics at the Wharton School of the University of Pennsylvania and holds the Class of 1940 Bicentennial University Term Chair. Professor Nichols' research interests are in the institutional transitions experienced by emerging economies, and particularly in corruption.

He has conducted fieldwork in numerous countries in Asia and Latin America on topics such as attitudes toward the rule of law, privatization, trust in institutions, and interactions with corruption. At the University of Pennsylvania, Professor Nichols regularly teaches courses on emerging economies, international business transactions, corruption, and business ethics, and he is the Faculty Advisor for the Social Impact and Responsibility concentration.



Professor Nichols has worked with private citizens, business groups and government advisory boards in a number of countries on issues of trust, economic development, and strategies for coping with or controlling corruption, and served as the co-chair of the United Nations Expert Committee on Trade Facilitation (UN/CEFACT LG). He has been a visiting professor at the National University of Mongolia, Korea University, The India School of Business, and Singapore Management University.

Stephanie JONES

Dr Stephanie Jones is Associate Professor of Organizational Behavior at Maastricht School of Management, Netherlands, having graduated with a PhD from University College London, and a Bachelor's degree from the London School of Economics. Dr Jones has authored over 25 full-length internationally-published books on business and management. She teaches MBA students based across the world, especially courses on leadership, culture and change management.

Her teaching locations include Kuwait, Egypt, Yemen in the Middle East; China and Vietnam in Asia; Peru in South America; Kazakhstan in the CIS; Ghana, Rwanda, Malawi, Tanzania, Zambia and Namibia in Africa; Cologne Business School in Germany and at Maastricht, The Netherlands. She has recently published articles on entrepreneurship and innovation in business, business in emerging markets, business ethics and CSR, leadership, knowledge management and business culture.



With a background managing a recruitment, consulting, and training operation in China, India, the Middle East and Australia, Dr Jones gained extensive experience in the corporate sector before returning to academe a decade ago; she gained her doctorate in 1982 as one of the youngest PhDs in the University of London. She now actively supervises student theses, at Doctoral, Masters and Diploma level, assessing and evaluating theses around the world.

Ernie STARK

Ernie Stark (Ph.D., Community and Human Resources, University of Nebraska, Lincoln, 1994). He has published in the Journal of Managerial Issues, The Journal of Workplace Learning, The Journal of Behavioral and Applied Management, Personnel Review, Contemporary Business Readings, People and Strategy, Journal of Applied Management and Entrepreneurship, and Current Topics in Management.



His research interests include leadership, personality, the aging workforce, human capital, and philosophies of managerial research. He is founder and director of *Logikos & Experientia*, a research collaboration of management scholars.

An active management consultant, he has consulted with numerous Fortune 500 firms and is a full affiliate of the Westlaw Round Table Group of Management Consulting Experts (Washington, DC.) He has served on the Board of Governors of the Institute of Behavioral and Applied Management, and is past Editor of the Journal of Behavioral and Applied Management. Retired from full time faculty status after 25 years, Dr. Stark is a member of the Global Faculty of Rochester Institute of Technology on temporary assignment to the American College of Management and Technology in Zagreb, Croatia.

Phani Tej ADIDAM

Phani Tej Adidam is the Executive Management Education Professor at the University of Nebraska at Omaha. He is also the director of International Initiatives, and the Chairman of the Marketing and Management department. His research interests include marketing strategy, decision confidence, competitive intelligence, customer relationship management (CRM), demographics of health insurance economics, and sales management.



His work was awarded the Journal of Marketing's Marketing Science Institute/H. Paul Root Award for most significant contribution to the advancement of the practice of marketing" for 1999.

John LIPINSKI

Dr. John Lipinski is currently a senior professor at Middle Tennessee State University, Murfreesboro, United States of America. Prior to becoming an academic, Dr. Lipinski spent 10 years in the corporate world holding various managerial positions with Procter & Gamble, Warner Lambert, and PNC Bank. With Procter & Gamble, he managed the Super K-Mart account. With Warner Lambert, he was Manager of New Product Development. With PNC Bank he served as an Economic Research Analyst.

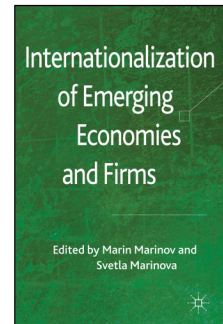


Dr. Lipinski also has start-up experience working closely with Ebuyxpress.com and CMC Matrix, a medical technology company. He is currently a faculty member at Middle Tennessee State University in Murfreesboro, TN. His education includes earning his Ph.D. in Corporate Strategy from the University of Pittsburgh and his M.B.A. from the University of Michigan.

Special Session: Internationalization of Emerging Economies and Firms

Based on the book

"**Internationalization of Emerging Economies and Firms**" (2011), edited by Marin A. Marinov and Svetla T. Marinova, Palgrave Macmillan.



Special Session Chair: Professor Dr. Marin A. MARINOV
University of Gloucestershire, United Kingdom

Session Contributors:

Professor Ken MORITA, *Hiroshima University, Japan*

Diego QUER, *University of Alicante, Spain*

Svetla MARINOVA, *Aalborg University, Denmark*



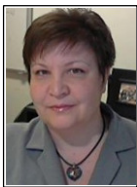
Dr. Marin MARINOV is Professor of International Business and Management at the University of Gloucestershire in the UK and Velux Foundation Visiting Professor at Aalborg University in Denmark. He has held a number of professorial appointments worldwide, including Germany, Sweden, Denmark, Bulgaria, USA, Finland, France, Portugal, China, and Spain. His research encompasses internationalization of businesses, strategies of multinational corporations, business development in emerging markets and CEE, business policy and strategy, and research in curricula development for business education. He has published eight books, numerous book chapters and more than seventy articles in refereed academic journals. Professor Marinov is on the editorial board of *Organization Studies* and *Journal of East-West Business*.



Dr. Ken MORITA is a Professor at the Faculty of Commercial Sciences, Hiroshima Shudo University, Hiroshima, Japan, and is also an Emeritus Professor, Hiroshima University. Professor Morita is well known as the author of *Economic Reforms and Capital Markets in Central Europe*, Farnham, Ashgate Publishing, 2004 and as the co-author of *Transition, Regional Development and Globalization: China and Central Europe*, New Jersey, World Scientific Publishing, 2010 (with Yun Chen).



Dr. Diego QUER is Associate Professor in the Department of Management at the University of Alicante, Spain. He leads the "Strategic Management in China and India" Research Group. His research interests include several topics of international management, such as entry modes or the internationalization process, with a special focus on the internationalization of emerging market multinationals from China. He has published in the *Asia Pacific Journal of Management*, *International Business Review*, *Family Business Review*, *Emerging Markets Finance and Trade*, *Chinese Management Studies*, the *Journal of China Tourism Research* and *Frontiers of Business Research in China*, among others.



Dr. Svetla MARINOVA is Associate Professor of International Business at Aalborg University in Denmark. Her research focuses on the role of company internationalization in fostering sustainable development. She has also explored the role of institutions and the context in the process of outward foreign direct investment from emerging economies. Dr. Marinova has published more than 50 peer-reviewed articles in journals such as *European Journal of Marketing*, *International Marketing Review*, *Thunderbird International Business Review* and *Advances in International Management*, among others. She has co-edited three books on FDI and internationalization and two issues of *European Journal of Marketing* and of *International Marketing Review*.

