
International Conference on the Restructuring of the Global Economy (ROGE) 23-24th June 2014, Cambridge-UK

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International Conference on the Restructuring of the Global Economy (ROGE)

23-24th June 2014, Cambridge-UK

Tracks and Session Chairs

Day-1: Monday 23rd June 2014

Session-1: The HRM, Marketing & Information Technology

Dr P R Datta, Academy of Business and Retail Management, London, UK

Session-2: The HRM, Marketing & Information Technology

Dr Michael Chattalas, Kean University, New Jersey, USA

Session-3 (The Finance, Accounting and Organisational Structure)

Dr Jatin S Pancholi, Middlesex University, London, UK

Session-4 (The HRM, Marketing & Information Technology)

Professor Len Tiu Wright, University of Huddersfield, UK

Session-5 (The Growth & Economic Development)

Professor Paurav Shukla, Glasgow Caledonian University, London, UK

Session-6 (The Growth & Economic Development)

Mark T Jones, Centre for Innovative Leadership Navigation, UK

Day-2: Tuesday 24th June 2014

Session-7 (The Finance, Accounting and Organisational Structure)

Dr Jatin S Pancholi, Middlesex University, London, UK

Session-8 (The Globalisation and International Trade)

Professor Alan Thompson, BPP University, London, UK

Session-9 (Special Session: Play titled "AK 47 Chronicles")

Professor Frank Vandall, Emory University School of Law, Atlanta, Georgia, USA

Session-10 (Education and Teaching for LLLS/Health and Social Care Management)

Mohammed Azam, St. Patricks International College, London, UK

Session-11 (The Growth & Economic Development)

Professor Marie Holm, Grenoble Ecole de Management, France

Research Fellows/Associates

Florence Dey-Project Manager & Research Fellow

Suchitra R Datta - Conference Operation Manager

Andrew Lumburs- Research Associate

Rabindra C Bhowal - Research Associate

Justine Smith- Research Associate

Dina Khalifa - Glasgow Caledonian University, London, UK

Media partner



THE INSIDE EDGE

Oxford Business Group (OBG) is a global publishing, research and consultancy firm, which publishes economic intelligence on the markets of Latin America, the Middle East, Asia, and Africa. OBG offers comprehensive analysis of macroeconomic and sectoral developments, including banking, capital markets, energy, infrastructure, industry and insurance. OBG's acclaimed economic and business reports are the leading source of local and regional intelligence, while OBG's online economic briefings provide up-to-date in-depth analysis. OBG's consultancy arm offers tailor-made market intelligence and advice to firms operating in these markets and those looking to enter them.

International Conference on the Restructuring of the Global Economy (ROGE) 23-24th June 2014

Dear Conference participant,

We welcome you to the 2014 IMRA-ABRM International Conference on 'Restructuring of the Global Economy' (ROGE) organized jointly by the Academy of Business & Retail Management (ABRM), London, UK and the International Management Research Academy (IMRA), London, UK.

It has been a journey of inspiration and perspiration during the past one year in conceptualizing, planning, designing, organizing and executing various activities associated with this conference. At this stage, we thank all our committee members, track chairs, reviewers and especially you in making this conference successful. We have received over 178 submissions including full text and abstracts, however, 112 papers were accepted after the completion of review process. However, finally 79 papers were registered for the oral presentations. The conference proceedings titled "The Business and Management Review" contain 76 contributions including abstracts conforming to the principal objective of the proceedings.

It is an honour for all of us at the IMRA & ABRM to have with us, David M J Graves (Founder and CEO of dg Anti-Fraud Consultants Ltd, UK) and Prof. Frank Vandall (Emory University School of Law, USA), as speakers for this conference. It is indeed a privilege to have other dignitaries as key note speakers and discussants. We firmly believe that this conference will help you significantly in your pursuit of research, scholarship and practise and aid in supporting your future career development. We have full confidence all delegates will have a very appreciable, successful and stimulating conference and productive time in which a lot will be learnt and a lot will be remembered

As the conference co-chairs, we sincerely express our gratitude to both ABRM and IMRA committee & board members, administrative staff and volunteers, for providing all the guidance, financial support and necessary infrastructure to make this conference both successful and memorable.

