



**International Management Research Academy (IMRA)
London, United Kingdom**

in collaboration with

**Rochester Institute of Technology (RIT)
American College of Management & Technology (ACMT)
Zagreb, Croatia**

presents

IMRA International Conference: 16-17 May, 2013

"Management in an Interconnected World"

Venue:

The Westin Zagreb Hotel
Izidora Kršnjavoga 1
Zagreb 10000
Croatia

Conference Programme Brochure



**International Management Research Academy (IMRA)
London, United Kingdom**

in collaboration with

**Rochester Institute of Technology (RIT)
American College of Management & Technology (ACMT)
Zagreb, Croatia**

presents

IMRA International Conference: 16-17 May, 2013

"Management in an Interconnected World"

Venue:

The Westin Zagreb Hotel
Izidora Kršnjavoga 1
Zagreb 10000
Croatia

Conference Programme Brochure

© 2013, Copyrights and disclaimer: This document is the property of the International Management Research Academy (IMRA) and is protected with the international copyright laws. No individual or organization is permitted to use any of the contents of this document for commercial or non-commercial purpose. The research contribution in this document is the copyright of respective authors. Strict action shall be taken for the breach thereof. This document is for information purpose only and does not form any legal contract. The contents of this document are subject to change without prior notice and IMRA or any staff shall not be legally responsible for any liabilities or damage due to any errors or inadequacies in this document. The users of this document are advised to use their own discretion. This conference is subject to the terms and conditions mentioned on www.inraweb.org/disclaimer changing from time to time. The legal jurisdiction shall be London, United Kingdom.

Table of Contents

International Management Research Academy (IMRA).....	1
RIT-ACMT.....	2
IMRA & RIT-ACMT International Conference: 16-17 May, 2013 Zagreb, Croatia.....	3
Welcome from the conference co-chairs.....	4
Sponsors and Support.....	5
Country representation in 2013 IMRA & RIT-ACMT International Conference.....	6
Conference Schedule: DAY-1: Thursday 16th May 2013.....	6
Conference Schedule: DAY-2: Friday 17th May 2013.....	7
Conference Schedule: DAY-3: Saturday 18th May 2013 - Optional Zagreb city sight-seeing tour.....	7
Key Speakers, Panel Convenors & Discussants.....	8
Research Round Table: Business Higher Education in a Networked Society: Challenges & Opportunities.	11
Practitioners' Perspectives: Management Challenges in an interconnected world.....	13
Competitive Papers, Posters & Presentations in Absentia.....	15
Technical Sessions Titles.....	15
Technical Session-1: Innovation challenges in an interconnected world.....	16
Technical Session-2: Communication & Identity in an interconnected world.....	16
Technical Session-3: Strategic challenges in an interconnected world.....	17
Technical Session-4: Risk management in an interconnected world.....	17
Technical Session-5: Policy issues in an interconnected world.....	18
Technical Session-7: Organizational challenges in an interconnected world.....	19
Technical Session-8: Financial challenges in an interconnected world.....	19
Technical Session-9: Higher education challenges in an interconnected world.....	20
Technical Session-10: Branding & Retailing challenges in an interconnected world.....	20
Highlights: Recently held 2012 May IMRA International Conference, London, United Kingdom: 17 & 18 May 2012.....	31
Country representation in 2012 May, IMRA International Conference.....	34
Feedback from recently held 2012 May IMRA International Conference, London, United Kingdom: 17 & 18 May 2012.....	35
Contact details.....	39
Notes.....	40

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 aims to become a collaborative catalyst between academics and practitioners in fostering relationships via creation, assistance and dissemination of cutting-edge management thinking.

Based in London, United Kingdom, IMRA has more than 400 members spread across in more than 40 countries of the world.

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.

Executive Committee *(in alphabetical order of first name)*

- Bernadett KOLES, Initiative for Regulatory Innovation Center, Central European University Business School, Budapest, Hungary
- Ernie STARK, *Logikos and Experientia*, United States of America
- Jatin PANCHOLI, Middlesex University, United Kingdom
- Jayadev M, Indian Institute of Management Bangalore, India
- Justin PAUL, University of Washington, Washington, United States of America
- M THENMOZHI, Indian Institute of Technology Madras, India
- Maura SHEEHAN, University of Brighton, United Kingdom
- Paurav SHUKLA, Glasgow Caledonian University, United Kingdom
- Phani Tej ADIDAM, University of Nebraska at Omaha, United States of America
- Xuanwei CAO, Xi'an Jiaotong-Liverpool University, Suzhou, China

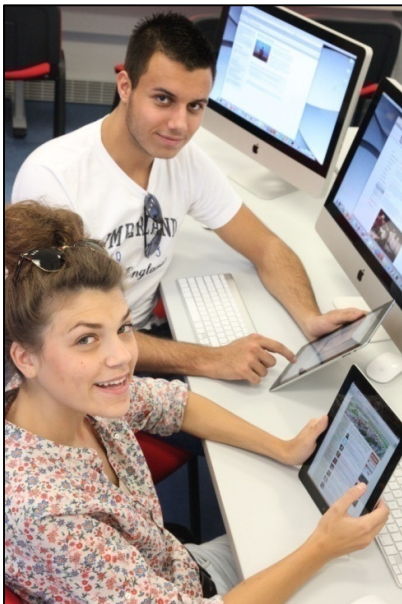
RIT-ACMT

The American College of Management and Technology (RIT/ACMT) in Croatia is a global campus of the Rochester Institute of Technology, United States of America. Established in 1995, RIT/ACMT offers dually accredited diplomas American degrees (accredited by the New York Middle States Association of Colleges and Schools) and Croatian degrees (fully accredited and aligned with the Bologna process).



Rochester Institute of Technology (RIT), United States of America, is ranked among Top Master's Universities by the USA News & World Report and is ranked 7th in the Best Universities North Region in 2013. American College of Management & Technology (ACMT) is the Croatia partner of RIT. RIT-ACMT offers various programmes in management, tourism, hospitality and technology, and attracts students from all over the world.

RIT/ACMT attracts students from all over Croatia and around the world. Currently 30 percent of the student body of RIT/ACMT, is international students from such countries as Australia, Austria, Bosnia and Herzegovina, Canada, China, Germany, Macedonia, Montenegro, Norway, Peru, Russia, Serbia, Slovenia, South African Republic, South Korea, Switzerland, Turkey, and the United States of America. Each year more than 70 students from RIT's main campus of USA, study at ACMT. Students can earn their degree in one of two exciting locations: Dubrovnik or Zagreb. They also have the opportunity to study for two terms on the campus in Rochester, New York, USA.



RIT/ACMT offers the following under-graduate and post-graduate programmes:

Major - International Business Management (Zagreb). Concentration: Marketing, Management

Major - Information Technology (Dubrovnik and Zagreb). Concentration: Web Design and Development, Database Programming and Application Development, Systems Administration

Major - Tourism, Hospitality and Service Management (Dubrovnik). Concentration: Travel and Tourism Management, Hotel and Resort Management, Entrepreneurship

Service Leadership And Innovation

Human Resource Development

RIT-ACMT offers high-quality academic programs, respected and accessible faculty, modern academic facilities, and an active campus life. These programmes prepare students for global careers in the rapidly expanding fields of business, hospitality and tourism, service management, and information technology. RIT-ACMT's academic programmes emphasize learning through experience, and the unique cooperative education program gives the students, a real-world, hands-on experience working in the field of study.

RIT-ACMT has two campuses in Croatia, one in Zagreb, that is capital city of Croatia and another campus is in Dubrovnik.

IMRA and RIT-ACMT has collaborated for this international conference.



IMRA & RIT-ACMT International Conference: 16-17 May, 2013 Zagreb, Croatia

Conference Theme: Management in an Interconnected World

The theme of the conference is 'Management in an Interconnected World'. The increasing penetration of technology in every sphere of life across the globe is changing the way we interact with individuals, institutions and the overall environment. For the first time in human history we are experiencing global trends occurring at breakneck speed. This has resulted in increasing interdependencies within trade environment, novel grass root innovations and networked knowledge transfer.