Competitive Papers, Posters & Presentations in Absentia

Note: An asterisk () as a prefix to the name of the author/presenter indicates registered participants.*

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Track-1: Economics

Track No. - Submission ID No.	Title, Author(s) and Affiliation
1-182 <i>Competitive Paper Presenting in Absentia</i>	Financial Development and Economic Growth in Developing Countries: A Critical Literature Review Ali YOUSSEF, <i>Misr International University, Cairo, Egypt</i> *Mostafa ABOELSOUND, <i>Suez Canal University, Ismailia, Egypt</i>
1-151 <i>Competitive Paper</i>	Fiscal Management and Economic Growth in India during Global Crises Period *Vilas KHANDARE, <i>Shri Asaramji Bhandwadar College, Aurangabad, India</i> *Sambhaji KALE, <i>Jijamata Arts.Commerce and Science College, Ahmednagar, India</i> *Subhash TAKLE, <i>Shri Sant Savta Mali Gramin Mahavidyalaya, Phulambri, India</i>
1-114 <i>Competitive Paper</i>	Asset market bubbles: Neural basis *Levan EFREMIDZE, <i>Pepperdine University, Los Angeles, United States of America</i>
1-176 <i>Competitive Paper</i>	A Study of Changes in Technology, Input Use and Farm Practices Adopted by Farm Households in a Drought-Prone Region *Vinayak BHISE, <i>Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, India</i> *Shivaji AMBHORE, <i>Pandit Jawaharlal Nehru College, Aurangabad, India</i>
1-168 <i>Poster</i>	An application of the Colonel Blotto game to the patent troll problem *Yumiko BABA, <i>Aoyama Gakuin University, Tokyo, Japan</i>
1-180 <i>Poster</i>	A Study of Public Distribution System in India *Subhash TAKLE, <i>Shri Sant Savta Mali Gramin Mahavidyalaya, Phulambri, India</i> *Suryakant JAGDALE, <i>K. M. J. College, Osmanabad, India</i>

Track-2: Entrepreneurship

Track No. -Submission ID No.	Title, Author(s) and Affiliation
2-190 <i>Competitive Paper</i>	The Reason Business Plans of Start-Up Ventures are rejected by South African Financiers: Evidence from SIFE-TUT Harmony Fashion Design Business Challenge *Patrick EBEWO, <i>Tshwane University of Technology, Pretoria, South Africa</i> Richardson SHAMBARE, <i>Tshwane University of Technology, Pretoria, South Africa</i>
2-206 <i>Competitive Paper</i>	Does entrepreneurship education promote entrepreneurial activity in South Africa? An exploratory study Richard SHAMBARE, <i>Tshwane University of Technology, Pretoria, South Africa</i> *Patrick EBEWO, <i>Tshwane University of Technology, Pretoria, South Africa</i>
2-87 <i>Competitive Paper</i>	Strategic Interventions to Enhance Competitiveness: A Case of Surat Zari Industry in India *Renuka GARG, <i>Veer Narmad South Gujarat University, Surat, India</i> Manish SIDHPURIA, <i>Veer Narmad South Gujarat University, Surat, India</i>
2-37 <i>Competitive Paper</i>	Institutional Entrepreneurs on Opportunity Formation and Exploitation in Strategic New Industries: A Case of Solar Energy Industry Development in Inland Region of China *Xuanwei CAO, <i>Xi'an Jiaotong-Liverpool University, Suzhou, China</i>
2-10 <i>Poster</i>	The effect of entrepreneurial competencies on SMEs international outsourcing considering the supply side and the moderating effect of the external environment *Noha BENDARY, <i>Ain Shams University, Cairo, Egypt</i>

Track-3: Strategic Management

Track No. -Submission ID No.	Title, Author(s) and Affiliation
3-66 <i>Competitive Paper</i>	Business of Humanity: Building the model *John LIPINSKI, <i>Middle Tennessee State University, Murfreesboro, United States of America</i>
3-68 <i>Competitive Paper</i>	Balanced Scorecard and its Categorization: Evidence in Literature & Practice *Sarita VICHORE, <i>Durgadevi Saraf Institute of Management Studies, Mumbai, India</i>

Track No. -Submission ID No.	Title, Author(s) and Affiliation
3-94 <i>Competitive Paper</i>	Franchising in the Russian market: Does an optimal franchise proportion exist? *Alexander SHATALOV, <i>St. Petersburg State University, St. Petersburg, Russia</i> *Egor NIKULIN, <i>St. Petersburg State University, St. Petersburg, Russia</i>
3-62 <i>Competitive Paper</i>	Strategy Development Processes in Central and Eastern Europe: A Cross Regional Perspective *Bernadett KOLES, <i>Initiative for Regulatory Innovation Center, Central European University Business School, Budapest, Hungary</i> Balakrishnan KONDATH, <i>Asian School of Business, Pallipuram, India</i>
3-77 <i>Competitive Paper</i>	Strategic Management and Corporate Social Responsibility: Emerging Market's Sustainability champions case *Marina MATTERA, <i>Universidad Europea de Madrid, Madrid, Spain</i> Veronica BAENA, <i>Universidad Europea de Madrid, Madrid, Spain</i>
3-80 <i>Competitive Paper</i>	The RBV Argument of Human Capital Competitive Advantage: Moving From Ex-Ante Declarations to Empirical Evidence *Paul POPPLER, <i>Bellevue University College of Business, Bellevue, United States of America</i> *Ernie STARK, <i>Logikos and Experientia Consulting, Bellevue, United States of America</i> *Greg ASHLEY, <i>Bellevue University College of Business, Bellevue, United States of America</i> Carolyn YOUSSEF, <i>Bellevue University College of Business, Bellevue, United States of America</i>
3-106 <i>Poster</i>	A Study of Strategic Alliances between Indian and Foreign companies with reference to the Indian Pharmaceutical Industry *Veena PRIYADARSHINI, <i>Aligarh Muslim University, Aligarh, India</i> *Sandhya ANVEKAR, <i>M. S. Ramaiah Institute of Management, Bangalore, India</i>
3-72 <i>Poster</i>	The Dimensions of Managerial Discretion within the Context of Transitional Economies *Yuliya PONOMAREVA, <i>School of Business and Economics Linnaeus University, Kalmar, Sweden</i>