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

Conference co-chairs

Dr. P. R. Datta, Academy of Business and Retail Management, London, United Kingdom
Dr. Jatin Pancholi, Middlesex University, London, United Kingdom

International Conference on the Restructuring of the Global Economy (ROGE), 23-24th June 2014

Co-Sponsors



The Academy of Business and Retail Management (ABRM) seeks to contribute to progress and prosperity through research and managerial excellence. It publishes prominent academic journals *each year*, as well as organizing international academic conferences and delivering high impact training. ABRM is committed to advancing research, education, theory and practice in the field of management. Its various journals provide a respected vehicle for theoretical insights and developments in the field of business, management and economic development. Articles published in these journals empirically examine theory-based knowledge. Its conferences are truly international and aspire to nurture young aspiring academics and well as to ensure interaction with some of the finest minds from academia. ABRM is committed to working to uphold the highest standards of probity and academic rigor in all that its endeavours.



International Management Research Academy (IMRA), London, United Kingdom, is a global academy dedicated to the continuous and effective development of management theory and practice. IMRA is a collaborative catalyst between academics and practitioners in fostering relationships via creation, assistance and dissemination of cutting-edge management thinking. Currently, IMRA has more than 500 members spread across in more than 40 countries of the world.



The mission of this journal is to publish empirical research that tests, extends or builds business management theory and contributes to retail management practice. All empirical methods including qualitative, quantitative, field, laboratory and combination methods are welcome. In order to be published in JBRMR, a manuscript must make strong experiential and theoretical contributions and highlight the significance of those contributions to the management field. Thus, preference is given to submissions that test, extend or build strong theoretical frameworks while critically examining issues with high importance for business management theory and practice. The JBRMR is not tied to any particular discipline, level of analysis or national context.

International Conference on the Restructuring of the Global Economy (ROGE)
23-24th June 2014
 University of Cambridge
 Murray Edwards College, Huntingdon Road
 Cambridge, CB3 0DF

SCHEDULE FOR THE CONFERENCE 2014

Saturday 21st June - Sunday 22nd June, 2014

Arrival and Independent traveling days in Cambridge, UK

DAY 1

MONDAY, 23rd June, 2014

8.00 AM -9.00 AM Registration and Refreshments

Monday 23rd June 2014

9.00 am-9.10 am

OPENING ADDRESS & WELCOME

Mark T Jones, Centre for Innovative Leadership Navigation

SESSION 1 (PLENARY SESSION)

9.10am-11.00 am (Tea and Coffee Break/Networking: 11.00 am -11.15 am)

Track: The HRM, Marketing & Information Technology

Session Chair: Dr P.R.Datta, Academy of Business and Retail Management, UK

Location: Lecture theatre, Buckingham House

- I *Brand personality scales for media: a story in the making*
Abhishek Kumar, Bharathidasan Institute of Management, India; **R Venkatesh Kumar**,
 University of Pondicherry, India
- II *The perception of socially responsible banking: How the perception of CSR influences loyalty via value creation*
Ahmed Suhail Ajina, University of Hull, United Kingdom
- III *Does knowledge management play a critical role within open innovation?*
Rania Abd-Elmoniem Mahmoud Ahmed Shamah, School of Business Administration,
 Ahram Canadian University, Cairo, Egypt
- IV *The effectiveness of online advertising via the behavioural targeting mechanism*
Sangdow Alnahdi and **Maged Ali**, University of Brunel, London, United Kingdom;
Kholoud Alkayid, University of Wollongong, Sydney, Australia

- V *Homogeneity in luxury fashion consumption: an exploration of Arab women*
Ruth Marciniak, Glasgow School for Business and Society, Glasgow Caledonian University; **Marwa Gad Mohsen**, Worcester Business School, University of Worcester, UK
- VI *Comparative study of effect of culture on technology adoption in Pakistan and USA*
Hira Syed and **Akhtar Nawaz Malik**, National University of Sciences and Technology, Pakistan
- VII *Outsourcing relationships effect on small and medium enterprises success through the moderating effect of entrepreneurial competencies*
Noha. A. Bendary and **Aisha El Minyaw**, Ain Shams University, Egypt
- VIII *Conflicting responses in the face of self-concept threats*
Dina Khalifa and **Paurav Shukla**, Glasgow Caledonian University, London, UK

SESSION 2 (PLENARY SESSION)