While we can observe significant homogeneity in these trends, management eco-systems will also need to evolve to integrate better with these changes. However, many organisations across the world still seem to be either complacent or ill-prepared for this interconnected economy. The aim of the 2013 IMRA International Conference is to offer a platform to debate and promote collaborations and connections between academic and corporate participants from different fields of management to facilitate learning among the participants to better manage this strategic window of opportunity. Based on the success of the past international conferences organized by IMRA, we believe that IMRA will become a collaborative catalyst helping develop a multi-disciplinary dialogue among the participants.

Contributions include areas as follows:

- Strategic management
- Finance and accounting
- Economics
- Marketing and consumer behavior
- Human resource management
- Entrepreneurship
- Organization behavior
- International management
- Operations management
- Technology and Innovations management
- Public and not-for-profit management

Who are attending this conference?

The conference attendees include researchers, academics, management consultants, corporate professionals, corporate trainers, government officials, representatives of think tanks, social service organizations, entrepreneurs, doctoral and masters students.

Conference Venue:

The Westin Zagreb Hotel
Izidora Kršnjavoga 1
Zagreb 10000
Croatia

Welcome from the conference co-chairs

On behalf of International Management Research Academy (IMRA), London, United Kingdom and Rochester Institute of Technology (RIT), United States of America - American College of Management & Technology (ACMT), Croatia, we cordially invite you to the 2013 IMRA & RIT-ACMT International Conference on "Management in an Interconnected World". Over the past year, the executive committee members, the conference 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 2013 IMRA International Conference. We received 104 extended abstracts pertaining to competitive papers, posters and book presentations, involving 140 authors from 31 countries in the first round. Of these extended abstracts, 25 were outright rejected due to poor quality and/or non-relevance to the conference theme. The remaining 79 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, 49 extended abstracts were accepted. Total 56 participants out of which 2 in absentia and other 54 in person are attending the conference. The presenters and the authors in this conference represent countries including Australia, Congo, Croatia, Egypt, Germany, Hungary, India, Poland, Russia, South Africa, Spain, Sweden, Switzerland, Thailand, Turkey, United Arab Emirates, United Kingdom and United States of America, making this a truly international conference.

In total 4 proposals were received for Research Round Table / Special Sessions / Workshops from 4 different countries out of which we were able to accept and invite only one of them titled: "Business Higher Education in a Networked Society: Challenges and Opportunities".

The participants for this conference include a mix of academics, researchers, senior corporate professionals and representatives from government. It is an honour for all of us at the IMRA & RIT-ACMT to have Benoit GALICHET as the keynote speaker from a global corporation, Holcim Slovensko and VSH. It is indeed a privilege to have other dignitaries as panel conveners and discussants.

It is an exciting and rewarding challenge for us to lead and organize this international conference. We firmly believe that this conference provides you a platform to develop your own inter-connections, to meet old friends and make new ones. We sincerely hope that you will find this conference as an important vehicle to progress your knowledge, research and practise.

At this juncture, our sincere gratitude to Marija Šušak, Anđela Škaro and others staff at the American College of Management and Technology, Zagreb, Croatia, for their help in planning and execution of the conference organization activities.

We would again like to thank all those directly or indirectly involved in every stage of this conference.

Conference co-chairs

Ernie STARK, *Logikos and Experientia*, United States of America

Jatin PANCHOLI, Middlesex University, London, United Kingdom

Paurav SHUKLA, Glasgow Caledonian University, United Kingdom

Shawn STURGEON, Rochester Institute of Technology-American College of Management and Technology, Zagreb, Croatia

Sponsors and Support



Rochester Institute of Technology (RIT) - American College of Management & Technology (ACMT),
Zagreb, Croatia



Emerald publications, United Kingdom




Springer publications, Germany



MAG Scholar Publications, New Zealand

Country representation in 2013 IMRA & RIT-ACMT International Conference

The following countries are represented in this conference:

1.  Australia
2.  Croatia
3.  Democratic Republic of Congo
4.  Egypt
5.  Germany
6.  Hungary
7.  India
8.  Poland
9.  Russia
10.  South Africa
11.  Spain
12.  Sweden
13.  Switzerland
14.  Thailand
15.  Turkey
16.  United Arab Emirates
17.  United Kingdom
18.  United States of America

Conference Schedule: DAY-1: Thursday 16th May 2013

Time	Agenda	Speakers, Submission ID no.	Room, Floor
8:00 am to 9:25 am	Registration & Refreshments		Panaroma Foyer, 17th Floor
9:30 am to 10:30 am	Inauguration and Key Note Speech	Welcome: Ernie STARK, Shawn STURGEON Dean's Welcome: Don HUDSPETH Key Note Speech: Benoit GALICHET	Panaroma Room, 17th Floor
10:30 am to 11:00 am	Refreshments		Panaroma Foyer, 17th Floor
11:00 am to 12:30 pm	Technical Session-1: Innovation challenges in an interconnected world Session Chair: Greg ASHLEY	Presentations: 234, 293 & 272	Panaroma Room, 17th Floor
	Technical Session-2: Communication & Identity in an interconnected world Session Chair: Lindsey CAREY	Presentations: 233, 238 & 292	Ouverture / Uvertira Room, 17th Floor
	Technical Session-3: Strategic challenges in an interconnected world Session Chair: Halil YILDIRIM	Presentations: 232, 278 & 281	Tuskanac Room, Ground Floor
12:30 pm to 2:00 pm	Lunch		Opera Room, 17th Floor
2:00 pm to 3:30 pm	Research Round Table: Business Higher Education in a Networked Society: Challenges and Opportunities	Panel Convenor: Bernadett KOLES Discussants: Peter NAGY, Balakrishnan KONDATH & Tibor VOROS	Panaroma Room, 17th Floor
3:30 pm to 4:00 pm	Refreshments		Panaroma Foyer, 17th Floor
4:00 pm to 5:30 pm	Technical Session-4: Risk management in an interconnected world Session Chair: Paul POPPLER	Presentations: 247, 259 & 291	Panaroma Room, 17th Floor
	Technical Session-5: Policy issues in an interconnected world Session Chair: Majda TAFRA	Presentations: 253, 263 & 248	Ouverture / Uvertira Room, 17th Floor
	Technical Session-6: Poster Session & Papers in Absentia	Presentations: 270, 249, 276 & 280	Tuskanac Room, Ground Floor
5:30 pm to 6:30	Break		
6:30 pm to 8:00 pm	Cocktails and mocktails		Hotel Palace, Trg J.J. Strossmayera 10 (10 minutes walking distance)

Conference Schedule: DAY-2: Friday 17th May 2013

Time	Agenda	Speakers, Submission ID no.	Room, Floor
8:00 am to 9:00 am	Refreshments		Panaroma Foyer, 17th Floor
9:00 am to 10:30 am	Practitioners' Perspectives: Management Challenges in an interconnected world Session Chair: Gerry SIMONS	Key Speakers: Daria MATELJAK, Boris GOLOB and Dino BUTORAC	Panaroma Room, 17th Floor
10:30 am to 11:00 am	Refreshments		Panaroma Foyer, 17th Floor
11:00 am to 12:30 pm	Technical Session-7: Organizational challenges in an interconnected world Session Chair: John LIPINSKI	Presentations: 231, 241 & 279	Panaroma Room, 17th Floor
	Technical Session-8: Financial challenges in an interconnect world Session Chair: Thomas PRAY	Presentations: 283, 261 & 284	Ouverture / Uvertira Room, 17th Floor
	Technical Session-9: Higher education challenges in an interconnected world Session Chair: Valerie Priscilla GOBY	Presentations: 282, 289 & 286	Tuskanac Room, Ground Floor
	Technical Session-10: Branding & Retailing challenges in an interconnected world Session Chair: Bakengela Patrick SHAMBA	Presentations: 266 & 274	Zrinjevac Room, Ground Floor
12:30 pm to 2:00 pm	Lunch		Opera Room, 17th Floor
2:00 pm to 3:30 pm	Panel Discussion: Publish or Perish	Panel Convenor: Jatin PANCHOLI Discussants: Scott LEE and Paurav SHUKLA	Panaroma Room, 17th Floor
3:30 pm to 4:00 pm	Refreshments		Panaroma Foyer, 17th Floor
4:00 pm to 5:00 pm	Award Ceremony & Valedictory Session	Amit SHAH, Shawn STURGEON and Ernie STARK	
5:00 pm to 5:30	Group photography		Panaroma Room, 17th Floor

Conference Schedule: DAY-3: Saturday 18th May 2013 - Optional Zagreb city sight-seeing tour

The participants who are interested to join this tour are requested to assemble at the Reception area of the Westin Hotel at 12 noon sharp. The tour bus-stop is 10 minutes walking distance. The tour ticket price is 70 kuna (10 euros approximately), to be paid directly to the tour operator.