Track-4: International Management

Track No. -Submission ID No.	Title, Author(s) and Affiliation
4-86 <i>Competitive Paper</i>	The factors that affects the level of motivation in doing market intelligence activities: Empirical study on multinational pharmaceutical companies in Egypt *Marwa ANIS, <i>Loughborough University, Cairo, Egypt</i>
4-161 <i>Competitive Paper</i>	International Sourcing: Is Africa a Source Location? What do we know about Sourcing from Sub-Sahara Africa and what have not been done? *Nnamdi OGUJI, <i>University of Vaasa, Vaasa, Finland</i> Richard OWUSU, <i>University of Vaasa, Vaasa, Finland</i>
4-84 <i>Competitive Paper</i>	Organizational Climate in Central Europe, Portugal and India: A Cultural Perspective Balakrishnan KONDATH, <i>Asian School of Business, Pallipuram, India</i> *Bernadett KOLES, <i>Initiative for Regulatory Innovation Center, Budapest, Hungary</i>
4-73 <i>Competitive Paper Presenting in Absentia</i>	Is Kazakhstan Poised to Have a Seat at the World Economic Table? *Kip PIRKLE, <i>University of Georgia, Athens, United States of America</i>
4-207 <i>Competitive Paper</i>	Corporate Social Responsibility: Transparency, Ethics and Governance in Emerging Markets *Stephanie JONES, <i>Maastricht School of Management, Maastricht, Netherlands</i>
4-160 <i>Competitive Paper</i>	Conceptualizing the Strategic Choice between Partial and Full Acquisitions: Real Options, Institutional Distance Perspective and Strategic Motivation for Foreign Market Entry *Nnamdi OGUJI, <i>University of Vaasa, Vaasa, Finland</i>
4-113 <i>Competitive Paper</i>	Bargaining over Industry FDI Policies in Emerging Markets: A Triadic Interplay involving EM MNEs *Kalindi MAHESHWARI, <i>Manchester Business School, University of Manchester, Manchester, United Kingdom</i>
4-96 <i>Competitive Paper</i>	The Effect of National and Organisational Culture on Conflict Management in three Egyptian Universities with Foreign Partnerships *Hadia FAKHRELDIN, <i>The British University in Egypt, Cairo, Egypt</i> Yousra GOHAR, <i>The British University in Egypt, Cairo, Egypt</i>

Track No. -Submission ID No.	Title, Author(s) and Affiliation
4-221 <i>Competitive Paper</i>	The Institutions-Growth Nexus: Stages of Development *Saima NAWAZ, <i>Pakistan Institute of Development Economics, Islamabad, Pakistan</i>
4-53 <i>Poster</i>	Globalisation and corporate governance: Are the BRICs converging towards Western European systems? Daniela SALVIONI, <i>University of Brescia, Italy</i> Alex ALMICI, <i>University of Brescia, Italy</i> *Luisa BOSETTI, <i>University of Brescia, Italy</i>
4-208 <i>Poster</i>	Business Culture: Cross-Cultural Management and People in Emerging Markets *Stephanie JONES, <i>Maastricht School of Management, Maastricht, Netherlands</i>

Track-5: Marketing and Consumer Behaviour

Track No. -Submission ID No.	Title, Author(s) and Affiliation
5-209 <i>Competitive Paper</i>	Green Marketing and Business Schools: Possibilities in African context *Neha PURUSHOTTAM, <i>School of Business Leadership, UNISA, Midrand, South Africa</i>
5-98 <i>Competitive Paper</i>	Proximity Marketing: Challenges in an emerging market Jyothsna SINGH, <i>S. P. Jain Center of Management, Dubai, United Arab Emirates</i> Balakrishna GRANDHI, <i>S. P. Jain Center of Management, Dubai, United Arab Emirates</i> *Rony JACOB, <i>S. P. Jain Center of Management, Dubai, United Arab Emirates</i>
5-81 <i>Competitive Paper</i>	Go Small, Earn Big: A marketing mantra from India! *Amanpreet BAJWA, <i>Humber College, Toronto, Canada</i>
5-56 <i>Competitive Paper</i>	E-Commerce: Implications for Businesses in Emerging Markets *Michael MONAHAN, <i>Frostburg State University, Frostburg, United States of America</i> *Amit SHAH, <i>Frostburg State University, Frostburg, United States of America</i> Yan BAO, <i>Frostburg State University, Frostburg, United States of America</i>

Track No. -Submission ID No.	Title, Author(s) and Affiliation
5-112 <i>Competitive Paper</i>	Influence of design in young Indian consumers' purchase decision making *Deval KARTIK, <i>National Institute of Design, Ahmedabad, India</i> Rob WILLIS, <i>Anglia Ruskin University, Cambridge, United Kingdom</i> Cassie JONES, <i>Anglia Ruskin University, Cambridge, United Kingdom</i>
5-71 <i>Competitive Paper</i>	Full to specialized: How do online search engine companies change their business model successfully? A case study of Kuxun *Lin JIANG, <i>Renmin University of China, Beijing, China</i> *Bo ZHANG, <i>Renmin University of China, Beijing, China</i>
5-41 <i>Competitive Paper</i>	Personality Dimensions Influencing Consumer Behavior & Product Choice: A comparative analysis between rural and urban consumers in Kerala (India) with reference to selected FMCG products *Saji KURIAKOSE, <i>M. E. S. College of Engineering, Kuttippuram, India</i> Asokan T., <i>Kannur University, Kannur, India</i>
5-67 <i>Competitive Paper</i>	The Middle of Pyramid (MOP): The Rise of the Global Middle Class in Developing Countries: A conceptual review of challenges and opportunities for marketers tapping the MOP Tendai CHIKWECHE, <i>University of Western Sydney, Sydney, Australia</i> *Richard FLETCHER, <i>University of Western Sydney, Sydney, Australia</i>
5-219 <i>Competitive Paper</i>	Customer Satisfaction: A comparative study of selected retail stores in India and the UK B. A. PRAJAPATI, <i>Hemchandracharya North Gujarat University, Patan, India</i> *Kinnari PANCHOLI, <i>Middlesex University, London, United Kingdom</i>
5-4 <i>Competitive Paper Presenting in Absentia</i>	The Role of Public Sector in the Realization of the Product and the Image of the Firm *Rasim ABUTALIBOV, <i>Qafqaz University, Baku, Azerbaijan</i> Rufat MAMMADOV, <i>Qafqaz University, Baku, Azerbaijan</i> *Seymur QULIYEV, <i>The University of Stirling, Baku, Azerbaijan</i>
5-39 <i>Competitive Paper</i>	Integrated Positioning approach for a lifestyle disease segment by pharmaceutical companies: Emerging Dynamics of Indian Diabetes market *Sandhya ANVEKAR, <i>M. S. Ramaiah Institute of Management, Bangalore, India</i>

Track-6: Finance and Accounting

Track No. -Submission ID No.	Title, Author(s) and Affiliation
6-40 <i>Competitive Paper</i>	Do company directors underestimate the adoption of corporate governance provisions? A survey approach *Andrews OWUSU, <i>Robert Gordon University, Aberdeen, United Kingdom</i>
6-140 <i>Competitive Paper</i>	Relationship between Working Capital Management and Firm's Profitability: A Sectoral Analysis from Bombay Stock Exchange Sectoral Indices *Barnali CHAKLADER, <i>International Management Institute, Delhi, India</i>
6-149 <i>Competitive Paper</i>	Does regulation on risk reporting lead to higher risk information quality? *Thomas BERGER, <i>SRH Fernhochschule Riedlingen, Riedlingen, Germany</i>
6-78 <i>Competitive Paper</i>	Dividend policy and ownership structure: A study of Russian dual-class stock companies *Yulia ILINA, <i>St. Petersburg State University, St. Petersburg, Russia</i> *Irina BEREZINETS, <i>St. Petersburg State University, St. Petersburg, Russia</i>
6-109 <i>Competitive Paper</i>	American Put Option Pricing Using a Hybrid Evolutionary Computation and Monte-Carlo Simulation Method *Anjan SWAIN, <i>Indian Institute of Management Kozhikode, Kozhikode, India</i>
6-101 <i>Competitive Paper</i>	Market based versus accounting based performance of banks in Asian emerging markets *Li LI, <i>University of the Thai Chamber of Commerce, Bangkok, Thailand</i>
6-159 <i>Competitive Paper</i>	Does Working capital management matters for enhancing the Profitability of Real Estate and Construction sector: Evidences from the emerging market of UAE *Anupam MEHTA, <i>Institute of Management Technology, Dubai, United Arab Emirates</i>
6-193 <i>Competitive Paper</i>	The Dynamics of Management Control in a Transitional Economy: an empirical study of large manufacturing companies in Libya *Messaoud MEHAFDI, <i>University of Huddersfield, Huddersfield, United Kingdom</i> *Adel HAEDR, <i>University of Huddersfield, Huddersfield, United Kingdom</i>