11.15 am-13.00 pm

Track: The HRM, Marketing & Information Technology

Session Chair: Dr Michael Chattalas, Kean University, USA

Location: Lecture theatre, Buckingham House

11.15am -11.35am

KEY NOTE ADDRESS

Len Tiu Wright, Professor of Marketing - University of Huddersfield, UK

Len Tiu Wright has a strong interest in the global field from her doctoral days of researching how relationships between multinationals and their subsidiaries affect their marketing performances. Working in academia, industry and back to academia has led to her branching out to research a broader diversity of topics including global branding, use of qualitative market research theories and methodologies to online consumer behaviour and e-retailing, driven mostly out of curiosity at modern developments in these spheres. Len Tiu is currently Professor of Marketing and heads a research group for Marketing, Branding and Innovation (GAMBI: <http://www.hud.ac.uk/gambi>) at the University of Huddersfield, UK. She was formerly Professor of Marketing and Research Professor at De Montfort University, Leicester and Visiting Professor at the University of Keele. Her full-time appointments include those at the universities of Keele, Birmingham and Loughborough and guest lecturing for universities and professional bodies in the UK and overseas. Additionally, she has consultancy and industrial experience and has researched in the Far East, Europe and North America. Her writings have appeared in books, in American and European academic journals and at major conferences where some have gained best paper awards. She has organised workshops and conferences at universities and at IBM in Warwick, UK. She is on the editorial boards of a number of marketing journals, carried out reviews of papers for other journals and is Founding Editor of *Qualitative Market Research*, an Emerald journal. She finds it rewarding to be involved in the recruitment of postgraduate research students, supervision and as well as being an Internal Examiner for doctoral candidates and early career researchers. She has been an External Examiner for external theses e.g. DPhil (Oxford and Ulster) and PhD (e.g. Brunel, Cardiff, Cranfield and Leeds Met).

11.35 am-11.45 am**An introduction about ABRM and IMRA**

Dr P.R.Datta and Dr Jatin S Pancholi

PRESENTATIONS

- I *Demographic characteristics of consumer buying behavior effects of environmentally friendly products and an application in Gaziantep*
Mehmet Aytekin and **Gül Büyükhaz**, Faculty of Economic and Administrative Sciences, University of Gaziantep, Turkey
- II *Marketing strategies for Mexican tourism: Arab/Muslim market*
Lorena Villaseñor Monroy, Universidad Nacional Autónoma de México, Mexico
- III *Exploring the role of cultural values and expatriates' career outcomes in multinational companies in Ghana*
James Baba Abugre, University of Ghana Business School, Legon, Ghana; **Shagufta Sarwar**, School of Management, Swansea University, Wales, UK
- IV *Fast food advertising in social media. A case study on facebook in Egypt*
Hazem Rasheed Gaber, University of Huddersfield, United Kingdom and Arab Academy for Science and Technology and Maritime Transport, Egypt; **Len Tiu Wright**, University of Huddersfield, United Kingdom
- V *Social media marketing strategies: Mexican business application*
Stephanie Citlalli Figueroa Rojas, Universidad Nacional Autónoma de México
- VI *Cashless Policy, Users' Perception and Retail Marketing Performance*
Andy Fred Wali, **Len Tiu Wright** and **Paul Reynolds**, Business School, University of Huddersfield, England

SESSION 3 (PANEL SESSION)**11.45 am-13.00pm****Track:** The Finance, Accounting & organizational Structure**Session Chair:** Dr Jatin S Pancholi, Middlesex University, London, UK**Location:** Seminar room, Buckingham House

- I *Implied volatility based approach to asset pricing*
Robert G. Kuklik and **Vladislav Vacek**, Department of Banking and Insurance, University of Economics in Prague, Czech Republic
- II *Organizational form and economic efficiency: evidence from U.S. hospitals*
Kathryn Chang, Sonoma State University, U.S.A; **Gene H. Chang**, University of Toledo, U.S.A.
- III *Feasibility study of activity based on costing in production of CEMENT industry*
Ghasemali Sabouri, Shafagh University, Mazandaran State, Iran
- IV *Factors affecting pricing of risk for profitability in the non-life insurance market*
Festus M Epetimehin, Joseph Ayo Babalola University, Ikeji, Nigeria

- V *Clients'/ Auditors' attributes and external audit fees among listed non-financial companies in Nigeria*
Kenny Adedapo Soyemi, Department of Accounting, Banking & Finance, Olabisi Onabanjo University, Ago Iwoye, Nigeria
- VI Tax Optimization and MCDA: Risk and Return Case Study
Bouchratat Hicham, Hajbi Abdelali and Wahabi Rachid, Hassan 1st University – Settat, Morocco