Visit website <http://www.zagreb-touristinfo.hr/docs/ZET.pdf> for more details.

Key Speakers, Panel Convenors & Discussants

Benoit GALICHET

Benoit joined Holcim (France / Plant Heming) as a Process Engineer in August 1996 and then moved in various position like Clinker/Cement production manager, Quarry and Production manager. In 2004, he joined HGRS as Project manager (Strategy 2010 for Europe) and Assistant to the Cement Manufacturing Head for Europe (PMP implementation, Capex process, AFR strategy). In August 2005, he moved to Eastern Europe to lead the RMSO with objectives to support improvement of the cement plants safety record, performance and processes.



In January 2009, he took the lead of Rohoznik cement plant (Slovakia), where the main focus were OH&S, variable and fixed cost reduction. In parallel, the team has developed and driven many projects to further increase AFR usage (TSR above 80%, ReduDust) and production efficiency (WHR, Bogiflex). Additionally, in September 2011, he took the lead of the Slovakian AGG operation, to define and realize a strategy how to reach positive operating profit. Since January 2013, he is working on the development of a RSO for Central and Western Europe. Benoit holds a master degree in Mechanical Engineering from the ENSAM (France)

Don HUDSPETH

Don Hudspeth is the President and Dean of the American College of Management and Technology (ACMT) in Dubrovnik, Croatia. He started with the college in September, 1997, and assumed the position of President and Dean during July, 1999. Prior to joining ACMT, Mr. Hudspeth, who is a Canadian by birth, worked in the food service industry for 8 years, as well as commercial banking for 8 years. He held the position of Western Canadian Regional Manager for the Canadian Imperial Bank of Commerce's (CIBC) Medical Leasing Division, when he moved to Dubrovnik in 1997. He has professional interest in the areas of service, service systems, sales, and leadership. Mr. Hudspeth lives in Komolac along with his wife, Đurđica, and their three daughters, Katia, Stefani, and Paulina.



Scott LEE

Scott Lee is the Lincy Professor of Finance in the Lee Business School at University of Nevada, Las Vegas, United States of America. He previously worked at Texas A&M University where he was a professor of finance and research fellow for the Private Enterprise Research Center. His research focuses on the economic, legal, and managerial labor market repercussions of financial misreporting. His articles have appeared in the Journal of Financial Economics, Journal of Finance, Journal of Financial and Quantitative Analysis, Journal of Political Economy, Journal of Law & Economics and Strategic Management Journal. He teaches corporate finance and valuation analysis.



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 the Saunders College of Business at Rochester Institute of Technology and currently holds the rank of Distinguished Lecturer at the American College of Management and Technology in Zagreb, Croatia.



Paurav SHUKLA

Paurav Shukla is a Professor of Luxury Brand Marketing at Glasgow Caledonian University, UK. Paurav's career began in industry, and he continues to work hand in hand with industry as a researcher, practitioner and advisor. He has been delivering corporate training, teaching and consulting assignments for various organizations in the Europe, Asia and North Africa. Paurav has been involved with various EU funded research projects involving several nations from EU and Asia. He is associated with several academic institutions and corporate organizations including not for profit organizations in the capacity of advisor and board of directors.

His research interests include cross-cultural consumer behaviour, luxury marketing and branding, and marketing in emerging markets. He has published many articles in top-tier academic journals, chapters to edited books, and popular accounts of his work have appeared in the Luxury Society, Business Week, Woman's Wear Daily, National Post of Canada, Business Review Weekly Australia and LiveMint Wall Street Journal, among others.



Jatin PANCHOLI

Jatin Pancholi teaches in MBA programme at the Middlesex University, London, UK. He is/was associated with the Standard & Poor's USA, AIMS International USA, Staffordshire University UK, Cheng Du University of Technology China, Indian Institute of Technology (IIT) India, Indian Institute of Management Ahmedabad (IIMA) India, Indian Institute of Management Bangalore (IIMB) India, SVKM's NMIMS University India and S P Jain Institute Dubai in various capacities. He possesses wide range of experience in the area of steel, real estate, banking, insurance, Information Technology, TV serial production and management consulting and training in various countries.

He has travelled widely within the USA, the UK, the Europe, China, India and the UAE. His area of research, consulting, training and practise include entrepreneurship, performance measurement, balance scorecards and strategic cost management. He has publications has received best paper award and he is also a winner of an ESRC Research Grant and European Union project.



Shawn STURGEON

Shawn Sturgeon is Associate Dean for Academic Affairs for the Rochester Institute of Technology/ the American College of Management & Technology in Zagreb, Croatia. He received a Ph.D. in English Literature from the University of Cincinnati in 1998, specializing in Modern and Contemporary American Poetry and Fiction and the American Long Poem. He has been a frequent contributor to *The Paris Review*, *The New Republic*, *StoryQuarterly*, *Western Humanities Review*, *Pleiades*, *Confrontation*, *the Southeast Review*, *Meridian*, *Willow Springs*, *Witness* and other literary journals. His first book, *Either/Ur* (2002) was a finalist for *The Paris Review Prize in Poetry* (2000), a semi-finalist for the *Academy of American Poets Walt Whitman Award* (2001) and a finalist for *The Independent Publisher Book Awards in Poetry* (2003). In 1999, *Fables for Beasts*, a poetic sequence about the Native American Trickster Coyote, was one of two finalists for the *Kent State University Press/Wick Chapbook Award*. He has been nominated for three *Pushcart Prizes*, twice in poetry and once in fiction.



As a Charles Phelps Taft Fellow (1996-97), he lived in Mexico where he studied Mexican culture and literature. He was a Tennessee Williams Scholar (2000) and Walter E. Dakin Fellow (2002) at the Sewanee Writers' Conference/University of the South and the Creative Writing Fellow in Poetry (2001-2003) at Emory University. He lived in Pristina, Kosovo from 2008-2011 and was elected to the Kosovo Writers League in 2010. Shawn lives in Zagreb with his wife Samira.

Research Round Table: Business Higher Education in a Networked Society: Challenges & Opportunities

Papers

- **Students' use and approach to innovative technologies: The Digital Shift**
Bernadett KOLES, Central European University Business School, Hungary
Peter NAGY, Corvinus University, Hungary
- **Use of technology in business higher educational institutions: The case of India**
Balakrishnan KONDATH, IBS Business School, India
- **Integrating tablets into an MBA program: An asset or a distraction?**
Tibor VOROS, Central European University Business School, Budapest, Hungary
- **Social networking in business higher education: Takeaways from India and Hungary**
Bernadett KOLES, Balakrishnan KONDATH, Peter NAGY, Tibor VOROS

Contributors

Bernadett KOLES

Bernadett Köles holds a Masters as well as a Doctorate degree from Harvard University, and a Bachelor of Science with distinction from Indiana University, Bloomington IN. Additionally, she has participated in an Executive level Faculty Development Program at IESE, Barcelona. Her educational background is in the field of psychology, which she has applied to the areas of management, education, and governmental regulations. Bernadett has joined CEU Business School in 2003 as a faculty member, serves as the Co-Director for the Initiative for Regulatory Innovation Research Center, and has served as the Academic Director of the institution's Undergraduate Programs. Her teaching portfolio includes courses in psychology, leadership, cultural assessments, and methodological topics. Her research encompasses a variety of cross cultural analyses in CEE and beyond, along with a strong focus concerning the impact of social media and virtual environments on education, business endeavors, and the field of social sciences. Bernadett has authored a number of articles, serves as a reviewer for several journals, and has developed a number of executive projects for international organizations.