Track No. -Submission ID No.	Title, Author(s) and Affiliation
6-194 <i>Competitive Paper</i>	The Influence of External Environment and Business Strategy on the Effectiveness of Management Accounting Practices: A Contingency Theory Perspective *Messaoud MEHAFDI, <i>University of Huddersfield, Huddersfield, United Kingdom</i> Muftah ABUGALIA, <i>University of Huddersfield, Huddersfield, United Kingdom</i>
6-156 <i>Competitive Paper</i>	Information Motivated Trading in Derivatives Market: Evidence from India *Rajesh PATHAK, <i>ICFAI Business School, Hyderabad, India</i> Yogesh CHAUHAN, <i>ICFAI Business School, Hyderabad, India</i>
6-203 <i>Competitive Paper</i>	An Empirical Analysis of Derivatives and Corporate Governance *Rodrigo ZEIDAN, <i>Nottingham University Business School China, Ningbo, China</i>
6-211 <i>Competitive Paper</i>	Exploring the Outflow of FDI from the Emerging Economies: Case Studies from China, India and South Africa *Angathevar BASKARAN, <i>Middlesex University, London, United Kingdom</i>
6-76 <i>Competitive Paper</i>	Innovative Consumer Payment Services: A Case of Russia *Sergey YABLONSKY, <i>St. Petersburg State University, St. Petersburg, Russia</i>
6-107 <i>Competitive Paper</i>	Momentum in Indian stock market *Ranajee, <i>IFHE, Hyderabad, India</i>
6-48 <i>Competitive Paper</i>	Capital market efficiency in emerging markets: A comparative analysis of weak form efficiency in Romania and Hungary in the context of the global financial crisis *Felicia Ramona BIRAU, <i>University of Craiova, Craiova, Romania</i>
6-70 <i>Poster</i>	Comparing Capital Budgeting Practices in the UK and emerging markets *Parminder JOHAL, <i>University of Derby, Derby, United Kingdom</i>

Track-7: Human Resources Management and Organization Behaviour

Track No. -Submission ID No.	Title, Author(s) and Affiliation
7-51 <i>Competitive Paper</i>	Embedding HRM processes within a SME: A Diagnostic Approach *Mousumi SENGUPTA, <i>S. D. M. Institute for Management Development, Mysore, India</i> Nilanjan SENGUPTA, <i>S. D. M. Institute for Management Development, Mysore, India</i>
7-204 <i>Competitive Paper</i>	An Analysis Job Satisfaction And Distributive Justice On Organizational Commitment: Engineers in a Large Manufacturing Firm in Turkey *Halil YILDIRIM, <i>Bulent Ecevit University (formerly known as Zonguldak Karaelmas University), Zonguldak, Turkey</i> *Mehmet PEKKAYA, <i>Bulent Ecevit University (formerly known as Zonguldak Karaelmas University), Zonguldak, Turkey</i> Taner YAVUZDEMIR, <i>Bulent Ecevit University (formerly known as Zonguldak Karaelmas University), Zonguldak, Turkey</i> *Neriman KARA, <i>Bulent Ecevit University (formerly known as Zonguldak Karaelmas University), Zonguldak, Turkey</i> *Filiz KOCER, <i>Bulent Ecevit University (formerly known as Zonguldak Karaelmas University), Zonguldak, Turkey</i>
7-117 <i>Competitive Paper</i>	The Optimal Size of Teams and Overconfidence *Svetlana KATOLNIK, <i>Leibniz University of Hannover, Hannover, Denmark</i>
7-158 <i>Competitive Paper</i>	The Social and Solidarity Economy: A Space for Specific Action or a Space of Resource to be Promoted? *Bernard PARANQUE, <i>Euromed Management - ESIRAMED - CEMM, Marseille, France</i>
7-50 <i>Competitive Paper</i>	The Re-invention of the public training function *Lina VYAS, <i>City University of Hong Kong, Kowloon Tong, Hong Kong</i>
7-196 <i>Competitive Paper</i>	Impact of work experiences on perceived organizational support: A study among healthcare professionals Sumathi GUNASEKARAN NAVAMANI, <i>Indian Institute of Technology Madras, Chennai, India</i> Kamalanabhan T. J., <i>Indian Institute of Technology Madras, Chennai, India</i> *Thenmozhi M., <i>Indian Institute of Technology Madras, Chennai, India</i>

Track-8: Operations Management

Track No. -Submission ID No.	Title, Author(s) and Affiliation
8-9 <i>Competitive Paper Presenting in Absentia</i>	Strategic Supply Chain Planning, SCM Agility and firms' Performance: A Study of Indian Manufacturing Sector *Bakkappa BELAGAVI, <i>Davangere University, Davangere, India</i> Arif KHAN, <i>Davangere University, Davangere, India</i>
8-157 <i>Competitive Paper</i>	A Service Operation Management Method based on a Human Behavior Model: A Case Study of Japanese University *Shuichiro YAMAMOTO, <i>Nagoya University, Nagoya, Japan</i>
8-36 <i>Competitive Paper</i>	Supply Chain Disruptions and Mitigation Strategies *Rajiv ASERKAR, <i>S. P. Jain Center of Management, Dubai, United Arab Emirates</i>

Track-9: Technology & Innovations Management

Track No. -Submission ID No.	Title, Author(s) and Affiliation
9-46 <i>Competitive Paper</i>	The role of creative economy in Slovak Republic *Katarina PETRIKOVA, <i>University of Matej Bel, Banská Bystrica, Slovakia</i> *Kamila BORSEKOVA, <i>University of Matej Bel, Banská Bystrica, Slovakia</i> Anna VANOVA, <i>University of Matej Bel, Banská Bystrica, Slovakia</i>
9-108 <i>Competitive Paper</i>	A Cognitive Business Intelligence System for Scheduling *Anjan SWAIN, <i>Indian Institute of Management Kozhikode, Kozhikode, India</i> Shyam A. V., <i>Indian Institute of Management Kozhikode, Kozhikode, India</i>
9-170 <i>Competitive Paper</i>	Scenario Analysis for Communities of Practice Performance Evaluation *Mei-Tai CHU, <i>La Trobe University, Melbourne, Australia</i> Rajiv KHOSLA, <i>La Trobe University, Melbourne, Australia</i>
9-45 <i>Competitive Paper</i>	A conceptual framework of resource constrained innovation for mass markets in emerging economies *Rifat SHARMELLY, <i>The Australian School of Business, University of New South Wales, Sydney, Australia</i> Pradeep RAY, <i>The Australian School of Business, University of New South Wales, Sydney, Australia</i>