13.00 - 14.00

BREAK FOR LUNCH

SESSION 4 (PLENARY SESSION)

14.00 pm - 16.00pm (Tea/ Coffee Break/Networking-16.00pm-16.15pm)

Track: The HRM, Marketing & Information Technology

Session Chair: Professor Len Tiu Wright, University of Huddersfield, UK

Room: Lecture theatre, Buckingham House

14.00-14.20: KEY NOTE ADDRESS

Dr Jatin S Pancholi

Dr. Jatin Sureshchandra Pancholi is a faculty member at the Middlesex University, London, UK .He is/was associated with the Standard & Poor's USA, AIMS International USA, Staffordshire University UK Middlesex University UK, Cheng Du University of Technology China, Indian Institute of Technology (IIT) India, Indian Institute of Management Ahmadabad (IIMA) India, Indian Institute of Management Bangalore (IIMB) India, Mudra Institute of Communications Ahmedabad (MICA) 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 countries. He undertakes management consulting and corporate training assignments in the area of cost management, measuring business performance, Balanced Scorecard, Activity Based Costing Management, Financial Management, Leadership and Strategic Management His professional services have benefited Microsoft, Google, British Telecom, Virgin Atlantic, Churchill Insurance, London Islington Council, Tata Consultancy Services, Jindal South West, ICICI Bank, Reliance Industries Limited, Pidilite, L & T, ONGC, Development Credit Bank, AFL, Bombay Stock Exchange (BSE), National Institute of Securities Market (Securities Exchange Board of India - SEBI), etc.

Dr. Pancholi has to his credit articles and research papers, published and presented at national and international conferences and seminars. He was invited as the Guest Editor of an internationally refereed journal published by Springer Publication, UK. He has provided his editorial and reviewer services to the international refereed journals including the Journal of Teaching in International Business, New York, USA; European Journal of Economics, Finance and Administrative Sciences, Vikalpa, the Journal for Decision Makers published by the Indian Institute of Management Ahmedabad (IIMA), India; Case Research Journal, North American Case Research Association, USA. He has been awarded 'Best Young Teacher Award' and Best Research Paper Award'.

PRESENTATIONS

- I *Factors Affecting the consumer preferences in buying technological products*
Seyda Akyol, Marmara University, Faculty of Communication, Istanbul, Turkey
- II *The synergy of SPIDER MAN for efficient performance*
Latha Krishnadas Mazumder, Al Khawarizmi International University College, Abu Dhabi, United Arab Emirates
- III *The Link between perceived relations with employer, conditions at workplace and employee behavioural outcomes: examining the mediating role of employee engagement*
James Baba Abugre, University of Ghana Business School, Legon, Ghana; **Shagufta Sarwar**, School of Management, Swansea University, Wales, UK
- IV *Sustainable consumption and emerging markets: challenges and pathways*
Neha Purushottam, Graduate School of Business Leadership, University of South Africa, South Africa
- V *Investigating the major marketing communication tools and their impact on building bank brand equity in the Egyptian context: A customer perspective*
Heba Hassan Sadek and **Passant Tantawi**, Arab Academy for Science, Technology and Maritime Transport, Egypt; **Peter Redding**, Marymount University, Arlington, VA, USA
- VI *Mobile marketing: a study of usage patterns and attitude amongst mobile phone users*
Hemant C Trivedi, School of Petroleum Management, Pandit Deendayal Petroleum University, Gandhinagar, India; **Rohit H Trivedi**, Mudra Institute of Communications Ahmedabad (MICA), Ahmedabad, India; **Hersh Puri**, Ahmedabad, India
- VII *Linear programming model of production process optimization: a case study*
Ing. Lenka Veselovska, Faculty of Economics, Matej Bel University, Slovak republic
- VIII *Retail stores of the UK and determinants of their customers' satisfaction*
Kinnari Pancholi, Middlesex University

SESSION 5 (PANEL SESSION)**14.30 pm – 16.00 pm** (Tea/Coffee Break/Networking: 16.00-16.15)**Track:** The Growth and Economic Development**Session Chair:** Professor Paurav Shukla**Location:** Seminar Room, Buckingham House