Peter NAGY

Peter Nagy holds a Bachelor and a Master of Science in Psychology, and is currently a doctoral candidate at Corvinus University of Budapest, where he focuses on economic psychology and consumer behavior. Peter is also a practicing psychologist, specializing in the areas of conflict management in individual as well as group settings, with primarily adolescent populations. At CEU Business School, Peter serves as an adjunct professor and a research assistant for the Initiative of Regulatory Innovations Research Center. His teaching portfolio includes courses in psychology, communication and marketing. Peter's research focuses on the impact of social media and virtual environments on education, business, and social sciences. He has co-authored a number of articles with Bernadett Köles and has developed a number of research projects for Hungarian organizations and educational institutions.

Balakrishnan KONDATH

An alumnus of Loyola College, Madras and the Indian Institute of Management Ahmedabad with a brilliant academic record, Dr Balakrishnan has twentytwo years industrial experience across various sectors, functions and organisations such as Blue Star Ltd., Sanmar Group and Escorts Ltd. Was the COO/CEO of Century Wood Ltd. &Raman Boards Ltd, a subsidiary of ABB. Exposure to functional areas of Management include Marketing, Contracting, and Corporate Management. He has traveled abroad extensively in the pursuit of International Business with MNCs such as IKEA, Westinghouse, York, Siemens and others.



After having taught fulltime as Dean at SDMIMD, Mysore, and the Asian School of Business Trivandrum, Dr Balakrishnan is currently Director, IBS Business School Bangalore. He has been certified in Entrepreneurship Teaching by ISB Hyderabad and Faculty Development by IESE, Barcelona Spain. Dr Balakrishnan actively conducts workshops in Faculty Development, case teaching and case writing. Academic collaborations include with ISB Hyderabad; Richard Ivey School of Business, Canada; Chandragupt Institute of Management Patna; London Business School; Kansas University School of Business; IESE Business School Barcelona; Corvinus University Budapest and Instytut Organizacji Zarządzania W Przemysle, Warsaw. Prof Balakrishnan holds a PhD in Strategic Management from SCSMVV University, Kanchipuram.

Tibor VÖRÖS

Tibor Vörös has over 15 years of experience both in academic and corporate environments. He has worked in various management areas (knowledge management, decision making, business intelligence, information systems) as practitioner, and also researched these topics and evaluated corresponding frameworks from the theory point of view. Mr Vörös is holding an MSc in Maths, Physics and Information Technology and currently working at the CEU Business School as Senior Lecturer. His research work ranges from social media to cultural and strategic issues for corporations. More recently Mr Vörös spent considerable time on various business simulations and created unique storyboards to help students experience real life problems in classroom situations. Current research work concentrates on the relationship of culture and technology. CEEMAN has selected Mr Voros as the winner of the Innovation in Course Design category for the CEEMAN Champions' Award 2010. Mr Vörös also took part in various industry campaigns, including the Microsoft Business Productivity Infrastructure Optimization campaign or the Cloud Business Transformation approach. He works currently at the Central European University Business School, Budapest, Hungary



Practitioners' Perspectives: Management Challenges in an interconnected world

Presentations

- **Sustainability issues in an interconnected world**
Daria MATELJAK, Managing Director Croatia and Partner, Hauska & Partner consulting company, Croatia
- **Innovative business models in an interconnected world**
Boris GOLOB, CEO, Science & Technology Park University of Rijeka, Croatia
- **The High Price of Poor Execution in an interconnected world**
Dino BUTORAC, Founder & CEO, PMMentor Consulting Company, Croatia

Session Chair

Gerry SIMONS

Gerry Simons received his Bachelor of Social Science in Money, Banking, and Finance from the University of Birmingham in his native England. He followed with his M.A. and Ph.D. in Economics at the University of Kansas, where he was an instructor in the economics department. His research and teaching interests are in International Economics, Economic Development, Industrial Organization, and Game Theory.

Gerry Simons is a 2011 recipient of GVSU's Pew Teaching Excellence Award and a 1996 recipient of SCB's Outstanding Teacher Award. He is also a faculty advisor in the Seidman College of Business's International Business Program.



Key Speakers

Daria MATELJAK

With over 22 years of expert experience, Daria is one of Croatian leaders in the fields of public relations, corporate and government relations. Over the past 12 years, she has consulted over 50 esteemed international and domestic companies, institutions and individuals. Her specializations are corporate relations, reputation management, issues management, sustainability issues and CSR, corporate culture, political consulting, education and training. Portfolio of clients mostly covers energy, infrastructure, finance, telecommunications and environmentally sensitive projects. Member of various professional organizations, Daria chairs MB of the Croatian Business Council for Sustainable Development. Active in higher education, she teaches Strategic Thinking and Public Relations courses at the University of Zagreb, Studia Croatica. Daria holds a CIPR Diploma and Teaching Certificate (UK) and was a speaker at a number of national and international expert conferences. Prior to her consulting career, Daria held various positions in the Croatian Government covering media relations, public affairs and international relations, working with six Cabinets over 10 years. She graduated in English language (mag.philol.angl), Literature and General Linguistics (mag.ling) from the University of Zagreb, specialized communications and public affairs in USA and UK.



Boris GOLOB

Boris Golob is CEO of Science and Technology Park of University of Rijeka. He has been management consultant for more than 15 years, leading Croatian expert in innovation methodologies and commercialization strategies, experienced in:

- New product and service creation methodologies
- Identification of areas for innovation – problems and solutions customers are willing to pay for (Outcome driven innovation)
- Identification of non-consumers - creation of new markets based on usage (and consumption) barriers identification
- Business model innovation



Boris Golob is practitioner who worked on innovation projects in various industries from biotech to shipbuilding, from low-tech & traditional to high-tech& new age. He uses latest management science and innovation theories as tools for innovation and new income creation – to solve real life innovation issues of small local crafts or multinational companies, start ups or incumbents in mature markets. Personal Message regarding Innovation: Innovation is about finding a problem worth solving.

Dino BUTORAC

Dino Butorac is the founder and CEO of pmmentor, Zagreb-based consulting company specializing in project management outsourcing, consulting and training. Project management is pmmentor's tool of choice with which they help their clients' projects achieve the desired results within the allocated time and budget. Dino's experience includes managing projects of different sizes for big multinational companies (such as IBM, where he was a project manager for five years) as well as for local small and medium businesses.



He is actively volunteering with Project Management Institute (PMI), the leading global project management association, and currently he serves as a Region Mentor for Central Europe. You can reach him through his website: <http://Project-Management-Mentor.com>

Competitive Papers, Posters & Presentations in Absentia

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

Technical Sessions Titles

Technical Session-1: Innovation challenges in an interconnected world

Technical Session-2: Communication & Identity in an interconnected world

Technical Session-3: Strategic challenges in an interconnected world

Technical Session-4: Risk management in an interconnected world

Technical Session-5: Policy issues in an interconnected world

Technical Session-6: Poster Session & Papers in Absentia

Technical Session-7: Organizational challenges in an interconnected world

Technical Session-8: Financial challenges in an interconnect world

Technical Session-9: Higher education challenges in an interconnected world

Technical Session-10: Branding & Retailing challenges in an interconnected world

Technical Session-1: Innovation challenges in an interconnected world

Submission ID No.	Title, Author(s) and Affiliation
234	<p>Innovation in the Automobile Industry: How the Changing Face of Global Competition Affects Motor Vehicle Patenting</p> <p>*Gerry SIMONS, <i>Grand Valley State University, United States of America</i></p> <p>Paul ISELY, <i>Grand Valley State University, United States of America</i></p>
293	<p>The Selection and Training Framework (STF) for Managers in Business Innovation and Transformation Projects</p> <p>*Antoine TRAD, <i>Webster University, Switzerland</i></p> <p>Damir KALPIĆ, <i>University of Zagreb Faculty of electrical engineering and computing, Croatia</i></p>
272	<p>A Model for Planning and Implementing Virtual Team Work into Business Education Courses</p> <p>*Marie KAVANAGH, <i>University of Southern Queensland, Australia</i></p> <p>Natasha LEVAK, <i>University of Southern Queensland, Australia</i></p> <p>Leisa SARGENT, <i>University of Melbourne, Australia</i></p> <p>Donella CASPERSZ, <i>University of Western Australia, Australia</i></p>