Track No. -Submission ID No.	Title, Author(s) and Affiliation
9-181 <i>Competitive Paper</i>	Strategic Human Resource Management For The Technology Innovation for SMEs in Korea Jinwoo YANG, <i>Hanyang University, Seoul, Korea</i> *Gyunghyun CHOI, <i>Hanyang University, Seoul, Korea</i>
9-187 <i>Poster</i>	Technological Commercialization Models for Public Research Institutes in Korea *Gyunghyun CHOI, <i>Hanyang University, Seoul, Korea</i> Seon Ju KIM, <i>Hanyang University, Seoul, Korea</i>
9-179 <i>Poster</i>	A Technology Innovation Model for Functional Building Materials: A case of Korea *Gyunghyun CHOI, <i>Hanyang University, Seoul, Korea</i> Hyunsook SHIM, <i>Hanyang University, Seoul, Korea</i>

Track-10: Public and Not-for-Profit Management

Track No. -Submission ID No.	Title, Author(s) and Affiliation
10-54 <i>Competitive Paper</i>	The Model Of Reforming Tax Administration in Emerging Countries *Veronica VRAGALEVA, <i>University of the Academy of Science of Moldova, Chisinau, Moldova</i>
10-89 <i>Competitive Paper</i>	Street Vendors in Surat: A Study *Priti GARG, <i>Veer Narmad South Gujarat University, Surat, India</i> *Aaishwarya KULKARNI, <i>S. P. B. E. M. College of Commerce, Surat, India</i>
10-47 <i>Competitive Paper</i>	Competitive advantage on the regional level, its factors and their importance *Kamila BORSEKOVA, <i>University of Matej Bel, Banská Bystrica, Slovakia</i> *Katarina PETRIKOVA, <i>University of Matej Bel, Banská Bystrica, Slovakia</i> Anna VANOVA, <i>University of Matej Bel, Banská Bystrica, Slovakia</i>

Track-11: General

Track No. -Submission ID No.	Title, Author(s) and Affiliation
11-103 <i>Competitive Paper</i>	A decade of BRICs: Prospects and Challenges for next decade *Nikhil ATALE, <i>Vidharbha Management Association, Nagpur, India</i> *Amishi ARORA, <i>Datta Meghe Institute of Management Studies, Nagpur, India</i>
11-164 <i>Competitive Paper</i>	Benchmarking and Deregulation in Malaysia's Trucking Industry *Abdul TAMBI, <i>Universiti Teknologi MARA, Perak Malaysia</i> Mohamed Noor Mohid, <i>Universiti Teknologi MARA, Perak, Malaysia</i> Idrus SHUKOR, <i>Universiti Teknologi MARA, Perak, Malaysia</i> Mior HAMZAH, <i>Universiti Teknologi MARA, Perak, Malaysia</i>
11-199 <i>Competitive Paper</i>	Development of Innovation Environment in Latvia: Application of Experience of Singapore and South Korea *Andris OZOLS, <i>Daugavpils University, Duagavpils, Latvia</i> Elena OZOLA, <i>Daugavpils University, Duagavpils, Latvia</i> Janis EGLITIS, <i>Ventspils University College, Ventspils, Latvia</i>
11-100 <i>Competitive Paper</i>	Corporate Human Rights Responsibility in the Context of Multinationality in Emerging Markets from developing notion to the legal dimension *Sascha-Dominik BACHMANN, <i>University of Portsmouth, Portsmouth, United Kingdom</i> *Vijay PEREIRA, <i>University of Portsmouth, Portsmouth, United Kingdom</i>
11-197 <i>Competitive Paper</i>	Managing Civility When Transnational Businesses Enter Emerging Economies *Philip NICHOLS, <i>The Wharton School of the University of Pennsylvania, Philadelphia, United States of America</i>
11-148 <i>Competitive Paper</i>	A Modeling of Industrial Administration Undergraduate Game Applied To A Brazilian Group Of Students: Results And Statistical Analysis Luiz BARCANTE, <i>DEPEA/CEFET-RJ, Maracanã, Brazil</i> *Kaizo BELTRAO, <i>EBAPE/FGV, Rio de Janeiro, Brazil</i>

Track No. -Submission ID No.	Title, Author(s) and Affiliation
11-174 Competitive Paper	<p>The Planning of Logistics Village in Reducing The Problems Pertaining to Goods Transportation in Peninsular Malaysia</p> <p>Mohamed Noor MOHID, <i>Universiti Teknologi MARA, Perak, Malaysia</i></p> <p>Mohd Sabri MOHD ARIP, <i>Universiti Teknologi MARA, Perak, Malaysia</i></p> <p>Idrus ABD SHUKOR, <i>Universiti Teknologi MARA, Perak, Malaysia</i></p> <p>*Abdul TAMBI, <i>Universiti Teknologi MARA, Perak, Malaysia</i></p>

Speakers & Participants *(in alphabetical order of last names):*








Note: Some of the participants' photos were not available at the time when this list was prepared.

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2.		Rasim ABUTALIBOV <i>Qafqaz University, Baku, Azerbaijan</i> The Role of Public Sector in the Realization of the Product and the Image of the Firm	5-4 Day-2 <i>Presenting in Absentia</i>
3.	 Photo Not Available	Nasser AL KANHAL <i>Capital Market Authority, Riyadh, Saudi Arabia</i>	<i>Not Applicable</i>
4.		Shivaji AMBHORE <i>Pandit Jawaharlal Nehru College, Aurangabad, India</i> A Study of Changes in Technology, Input Use and Farm Practices Adopted by Farm Households in a Drought Prone Region	1-176 Day-1 Technical Session-8
5.		Marwa ANIS <i>Loughborough University, Cairo, Egypt</i> The factors that affects the level of motivation in doing market intelligence activities: Empirical study on multinational pharmaceutical companies in Egypt	4-86 Day-1 Technical Session-7
6.		Sandhya ANVEKAR <i>M. S. Ramaiah Institute of Management, Bangalore, India</i> (1) Integrated Positioning approach for a lifestyle disease segment by pharmaceutical companies: Emerging Dynamics of Indian Diabetes market (2) A Study of Strategic Alliances between Indian and Foreign companies with reference to the Indian Pharmaceutical Industry	5-39 Day-2 Technical Session: 17 3-106 Day-2 Poster Session

Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Presentation Schedule & Track
7.		Amishi ARORA <i>Datta Meghe Institute of Management Studies, Nagpur, India</i> A decade of BRICs: Prospects and Challenges for next decade	11-103 Day-2 Technical Session: 11
8.		Rajiv ASERKAR <i>S. P. Jain Center of Management, Dubai, United Arab Emirates</i> Supply Chain Disruptions and Mitigation Strategies	8-36 Day-1 Technical Session-8
9.		Greg ASHLEY <i>Bellevue University College of Business, Bellevue, United States of America</i> The RBV Argument of Human Capital Competitive Advantage: Moving From Ex-Ante Declarations to Empirical Evidence	3-80 Day-2 Technical Session-15
10.		Nikhil ATALE <i>Vidarbha Management Association, Nagpur, India</i> A decade of BRICs: Prospects and Challenges for next decade	11-103 <i>Presenting in Absentia</i>
11.	Photo Not Available	Yumiko BABA <i>Aoyama Gakuin University, Tokyo, Japan</i> An application of the Colonel Blotto game to the patent troll problem	1-168 Day-2 Poster Session
12.		Sascha-Dominik BACHMANN <i>University of Portsmouth, Portsmouth, United Kingdom</i> Corporate Human Rights Responsibility in the Context of Multinationality in Emerging Markets from developing notion to the legal dimension	11-100 Day-1 Technical Session: 8
13.		Amanpreet BAJWA <i>Humber College, Toronto, Canada</i> Go Small, Earn Big: A marketing mantra from India!	5-81 Day-1 Technical Session: 5
14.		Angathevar BASKARAN <i>Middlesex University, London, United Kingdom</i> Exploring the Outflow of FDI from the Emerging Economies: Case Studies from China, India and South Africa	6-211 Day-2 Technical Session: 12

Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Presentation Schedule & Track
15.	Photo Not Available	Bakkappa BELAGAVI <i>Davangere University, Davangere, India</i> Strategic Supply Chain Planning, SCM Agility and firms' Performance: A Study of Indian Manufacturing Sector	8-9 Day-2 <i>Presenting in Absentia</i>
16.		Kaizo BELTRAO <i>EBAPE FGV School of Administration, Rio de Janeiro, Brazil</i> A Modeling of Industrial Administration Undergraduate Game Applied To A Brazilian Group Of Students: Results And Statistical Analysis	11-148 Day-2 Technical Session: 11
17.	Photo Not Available	Noha BENDARY <i>Ain Shams University, Cairo, Egypt</i> The effect of entrepreneurial competencies on SMEs international outsourcing considering the supply side and the moderating effect of the external environment	2-10 Day-2 Poster Session
18.		Irina BEREZINETC <i>St. Petersburg State University, St. Petersburg, Russia</i> Dividend policy and ownership structure: A study of Russian dual-class stock companies	6-78 Day-1 Technical Session: 4
19.		Thomas BERGER <i>SRH Fernhochschule Riedlingen, Riedlingen, Germany</i> Does regulation on risk reporting lead to higher risk information quality?	6-149 Day-1 Technical Session: 4
20.		Vinayak BHISE <i>Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, India</i> A Study of Changes in Technology, Input Use and Farm Practices Adopted by Farm Households in a Drought-Prone Region	1-176 Day-1 Technical Session-8
21.		Felicia Ramona BIRAU <i>University of Craiova, Craiova, Romania</i> Capital market efficiency in emerging markets: A comparative analysis of weak form efficiency in Romania and Hungary in the context of the global financial crisis	6-48 Day-2 Technical Session-13
22.	Photo Not Available	Marc BLUNDEN <i>University of Brighton, Brighton, United Kingdom</i>	<i>Not Applicable</i>

Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Presentation Schedule & Track
23.		Kamila BORSEKOVA <i>University of Matej Bel, Banská Bystrica, Slovakia</i> Competitive advantage on the regional level, its factors and their importance	10-47 Day-2 Technical Session: 17
24.		Luisa BOSETTI <i>University of Brescia, Italy</i> Globalisation and corporate governance: Are the BRICs converging towards Western European systems?	4-53 Day-2 Poster Session
25.		Xuanwei CAO <i>Xi'an Jiaotong-Liverpool University, Suzhou, China</i> Institutional Entrepreneurs on Opportunity Formation and Exploitation in Strategic New Industries: A Case of Solar Energy Industry Development in Inland Region of China	2-37 Day-1 Technical Session: 10
26.		Barnali CHAKLADAR <i>International Management Institute, Delhi, India</i> Relationship between Working Capital Management and Firm's Profitability: A Sectoral Analysis from Bombay Stock Exchange Sectoral Indices	6-140 Day-1 Technical Session: 4
27.	Photo Not Available	Gyunghyun CHOI <i>Hanyang University, Seoul, Korea</i> (1) Strategic Human Resource Management For The Technology Innovation for SMEs in Korea (2) Technological Commercialization Models for Public Research Institutes in Korea (3) A Technology Innovation Model for Functional Building Materials: A case of Korea	9-181 Day-2 Technical Session-18 9-187 Day-2 Poster Session 9-179 Day-2 Poster Session
28.		Mei-Tai CHU <i>La Trobe University, Melbourne, Australia</i> Scenario Analysis for Communities of Practice Performance Evaluation	9-170 Day-2 Technical Session: 14
29.	Photo Not Available	Enrique CLAVER <i>University of Alicante, Alicante, Spain</i>	Not applicable

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30.		<p>Patrick EBEWO <i>Tshwane University of Technology, Pretoria, South Africa</i></p> <p>(1) The Reason Business Plans of Start-Up Ventures are rejected by South African Financiers': Evidence from SIFE-TUT Harmony Fashion Design Business Challenge</p> <p>(2) Does entrepreneurship education promote entrepreneurial activity in South Africa? An exploratory study</p>	<p>2-190 Day-1 Technical Session: 1</p> <p>2-206 Day-1 Technical Session: 10</p>
31.		<p>Levan EFREMIDZE <i>Pepperdine University, United States of America</i></p> <p>Asset market bubbles: Neural basis</p>	<p>1-114 Day-1 Technical Session: 1</p>
32.		<p>Hadia FAKHRELDIN <i>The British University in Egypt, Cairo, Egypt</i></p> <p>The Effect of National and Organisational Culture on Conflict Management in three Egyptian Universities with Foreign Partnerships</p>	<p>4-96 Day-2 Technical Session: 16</p>
33.		<p>Richard FLETCHER <i>University of Western Sydney, Sydney, Australia</i></p> <p>The Middle of Pyramid (MOP): The Rise of the Global Middle Class in Developing Countries: A conceptual review of challenges and opportunities for marketers tapping the MOP</p>	<p>5-67 Day-1 Technical Session: 6</p>
34.		<p>Priti GARG <i>Veer Narmad South Gujarat University, Surat, India</i></p> <p>Street Vendors in Surat: A Study</p>	<p>10-89 Day-2 Technical Session: 17</p>
35.		<p>Renuka GARG <i>Veer Narmad South Gujarat University, Surat, India</i></p> <p>Strategic Interventions to Enhance Competitiveness: A Case of Surat Zari Industry in India</p>	<p>2-87 Day-1 Technical Session: 10</p>
36.		<p>Karamjit GILL <i>University of Brighton & Journal A I & Society, United Kingdom</i></p>	<p><i>Not Applicable</i></p>







Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Presentation Schedule & Track
37.		Adel HAEDR <i>University of Huddersfield, Huddersfield, United Kingdom</i> The Dynamics of Management Control in a Transitional Economy: an empirical study of large manufacturing companies in Libya	6-193 Day-1 Technical Session: 9
38.		Yulia ILINA <i>St. Petersburg State University, St. Petersburg, Russia</i> Dividend policy and ownership structure: A study of Russian dual-class stock companies	6-78 Day-1 Technical Session: 4
39.		Nasir IQBAL <i>Pakistan Institute of Development Economics, Islamabad, Pakistan</i> The Institutions-Growth Nexus: Stages of Development <i>Presenting on behalf of the author Saima NAWAZ</i>	4-221 Day-1 Technical Session: 7
40.		Rony JACOB <i>S. P. Jain Center of Management, Dubai, United Arab Emirates</i> Proximity Marketing: Challenges in an emerging market	5-98 Day-1 Technical Session: 5
41.		Suryakant JAGDALE <i>K. M. J. College, Osmanabad, India</i>	<i>Not applicable</i>
42.		Lin JIANG <i>Renmin University of China, Beijing, China</i> Full to specialized: How do online search engine companies change their business model successfully? A case study of Kuxun	5-71 Day-1 Technical Session: 6
43.		Parminder JOHAL <i>University of Derby, Derby, United Kingdom</i> Comparing Capital Budgeting Practices in the UK and emerging markets	6-70 Day-2 Poster Session
44.		Sambhaji KALE <i>Jijamata Arts.Commerce and Science College, Ahmednagar, India</i> Fiscal Management and Economic Growth in India during Global Crises Period	1-151 Day-1 Technical Session: 1



Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Presentation Schedule & Track
45.		Neriman KARA <i>Bulent Ecevit University (formerly known as Zonguldak Karaelmas University), Zonguldak, Turkey</i> An Analysis Job Satisfaction And Distributive Justice On Organizational Commitment: Engineers in a Large Manufacturing Firm in Turkey	7-204 Day-1 Technical Session: 3
46.		Deval KARTIK <i>National Institute of Design, Ahmedabad, India</i> Influence of design in young Indian consumers' purchase decision making	5-112 Day-1 Technical Session: 6
47.	Photo Not Available	Svetlana KATOLNIK <i>Leibniz University of Hannover, Hannover, Denmark</i> The Optimal Size of Teams and Overconfidence	7-117 Day-1 Technical Session: 3
48.		Mohammad Shajib KHADEM <i>Vodafone Hutchison Australia Project, Sydney, Australia</i>	Not applicable
49.		Vilas KHANDARE <i>Shri Asaramji Bhandwaldar College, Aurangabad, India</i> Fiscal Management and Economic Growth in India during Global Crises Period	1-151 Day-1 Technical Session: 1
50.		Filiz KOCER <i>Bulent Ecevit University (formerly known as Zonguldak Karaelmas University), Zonguldak, Turkey</i> An Analysis Job Satisfaction And Distributive Justice On Organizational Commitment: Engineers in a Large Manufacturing Firm in Turkey	7-204 Day-1 Technical Session: 3
51.		Bernadett KOLES <i>Initiative for Regulatory Innovation Center, Central European University Business School, Budapest, Hungary</i> (1) Strategy Development Processes in Central and Eastern Europe: A Cross Regional Perspective (2) Organizational Climate in Central Europe, Portugal and India: A Cultural Perspective	3-62 Day-1 Technical Session: 2 4-84 Day-1 Technical Session: 7







Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Presentation Schedule & Track
52.		Peter KROMER <i>Corvinus University of Budapest, Budapest, Hungary</i>	<i>Not Applicable</i>
53.		Aishwarya KULKARNI <i>S. P. B. E. M. College of Commerce, Surat, India</i> Street Vendors in Surat: A Study	10-89 Day-2 Technical Session: 17
54.		Saji KURIAKOSE <i>M. E. S. College of Engineering, Kuttippuram, India</i> Personality Dimensions Influencing Consumer Behavior & Product Choice: A comparative analysis between rural and urban consumers in Kerala (India) with reference to selected FMCG products	5-41 Day-1 Technical Session: 6
55.		Li LI <i>University of the Thai Chamber of Commerce, Bangkok, Thailand</i> Market based versus accounting based performance of banks in Asian emerging markets	6-101 Day-1 Technical Session: 9
56.		Tóth Eszter LILLA <i>Corvinus University of Budapest, Budapest, Hungary</i>	<i>Not Applicable</i>
57.		Thenmozhi M <i>Indian Institute of Technology Madras, Chennai, India</i> Impact of work experiences on perceived organizational support: A study among healthcare professionals	7-196 Day-2 Technical Session: 13
58.		Kalindi MAHESHWARI <i>Manchester Business School, University of Manchester, Manchester, United Kingdom</i> Bargaining over Industry FDI Policies in Emerging Markets: A Triadic Interplay involving EM MNEs	4-113 Day-2 Technical Session: 16

Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Presentation Schedule & Track
59.		Anupam MEHTA <i>Institute of Management Technology, Dubai, United Arab Emirates</i> Does Working capital management matters for enhancing the Profitability of Real Estate and Construction sector: Evidences from the emerging market of UAE	6-159 Day-1 Technical Session: 9
60.	Photo Not Available	Marina MATTERA <i>Universidad Europea de Madrid, Madrid, Spain</i> Strategic Management and Corporate Social Responsibility: Emerging Market's Sustainability champions case	3-77 Day-2 Technical Session: 15
61.		Messaoud MEHAFFI <i>University of Huddersfield, Huddersfield, United Kingdom</i> (1) The Dynamics of Management Control in a Transitional Economy: an empirical study of large manufacturing companies in Libya (2) The Influence of External Environment and Business Strategy on the Effectiveness of Management Accounting Practices: A Contingency Theory Perspective	6-193 Day-1 Technical Session: 9 6-194 Day-2 Technical Session: 12
62.		Michael MONAHAN <i>Frostburg State University, Frostburg, United States of America</i> E-Commerce: Implications for Businesses in Emerging Markets	5-56 Day-1 Technical Session: 5
63.		Mammo MUCHIE <i>Tshwane University of Technology, Pretoria, South Africa</i> Exploring the Outflow of FDI from the Emerging Economies: Case Studies from China, India and South Africa	6-211 Day-2 Technical Session: 12
64.		Saima NAWAZ <i>Pakistan Institute of Development Economics, Islamabad, Pakistan</i> The Institutions-Growth Nexus: Stages of Development	4-221 Day-1 Technical Session: 7 <i>Presentation to be made by Nasir IQBAL</i>
65.		Egor NIKULIN <i>St. Petersburg State University, St. Petersburg, Russia</i> Franchising in the Russian market: Does an optimal franchise proportion exist?	3-94 Day-1 Technical Session: 2

Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Presentation Schedule & Track
66.		<p>Nnamdi OGUJI <i>University of Vaasa, Vaasa, Finland</i></p> <p>(1) Conceptualizing the Strategic Choice between Partial and Full Acquisitions: Real Options, Institutional Distance Perspective and Strategic Motivation for Foreign Market Entry</p> <p>(2) International Sourcing: Is Africa a Source Location? What do we know about Sourcing from Sub-Sahara Africa and what have not been done?</p>	<p>4-160 Day-2 Technical Session: 16</p> <p>4-161 Day-1 Technical Session: 7</p>
67.		<p>Andrews OWUSU <i>Robert Gordon University, Aberdeen, United Kingdom</i></p> <p>Do company directors underestimate the adoption of corporate governance provisions? A survey approach</p>	<p>6-40 Day-1 Technical Session: 4</p>
68.		<p>Andris OZOLS <i>Daugavpils University, Daugavpils, Latvia</i></p> <p>Development of Innovation Environment in Latvia: Application of Experience of Singapore and South Korea</p>	<p>11-199 Day-2 Technical Session: 11</p>
69.	Photo Not Available	<p>Kinnari PANCHOLI <i>Middlesex University, London, United Kingdom</i></p> <p>Customer Satisfaction: A comparative study of selected retail stores in India and the UK</p>	<p>5-219 Day-2 Technical Session: 18</p>
70.		<p>Bernard PARANQUE <i>Euromed Management - ESIRAMED - CEMM, Marseille, France</i></p> <p>The Social and Solidarity Economy: A Space for Specific Action or a Space of Resource to be Promoted?</p>	<p>7-158 Day-1 Technical Session: 3</p>
71.		<p>Rajesh PATHAK <i>ICFAI Business School, Hyderabad, India</i></p> <p>Information Motivated Trading in Derivatives Market: Evidence from India</p>	<p>6-156 Day-2 Technical Session: 12</p>
72.		<p>Mehmet PEKKAYA <i>Bulent Ecevit University (formerly known as Zonguldak Karaelmas University), Zonguldak, Turkey</i></p> <p>An Analysis Job Satisfaction And Distributive Justice On Organizational Commitment: Engineers in a Large Manufacturing Firm in Turkey</p>	<p>7-204 Day-1 Technical Session: 3</p>

Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Presentation Schedule & Track
73.		Vijay PEREIRA <i>University of Portsmouth, Portsmouth, United Kingdom</i> Corporate Human Rights Responsibility in the Context of Multinationality in Emerging Markets from developing notion to the legal dimension	11-100 Day-1 Technical Session: 8
74.		Katarina PETRIKOVA <i>University of Matej Bel, Banská Bystrica, Slovakia</i> (1) Competitive advantage on the regional level, its factors and their importance (2) The role of creative economy in Slovak Republic	10-47 Day-2 Technical Session: 17 9-46 Day-2 Technical Session: 14
75.	Photo Not Available	Kip PIRKLE <i>University of Georgia, Athens, United States of America</i> Is Kazakhstan Poised to Have a Seat at the World Economic Table?	4-73 <i>Presenting in Absentia</i>
76.		Yuliya PONOMAREVA <i>School of Business and Economics Linnaeus University, Kalmar, Sweden</i> The Dimensions of Managerial Discretion within the Context of Transitional Economies	3-72 Day-2 Poster Session
77.		Paul POPPLER <i>Bellevue University College of Business, Bellevue, United States of America</i> The RBV Argument of Human Capital Competitive Advantage: Moving From Ex-Ante Declarations to Empirical Evidence	3-80 Day-2 Technical Session: 15
78.		Veena PRIYADARSHINI <i>Aligarh Muslim University, Aligarh, India</i> A Study of Strategic Alliances between Indian and Foreign companies with reference to the Indian Pharmaceutical Industry	3-106 Day-2 Poster Session
79.		Neha PURUSHOTTAM <i>School of Business Leadership, UNISA, Midrand, South Africa</i> Green Marketing and Business Schools: Possibilities in African context	5-209 Day-1 Technical Session: 5

Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Presentation Schedule & Track
80.		Seymur QULIYEV <i>The University of Stirling, Baku, Azerbaijan</i> The Role of Public Sector in the Realization of the Product and the Image of the Firm	5-4 Day-2 <i>Presenting in Absentia</i>
81.	Photo Not Available	Ranajee <i>IFHE, Hyderabad, India</i> Momentum in Indian stock market	6-107 Day-2 Technical Session: 15
82.		Mousumi SENGUPTA <i>S. D. M. Institute For Management Development, Mysore, India</i> Embedding HRM processes within a SME: A Diagnostic Approach	7-51 Day-1 Technical Session: 3
83.	Photo Not Available	Amit SHAH <i>Frostburg State University Frostburg, Frostburg, United States of America</i> E-Commerce: Implications for Businesses in Emerging Markets	5-56 Day-1 Technical Session: 5
84.		Rifat SHARMEELLY <i>The Australian School of Business, University of New South Wales, Sydney, Australia</i> A conceptual framework of resource constrained innovation for mass markets in emerging economies	9-45 Day-2 Technical Session: 16
85.		Alexander SHATALOV <i>St. Petersburg State University, St. Petersburg, Russia</i> Franchising in the Russian market: Does an optimal franchise proportion exist?	3-94 Day-1 Technical Session: 2
86.	Photo Not Available	Sami SUHAIBANI <i>Capital Market Authority, Riyadh, Saudi Arabia</i>	<i>Not applicable</i>

Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Presentation Schedule & Track
87.		<p>Anjan SWAIN <i>Indian Institute of Management Kozhikode, Kozhikode, India</i></p> <p>(1) American Put Option Pricing Using a Hybrid Evolutionary Computation and Monte-Carlo Simulation Method</p> <p>(2) A Cognitive Business Intelligence System for Scheduling</p>	<p>6-109 Day-1 Technical Session: 9</p> <p>9-108 Day-2 Technical Session: 14</p>
88.		<p>Subhash TAKLE <i>Shri Sant Savta Mali Gramin Mahavidayalya, Phulambri, India</i></p> <p>(1) Fiscal Management and Economic Growth in India during Global Crises Period</p> <p>(2) A Study of Public Distribution System in India</p>	<p>1-151 Day-1 Technical Session: 1</p> <p>1-180 Day-2 Poster Session</p>
89.		<p>Abdul TAMBI <i>Universiti Teknologi MARA, Perak, Malaysia</i></p> <p>(1) Benchmarking and Deregulation in Malaysia's Trucking Industry</p> <p>(2) The Planning of Logistics Village in Reducing The Problems Pertaining to Goods Transportation in Peninsular Malaysia</p>	<p>11-164 Day-2 Technical Session: 11</p> <p>11-174 Day-2 Technical Session: 18</p>
90.		<p>Sarita VICHORE <i>Durgadevi Saraf Institute of Management Studies, Mumbai, India</i></p> <p>Balanced Scorecard and its Categorization: Evidence in Literature & Practice</p>	<p>3-68 Day-1 Technical Session: 2</p>
91.		<p>Veronica VRAGALEVA <i>University of the Academy of Science of Moldova, Chisinau, Moldova</i></p> <p>The Model Of Reforming Tax Administration in Emerging Countries</p>	<p>10-54 Day-2 Technical Session: 17</p>
92.		<p>Lina VYAS <i>City University of Hong Kong, Kowloon Tong, Hong Kong</i></p> <p>The Re-invention of the public training function</p>	<p>7-50 Day-2 Technical Session: 13</p>

Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Presentation Schedule & Track
93.		Sergey YABLONSKY <i>St. Petersburg State University, St. Petersburg, Russia</i> Innovative Consumer Payment Services: A Case of Russia	6-76 Day-2 Technical Session: 15
94.		Shuichiro YAMAMOTO <i>Nagoya University, Nagoya, Japan</i> Study of Japanese University	8-157 Day-1 Technical Session: 8
95.		Halil YILDIRIM <i>Bulent Ecevit University (formerly known as Zonguldak Karaelmas University), Zonguldak, Turkey</i> An Analysis Job Satisfaction And Distributive Justice On Organizational Commitment: Engineers in a Large Manufacturing Firm in Turkey	7-204 Day-1 Technical Session: 3
96.		Rodrigo ZEIDAN <i>Nottingham University Business School China, Ningbo, China</i> An Empirical Analysis of Derivatives and Corporate Governance	6-203 Day-2 Technical Session: 12
97.		Bo ZHANG <i>Renmin University of China, Beijing, China</i> Full to specialized: How do online search engine companies change their business model successfully? A case study of Kuxun	5-71 Day-1 Technical Session: 6

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