Technical Session-2: Communication & Identity in an interconnected world

Submission ID No.	Title, Author(s) and Affiliation
233	<p>Narbs as Management Tools</p> <p>*Ananda MITRA, <i>Wake Forest University, United States of America</i></p>
238	<p>An Investigation of Corporate Social Responsibility (CSR) and Consumer Opinion in an Emerging Economy: The Case of the United Arab Emirates</p> <p>*Valerie Priscilla GOBY, <i>College of Business Zayed University, United Arab Emirates</i></p> <p>Catherine NICKERSON, <i>College of Business Zayed University, United Arab Emirates</i></p>
292	<p>Smelling of roses: Issues surrounding mature consumer decision-making in the fragrance industry</p> <p>*Lindsey CAREY, <i>Glasgow Caledonian University, United Kingdom</i></p>

Technical Session-3: Strategic challenges in an interconnected world

Submission ID No.	Title, Author(s) and Affiliation
232	<p>Managing South Africa's Non-Governmental Organisations in an Interconnected World</p> <p>*Rozenda Frandeline HENDRICKSE, <i>Cape Peninsula University of Technology, South Africa</i></p>
278	<p>Increasing the success rate for mergers and acquisitions activities: lessons from counterinsurgency</p> <p>*John LIPINSKI, <i>Middle Tennessee State University, United States of America</i></p> <p>Don LESTER, <i>Middle Tennessee State University, United States of America</i></p>
281	<p>The influence of agility on creating a competitive advantage and on company performance</p> <p>*Maja SAJDAK, <i>Poznan University of Economics, Poland</i></p>

Technical Session-4: Risk management in an interconnected world

Submission ID No.	Title, Author(s) and Affiliation
247	<p>Reinventing a Business Simulation to Incorporate Risk Assessment in an Interconnected World</p> <p>*Thomas PRAY, <i>Saunders College of Business at Rochester Institute of Technology, United States of America</i></p> <p>Robert BOEHNER, <i>Saunders College of Business at Rochester Institute of Technology, United States of America</i></p> <p>*Gregory VANLAEKEN, <i>Saunders College of Business at Rochester Institute of Technology, United States of America</i></p>
259	<p>Risk and Quality Management in Integrated International Research Projects: the RobLog Plan-Do-Check-Act Innovative Approach</p> <p>*Marco BONINI, <i>Reutlingen University - ESB Logistikfabrik, Germany</i></p> <p>Teresa WESLEY, <i>Reutlingen University - ESB Logistikfabrik, Germany</i></p> <p>*Wolfgang ECHELMAYER, <i>Reutlingen University - ESB Logistikfabrik, Germany</i></p>
291	<p>Role of Supply Chain Risk Management in a successful internationalisation – case of a small manufacturing company in Poland</p> <p>* Dominika Zenka-Podlaszewska, <i>Poznan University of Economics, Poland</i></p>

Technical Session-5: Policy issues in an interconnected world

Submission ID No.	Title, Author(s) and Affiliation
253	<p>Managing a university from its revenue perspective - empirical illustration of Poznan University of Economics</p> <p>*Remigiusz NAPIECEK, <i>Poznan University of Economics, Poland</i></p> <p>*Marek CIEŚLAK, <i>Poznan University of Economics, Poland</i></p>
263	<p>Understanding organizational behaviour in Africa : 3 Dimensional model</p> <p>*Bakengela Patrick SHAMBA, <i>Protestant University of Congo, Democratic Republic of Congo</i></p>
248	<p>Sovereign Debt Purchase Programs with Asymmetric Information</p> <p>*Metin KAPTAN, <i>University of Muenster, Germany</i></p>

Technical Session-6: Poster Session & Papers in Absentia

Submission ID No.	Title, Author(s) and Affiliation
270	<p>The impact of a corporate strategy type on a company's financial performance (evidence from the food service industry of Russia)</p> <p>Alexander SHATALOV, <i>St. Petersburg University Graduate School of Management, Russia</i></p> <p>*Egor NIKULIN, <i>St. Petersburg University Graduate School of Management, Russia</i></p>
280	<p>The Influence of Customer Value Risk on the Market and Financial Performance of Companies</p> <p>Magdalena MALKOWSKA-BOROWCZYK, <i>Poznan University of Economics, Poland</i></p> <p>*Elzbieta URBANOWSKA-SOJKIN, <i>Poznan University of Economics, Poland</i></p>
249	<p>Stimulation of Foreign Direct Investments in Russian Region Economies</p> <p>*Margarita RYAZANTSEVA, <i>Moscow State University Geodesy and Cartography, Russia</i></p>
276	<p>Social Franchising: A Strategy for Empowering Women Micro Entrepreneurs in the Handicraft Sector of Gujarat</p> <p>*Vaishali PADHIAR, <i>Veer Narmad South Gujarat University, India</i></p>

Technical Session-7: Organizational challenges in an interconnected world

Submission ID No.	Title, Author(s) and Affiliation
231	<p>Polish Managers' Ability to Use the Potential of Their Employees</p> <p>*Jacek MIRONSKI, <i>Warsaw School of Economics, Poland</i></p> <p>Dariusz UZYCKI, <i>Deiningen Consulting, Poland</i></p>
241	<p>Protect Gerontocracies Or Make A Path For The Young? Rethinking the Case for Mandatory Retirement Age</p> <p>*Ernie STARK, <i>Logikos and Experientia, United States of America</i></p> <p>*Paul POPPLER, <i>Bellevue University, United States of America</i></p> <p>*Greg ASHLEY, <i>Bellevue University, United States of America</i></p>
279	<p>Absenteeism and Presenteeism Tendency of Workers on Organizational Performance in the Mining Sector in Turkey</p> <p>*Halil YILDIRIM, <i>Bulent Ecevit University (formerly known as Zonguldak Karaelmas University), Zonguldak, Turkey</i></p> <p>*Oznur YAVAN, <i>Bulent Ecevit University (formerly known as Zonguldak Karaelmas University), Zonguldak, Turkey</i></p>

Technical Session-8: Financial challenges in an interconnected world

Submission ID No.	Title, Author(s) and Affiliation
283	<p>Database Challenges in Financial Misconduct Research</p> <p>*Scott LEE, <i>University of Nevada at Las Vegas, United States of America</i></p>
261	<p>Homeownership, Mortgage Payments and Household Asset Allocation</p> <p>*Timo ZUMBRO, <i>University of Muenster, Germany</i></p>
284	<p>The Impact of Anti-Bribery Enforcement Actions on Targeted Firms</p> <p>*Scott LEE, <i>University of Nevada at Las Vegas, United States of America</i></p>

Technical Session-9: Higher education challenges in an interconnected world







Submission ID No.	Title, Author(s) and Affiliation
282	<p>Blended learning in Private Higher education in Egypt</p> <p>*Noha Ahmed BENDARY, <i>Misr International university, Egypt</i></p>
289	<p>European Students' Online Habits: E-Commerce Implications in Sweden and Spain</p> <p>*Amit SHAH, <i>Frostburg State University, United States of America</i></p> <p>Michael MONAHAN, <i>Frostburg State University, United States of America</i></p> <p>Paloma Bernal TURNES, <i>Universidad Rey Juan Carlos, Spain</i></p> <p>Pejvak OGHAZI, <i>Linnaeus University, Sweden</i></p>
286	<p>Responsible Management Education in Croatia</p> <p>*Majda TAFRA, <i>University of Dubrovnik/BAK College of Management RIT/ACMT, Croatia</i></p>

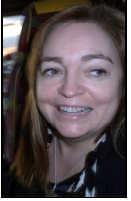






Technical Session-10: Branding & Retailing challenges in an interconnected world



Submission ID No.	Title, Author(s) and Affiliation
266	<p>Brand Extension in a Borderless World: Lessons from India</p> <p>*Balakrishnan KONDATH, <i>IBS Business School, India</i></p>
274	<p>Foreign Direct Investment in Indian Retail Sector: A Bane or Boon for Farmers</p> <p>*Ajit SINGH, <i>Kurukshetra University, India</i></p>






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

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

Sr. No.	Photo	Name, Affiliation and Presentation title <i>(if applicable)</i>	Submission ID & Presentation Schedule
1.		Greg ASHLEY <i>Bellevue University, United States of America</i> Protect Gerontocracies Or Make A Path For The Young? Rethinking the Case for Mandatory Retirement Age	241 Day-2 Technical Session-7
2.		Noha Ahmed BENDARY <i>Misr International university, Egypt</i> Blended learning in Private Higher education in Egypt	282 Day-2 Technical Session-9
3.		Zyonimir BALJAK <i>RIT / American College of Management & Technology (ACMT), Croatia</i>	<i>Not applicable</i>
4.		Marco BONINI <i>Reutlingen University - ESB Logistikfabrik, Germany</i> Risk and Quality Management in Integrated International Research Projects: the RobLog Plan-Do-Check-Act Innovative Approach	259 Day-1 Technical Session-3
5.		Maja BRACIC <i>RIT / American College of Management & Technology (ACMT), Croatia</i>	<i>Not applicable</i>
6.		Dino BUTORAC <i>Founder & CEO, PMMentor Consulting Company, Croatia</i> The High Price of Poor Execution in an interconnected world	Day-2 Practitioners' Perspectives Session






Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Submission ID & Presentation Schedule
7.		<p>Lindsey CAREY <i>Glasgow Caledonian University, United Kingdom</i></p> <p>Smelling of roses: Issues surrounding mature consumer decision-making in the fragrance industry</p>	<p>292</p> <p>Day-1 Technical Session-2</p>
8.		<p>Marek CIEŚLAK <i>Poznan University of Economics, Poland</i></p> <p>Managing a university from its revenue perspective - empirical illustration of Poznan University of Economics</p>	<p>253</p> <p>Day-1 Technical Session-5</p>
9.		<p>Tomislav CVETKO <i>RIT / American College of Management & Technology (ACMT), Croatia</i></p>	<p><i>Not applicable</i></p>
10.		<p>Wolfgang ECHELMEYER <i>Reutlingen University - ESB Logistikfabrik, Germany</i></p> <p>Risk and Quality Management in Integrated International Research Projects: the RobLog Plan-Do-Check-Act Innovative Approach</p>	<p>259</p> <p>Day-1 Technical Session-4</p>
11.		<p>Robert FOLEY <i>RIT / American College of Management & Technology (ACMT), Croatia</i></p>	<p><i>Not applicable</i></p>
12.		<p>Benoit GALICHET <i>Holcim Slovensko and VSH, Croatia</i></p>	<p>Key note speaker</p> <p>Day-1 Inauguration Session</p>
13.		<p>Boris GOLOB <i>CEO, Science & Technology Park University of Rijeka, Croatia</i></p> <p>Innovative business models in an interconnected world</p>	<p>Day-2</p> <p>Practitioners' Perspectives Session</p>

Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Submission ID & Presentation Schedule
14.		Tajana GRUBISIC <i>RIT / American College of Management & Technology (ACMT), Croatia</i>	<i>Not Applicable</i>
15.		Valerie Priscilla GOBY <i>College of Business Zayed University, United Arab Emirates</i> An Investigation of Corporate Social Responsibility (CSR) and Consumer Opinion in an Emerging Economy: The Case of the United Arab Emirates	238 Day-1 Technical Session-2
16.		Rozenda Franeline HENDRICKSE <i>Cape Peninsula University of Technology, South Africa</i> Managing South Africa's Non-Governmental Organisations in an Interconnected World	232 Day-1 Technical Session-2
17.		Don HUDSPETH <i>American College of Management and Technology (ACMT) in Dubrovnik, Croatia</i>	Guest of Honour Day-1 Inauguration Session
18.		Metin KAPTAN <i>University of Muenster, Germany</i> Sovereign Debt Purchase Programs with Asymmetric Information	248 Day-1 Technical Session-5
19.		Marie KAVANAGH <i>University of Southern Queensland, Australia</i> A Model for Planning and Implementing Virtual Team Work into Business Education Courses	272 Day-1 Technical Session-1

Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Submission ID & Presentation Schedule
20.		<p>Bernadett KOLES <i>Central European University Business School, Budapest, Hungary</i></p> <p>Students' use and approach to innovative technologies: The Digital Shift</p> <p>Social networking in business higher education: Takeaways from India and Hungary</p>	<p>Day-1 Research Round Table</p>
21.		<p>Balakrishnan KONDATH <i>IBS Business School, India</i></p> <p>Brand Extension in a Borderless World: Lessons from India</p>	<p>Day-1: Research Round Table</p> <p>266 Day-2 Technical Session-10</p>
22.		<p>Scott LEE <i>University of Nevada at Las Vegas, United States of America</i></p> <p>Database Challenges in Financial Misconduct Research</p>	<p>283</p> <p>Day-2 Technical Session-8</p>
		<p>The Impact of Anti-Bribery Enforcement Actions on Targeted Firms</p>	<p>284</p> <p>Day-2 Technical Session-8</p>
23.		<p>John LIPINSKI <i>Middle Tennessee State University, United States of America</i></p> <p>Increasing the success rate for mergers and acquisitions activities: lessons from counterinsurgency</p>	<p>278</p> <p>Day-1 Technical Session-3</p>
24.		<p>Col. Settapong MALISUWAN <i>National Broadcasting and Telecommunications Commission, Thailand</i></p>	<p><i>Not applicable</i></p>

Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Submission ID & Presentation Schedule
25.		Daria MATELJAK <i>Managing Director Croatia and Partner, Hauska & Partner consulting company, Croatia</i> Sustainability issues in an interconnected world	Day-2 Practitioners' Perspectives Session
26.		Jacek MIRONSKI <i>Warsaw School of Economics, Poland</i> Polish Managers' Ability to Use the Potential of Their Employees	231 Day-2 Technical Session-7
27.		Ananda MITRA , <i>Wake Forest University, United States of America</i> Narbs as Management Tools	233 Day-1 Technical Session-2
28.		Peter NAGY <i>Corvinus University of Budapest, Hungary</i>	Day-1 Research Round Table
29.		Remigiusz NAPIECEK , <i>Poznan University of Economics, Poland</i> Managing a university from its revenue perspective - empirical illustration of Poznan University of Economics	253 Day-1 Technical Session-5
30.		Egor NIKULIN , <i>St. Petersburg University Graduate School of Management, Russia</i> The impact of a corporate strategy type on a company's financial performance (evidence from the food service industry of Russia)	270 Day-1 Technical Session-6
31.		Vaishali PADHIAR <i>Veer Narmad South Gujarat University, India</i> Social Franchising: A Strategy for Empowering Women Micro Entrepreneurs in the Handicraft Sector of Gujarat	276 Day-1 Technical Session-6

Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Submission ID & Presentation Schedule
32.		Jatin PANCHOLI <i>Middlesex University, United Kingdom</i>	Day-2 Panel Discussion
33.		Paul POPPLER <i>Bellevue University, United States of America</i> Protect Gerontocracies Or Make A Path For The Young? Rethinking the Case for Mandatory Retirement Age	241 Day-2 Technical Session-7
34.		Thomas PRAY <i>Saunders College of Business at Rochester Institute of Technology, United States of America</i> Reinventing a Business Simulation to Incorporate Risk Assessment in an Interconnected World	247 Day-1 Technical Session-4
35.		Margarita RYAZANTSEVA <i>Moscow State University Geodesy and Cartography, Russia</i> Stimulation of Foreign Direct Investments in Russian Region Economies	249 Day-1 Technical Session-6
36.		Maja SAJDAK <i>Poznan University of Economics, Poland</i> The influence of agility on creating a competitive advantage and on company performance	281 Day-1 Technical Session-3
37.		Peter SCHMIDT <i>RIT / American College of Management & Technology (ACMT), Croatia</i>	Not applicable

Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Submission ID & Presentation Schedule
38.		<p>Amit SHAH <i>Frostburg State University, United States of America</i></p> <p>European Students' Online Habits: E-Commerce Implications in Sweden and Spain</p>	<p>Day-2: Valedictory Session</p> <p>289</p> <p>Day-2 Technical Session-9</p>
39.		<p>Bakengela Patrick SHAMBA <i>Protestant University of Congo, Democratic Republic of Congo</i></p> <p>Understanding organizational behaviour in Africa : 3 Dimensional model</p>	<p>263</p> <p>Day-1 Technical Session-5</p>
40.		<p>Paurav SHUKLA <i>Glasgow Caledonian University, United Kingdom</i></p>	<p>Day-2 Panel Discussion</p>
41.		<p>Gerry SIMONS <i>Grand Valley State University, United States of America</i></p> <p>Innovation in the Automobile Industry: How the Changing Face of Global Competition Affects Motor Vehicle Patenting</p>	<p>234</p> <p>Day-1 Technical Session-1</p> <p>Practitioners' Perspectives Session</p>
42.		<p>Ajit SINGH <i>Kurukshetra University, India</i></p> <p>Foreign Direct Investment in Indian Retail Sector: A Bane or Boon for Farmers</p>	<p>274</p> <p>Day-2 Technical Session-10</p>

Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Submission ID & Presentation Schedule
43.		<p>Ernie STARK <i>Logikos and Experientia, United States of America</i></p> <p>Protect Gerontocracies Or Make A Path For The Young? Rethinking the Case for Mandatory Retirement Age</p>	<p>Day-1: Inauguration & Day-2: Valedictory Session</p> <p>241: Day-2, Technical Session-7</p>
44.		<p>Shawn STURGEON <i>RIT / American College of Management & Technology (ACMT), Croatia</i></p>	<p>Day-1: Inauguration & Day-2: Valedictory Session</p>
45.		<p>Majda TAFRA <i>University of Dubrovnik/BAK College of Management RIT/ACMT, Croatia</i></p> <p>Responsible Management Education in Croatia</p>	<p>286</p> <p>Day-2 Technical Session-9</p>
46.		<p>Noppadol TIAMNARA <i>National Broadcasting and Telecommunications Commission, Thailand</i></p>	<p><i>Not applicable</i></p>
47.		<p>Pimwarin TIPPANYA <i>National Broadcasting and Telecommunications Commission, Thailand</i></p>	<p><i>Not applicable</i></p>
48.		<p>Antoine TRAD <i>Webster University, Switzerland</i></p> <p>The Selection and Training Framework (STF) for Managers in Business Innovation and Transformation Projects</p>	<p>293</p> <p>Day-1 Technical Session-1</p>

Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Submission ID & Presentation Schedule
49.		<p>The Influence of Customer Value Risk on the Market and Financial Performance of Companies</p> <p>Elzbieta URBANOWSKA-SOJKIN <i>Poznan University of Economics, Poland</i></p>	<p>280</p> <p>Day-1 Technical Session-6</p>
50.		<p>Gregory VANLAEKEN <i>Saunders College of Business at Rochester Institute of Technology, United States of America</i></p> <p>Reinventing a Business Simulation to Incorporate Risk Assessment in an Interconnected World</p>	<p>247</p> <p>Day-1 Technical Session-4</p>
51.		<p>Tibor VOROS <i>Central European University Business School, Hungary</i></p>	<p>Day-1 Research Round Table</p>
52.		<p>Kevin WALKER <i>RIT / American College of Management & Technology (ACMT), Croatia</i></p>	<p><i>Not applicable</i></p>
53.		<p>Ozgun YAVAN <i>Bulent Ecevit University (formerly known as Zonguldak Karaelmas University), Zonguldak, Turkey</i></p> <p>Absenteeism and Presenteeism Tendency of Workers on Organizational Performance in the Mining Sector in Turkey</p>	<p>279</p> <p>Day-2 Technical Session-7</p>
54.		<p>Halil YILDIRIM <i>Bulent Ecevit University (formerly known as Zonguldak Karaelmas University), Zonguldak, Turkey</i></p> <p>Absenteeism and Presenteeism Tendency of Workers on Organizational Performance in the Mining Sector in Turkey</p>	<p>279</p> <p>Day-2 Technical Session-7</p>

Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Submission ID & Presentation Schedule
55.		<p>Dominika ZENKA-PODLASZEWSKA <i>Poznan University of Economics, Poland</i></p> <p>Role of Supply Chain Risk Management in a successful internationalisation – case of a small manufacturing company in Poland</p>	<p>291</p> <p>Day-1 Technical Session-4</p>
56.		<p>Timo ZUMBRO <i>University of Muenster, Germany</i></p> <p>Homeownership, Mortgage Payments and Household Asset Allocation</p>	<p>261</p> <p>Day-2 Technical Session-8</p>

Highlights: Recently held 2012 May IMRA International Conference, London, United Kingdom: 17 & 18 May 2012

The following are the highlights of the recently held 2012 May, IMRA International Conference, London, United Kingdom: 17 & 18 May 2012:



International Management Research Academy (IMRA) successfully convened an International Conference in London, United Kingdom, during 17-18 May 2012, with 119 participants 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.

The Feedback for the same is available on <http://www.imraweb.org/2012london> and photos are available on <http://www.facebook.com/imraweb>

Some of the key speakers in the 2012 London IMRA International Conference were:



Michael ALDRICH

*Inventor, Innovator & Entrepreneur: Online shopping
Former IT Adviser to British Prime Minister Margaret Thatcher*



Louis TURNER

Chief Executive, Asia Pacific Technology Network, UK



Ben BOSE

Founder, Mavens of London (a research-lead digital strategy agency), UK



Phil NICHOLS

The Wharton School of the University of Pennsylvania, Philadelphia, United States of America



Stephanie JONES

Maastricht School of Management, Netherlands



Ernie STARK

Logikos and Experientia, United States of America



Phani Tej ADIDAM

University of Nebraska at Omaha, United States of America



John LIPINSKI

Middle Tennessee State University, Murfreesboro, United States of America



Marin MARINOV

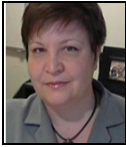
University of Gloucestershire, United Kingdom



Ken MORITA
Hiroshima University, Japan



Diego QUER,
University of Alicante, Spain



Svetla MARINOVA
Aalborg University, Denmark

For the best papers from the 2012 Conference, IMRA collaborated with the following internationally reputed refereed journals for the contributions:



A I & Society: Journal of Knowledge, Culture & Communication, IMRA Special Issue on Technology, culture and innovation in Emerging Markets, Publication: Springer, United Kingdom



Asian Journal of Business Research, IMRA Special Issue: Management Trends in Emerging Markets, Publication: Asia Business Research Corporation Limited, New Zealand



International Journal of Emerging Markets, IMRA Special Issue on Emerging Markets: Exploring the diversity of theories, practices and applications, Publication: Emerald Group Publishing Limited, United Kingdom

More details can be found on website www.imraweb.org

Country representation in 2012 May, IMRA International Conference

IMRA International Conference on Emerging Markets during 17-18 May, 2012 in London, UK was represented by 33 countries as follows:








1.		Australia	21.		Pakistan
2.		Azerbaijan	22.		Romania
3.		Brazil	23.		Russia
4.		Canada	24.		Saudi Arabia
5.		China	25.		Slovakia
6.		Denmark	26.		South Africa
7.		Egypt	27.		Spain
8.		Finland	28.		Sweden
9.		France	29.		Thailand
10.		Germany	30.		Turkey
11.		Hong Kong	31.		United Arab Emirates
12.		Hungary	32.		United Kingdom
13.		India	33.		United States of America
14.		Italy			
15.		Japan			
16.		Korea			
17.		Latvia			
18.		Malaysia			
19.		Moldova			
20.		Netherlands			








Feedback from recently held 2012 May IMRA International Conference, London, United Kingdom: 17 & 18 May 2012

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

The following is a brief summary of the feedback (from feedback forms and emails) by a few participants for the IMRA International Conference on Emerging Markets held in London, UK during 17-18 May 2012: (randomly ordered):

<p>“1st of all thank you very much for very well organized conference, I really enjoy it! I never attend so well-organized conference before.” Kamila BORSEKOVA, <i>University of Matej Bel, Banská Bystrica, Slovakia</i></p>	
<p>“Thank you for such a thoughtful conference. I particularly enjoyed the opening session speakers and the closing session speakers.” Paul POPPLER, <i>Bellevue University College of Business, Bellevue, United States of America</i></p>	
<p>“Really enjoyed the conference, some good key speeches ! lovely fruit and of course the paparazzi !!” Parminder JOHAL, <i>University of Derby, Derby, United Kingdom</i></p>	
<div style="display: flex; align-items: center;">   <div> <p>“Ambitious and with potential....We would be willing and ; IMRA.” Marin MARINOV, <i>University of Gloucestershire, United Kingdom</i> Svetla MARINOVA, <i>Aalborg University, Denmark</i></p> </div> </div>	
<p>“Thank you for wonderful occasion to meet interesting and clever people.” Veronica VRAGALEVA, <i>University of the Academy of Science of Moldova, Chisinau, Moldova</i></p>	
<p>"Excellent" Abdul TAMBI, <i>Universiti Teknologi MARA, Perak Malaysia</i></p>	
<p>“Really an international conference, with a very good organization and opportunities to create relationships for future research activities.” Luisa BOSETTI, <i>University of Brescia, Italy</i></p>	

<p>“The whole conference has been extremely successful and contributed to my research experience. I therefore recommend all to participate in the future IMRA conferences. Andrews OWUSU, <i>Robert Gordon University, Aberdeen, United Kingdom</i></p>	
<p>“IMRA is not just an academy now ; it is a family of researchers. We must together research more! (Have) global meets regularly and be accountable for serious research like Harvard Business Review, Emerald Groups, AMA, etc. I am very sure, all the participants of the conference will take IMRA to greater heights.” Sandhya ANVEKAR, <i>M. S. Ramaiah Institute of Management, Bangalore, India</i></p>	
<p>“Wonderful opportunity for post-graduate students to present their research outcomes.” Patrick EBEWO, <i>Tshwane University of Technology, Pretoria, South Africa</i></p>	
<p>“A timely effort by IMRA to focus on research works intended for emerging markets which provides lots of technological innovation and business opportunities. I would expect to conduct this event in the coming years also.” Rifat SHARMELLY, <i>The Australian School of Business, University of New South Wales, Sydney, Australia</i></p>	
<p>“IMRA Conference was both educational and collegial.” Greg ASHLEY, <i>Bellevue University College of Business, Bellevue, United States of America</i></p>	
<p>“Very focussed event ; Good for Networking ; Well Organized ; Friendly! THANK YOU TOO!! it was a super conference. Really enjoyed it. Met some super people! Hope all well and keep in touch.” Stephanie JONES, <i>Maastricht School of Management, Netherlands</i></p>	
<p>“A multi-disciplinary platform for academics to exchange ideas and research experience on topical issues with practical relevance. I really liked the conference and hope to be able to take part in it again. When I came back I did inform my colleagues about the conference and sent them the links.” Messaoud MEHAFDI, <i>University of Huddersfield, Huddersfield, United Kingdom</i></p>	

<p>“A very well organized conference. It is beneficial (and) helpful for all group of people: Researchers, Businessmen, Students, Academics and practitioners. It is an appropriate way to flourish and enhance your network and awareness of different people all over the world. I thoroughly enjoyed all the conference, it was very well organised. Most of the presentations was so engaging and very beneficial. It was really a very good experience for me personally. The conference is over but still it will be remembered due to the way it is conducted. I do believe that everyone attended is satisfied with the outcome of the conference and this could only become possible because of the organisers who put their best to organise it in the best possible manner. I thank you once again for your effort exerted in the conference and making it one of the memorable events in research activities. Looking forward to actively participate in any events or activities that will come soon.”</p> <p>Marwa ANIS, <i>Loughborough University, Cairo, Egypt</i></p>	
<p>“Superb in all aspects.”</p> <p>Mohammad Shajib KHADEM, <i>Vodafone Hutchison Australia Project, Sydney, Australia</i></p>	
<p>“Very inspiring. Great examples of inter-disciplinary approach. Wide geography of participants is a big plus and advantage of the IMRA Conference.”</p> <p>Andris OZOLS, <i>Daugavpils University, Duagavpils, Latvia</i></p>	
<p>“I would like to thank you and all members of the organizing committee for one of the best organization I involved in. Everything was in perfect order and I enjoyed every session I attended. Hope to see you in future organization.”</p> <p>Halil YILDIRIM, <i>Bulent Ecevit University (formerly known as Zonguldak Karaelmas University), Zonguldak, Turkey</i></p>	
<p>“It is a great chance for meeting peers from all over the world and discuss issues from different angels and with different backgrounds.”</p> <p>Anonymous</p>	
<p>“I would like to congratulate you for the wonderful conference. I also would like to ask you to thank Jeanie (sp.) and Alexandra (sp.) for all the trouble they went through on my account.”</p> <p>Kaizo BELTRAO, <i>EBAPE/FGV, Rio de Janeiro, Brazil</i></p>	
<p>“Many thanks indeed for your excellent organization of that conference and for your kind message. Your conference was actually very excellent and helpful for everyone’s research. Needless to say, I will spread the word on the conference and IMRA to my friends with great pleasure. Look forward to participating and contributing in your future events.”</p> <p>Ken MORITA, <i>Hiroshima University, Japan</i></p>	

“I reached back at Johannesburg. Just thought to write to say that I enjoyed the conference and various sessions especially the discussions. I appreciate your drive for quality assurance in every aspect of conference especially in the reviewing process. Moreover, it was nice meeting you all..... some after long time and some for the first time. Once again thanks a lot for all hospitality, warmth and help to make our stay and conference experience enjoyable. I really appreciate it.”

Neha PURUSHOTTAM, *School of Business Leadership, UNISA, Midrand, South Africa*



“Many congratulations on successful organization of IMRA Conference on 17th & 18th May. It was a very interesting gathering of academicians from different parts of the world. For me it was a very enriching experience personally to meet and interact with scholars of international repute. I am sure that you will follow this conference with many more such events in future. Please let me know if I can be of any help to you in your endeavours.”

Rajiv ASERKAR, *S. P. Jain Center of Management, Dubai, United Arab Emirates*



“Thanks so much for your email. It was a pleasure for me to attend the IMRA Conference. The presentations were very interesting and the environment in and outside the sessions was very nice. I hope to be able to attend future events. Best wishes.”

Diego QUER, *University of Alicante, Spain*



Contact details

London, United Kingdom

International Management Research Academy
(IMRA)
Suite 18848, Lower Ground Floor,
145-157 St John Street,
Farringdon,
London EC1V 4PW.
United Kingdom

Zagreb, Croatia

Rochester Institute of Technology-
American College of Management and
Technology
Ilica 242,
Zagreb10000
Croatia

Websites:

- (1) Conference Webpage: <http://www.imraweb.org/2013zagreb/>
- (2) IMRA: <http://www.imraweb.org>
- (3) RIT-ACMT: <http://www.acmt.hr>
- (4) Conference Venue Westin Hotel: <http://www.hotelwestinzagreb.com>
- (5) Any Questions? Visit <http://www.imraweb.org/faqs>

Join the discussion with the IMRA members on

- Join IMRA Community on IMRA website: <http://www.imraweb.org/community>
- Join IMRA Group on LinkedIn
http://www.linkedin.com/groups/IMRA-International-Management-Research-Academy-4165118?trk=myg_ugrp_ovr
- "Like" IMRA on Facebook: <http://www.facebook.com/imraweb>
- Follow IMRA on Twitter: <http://www.twitter.com/imraweb>

Notes

Notes

Notes