- I *Using linear programming model for production of eggs (designed for reflecting various feedstuff combination) in ERAQ-ERBIEL*
Souhaila Abdullah Saeed, AL-Zytoonah University, Amman, Jordan
- II *Growth and economic development in Nigeria: issues and challenges*
Usman Alhassan and **Zainab Inuwa Adamu**, Business Education Department, Jigawa State College of Education, Gumel, Nigeria.
- III *The impact of fluctuating oil prices on inflation in Algeria*

Rachid TOUMACHE, Khaled ROUASKI and Badreddine TALBI, ENSSEA, 11 Doudou Mokhtar Ben Aknoun, Algiers, Algeria

- IV *Interest rate policy and private domestic investment in Nigeria*
Akinmulegun Sunday Ojo, Department of Banking and Finance, Adekunle Ajasin University, Ondo State, Nigeria
- V *The impact of the information and communication technology (ICT) on economic growth: statistical econometric approach*
Rachid TOUMACHE, Khaled ROUASKI and Badreddine TALBI, ENSSEA, 11 Doudou Mokhtar Ben Aknoun, Algiers, Algeria, **Benanaya Djelloul**, University Khemis Miliana, Algeria
- VI *Nigeria's quest for economic development: effective leadership panacea*
Muyiwa, Samuel Adedayo, Department of General Studies, The Polytechnic Ibadan Oyo State, Nigeria
- VII *Economic geography of electricity consumption: do regional characteristics matter in Indonesia, 1993-2010?*
Timotius D. Harsono, National Resilience Institute, Indonesia; **Mudrajad Kuncoro**, Faculty of Economics & Business, Gadjah Mada University, Yogyakarta, Indonesia

SESSION 6 (PLENARY SESSION)

16.15 pm - 17.30 pm

Track: The Growth and Economic Development

Session Chair: Mark T Jones, Centre of Innovative Leadership Navigation, London, UK

Location: Lecture theatre, Buckingham House

16.15pm -16.35pm KEY NOTE ADDRESS

David M J Graves MA, CMgr FCMI, FInstLM, FABS, CFE

Following a long distinguished military career of 24 years, Dave embarked upon his Police Service where he specialized in Corruption, fraud and all fraud related offences. During his time within the Police service David was the Manager of one of only three UK National Police Fraud Management Course accredited by Teesside University Business School. Since Leaving the Police Service David has continued to teach law subjects throughout the business community.

David currently holds the position of Director and Principal of Bradford Metropolitan College where he also teaches Business subjects to Masters Level. Since setting up his own company 'dg Anti-Fraud Consultants Ltd' in 2006 he has been commissioned to assist the Polish, Turkish and Lithuania Governments' fight against organized crime. He has presented training and delivered papers on Money Laundering, Organized Crime Issues, Corruption, VAT Fraud and has run bespoke delegate inter-active workshops to the Polish Police, Customs Officers, Border Guards and Prosecution officials at different venues in Poland. This programme has gained European recognition and has been extended to cover Turkey and Lithuania. Missions of this nature in these developing countries continue to be in high demand by the sponsoring authority, The European Commission in Brussels.

David has developed and now is the programme leader of the United Kingdom's nationally recognized Post Graduate degree in Fraud Investigation and Management

Programme currently being run at the University of Wolverhampton. In recognition for the vast contribution in strategic direction and development within the African continent David was awarded an Honorary Doctorate in 2010 by Babcock University.

PRESENTATIONS

- I *Cultivating alternate mindsets to restructure the global economy by reducing stress and enhancing innovation*
Marie Holm, Chair Mindfulness, Workplace Wellness and Economic Peace, Grenoble Ecole de Management, France
- II *Cashless Policy and Economic Growth: Beyond Theories, Empiricism to Realism*
Obademi Olalekan Emmanuel, Department of Finance, University of Lagos Nigeria.
- III *Impact of political environment on business performance in Nigeria*
Cletus O. Akenbor and **Love O. Arugu**, Department of Political Science and Strategic Studies, Federal University Otuoke, Bayelsa State, Nigeria
- IV *Why state economic and social policies are utilitarian than deontological?*
Sarat Das, KiLax Ltd, London, UK

17.35pm

CLOSING SPEECH FOR THE 1st DAY CONFERENCE

DAY 2

TUESDAY, 24th JUNE 2014

9.00am-9.05am

OPENING ADDRESS FOR DAY 2

SESSION 7 (PLENARY SESSION)

9.10am -11.00am (Tea/Coffee Break/Networking: 11.00am-11.15am)

Track: The Finance, Accounting & Organisational Structure

Session Chair: Dr Jatin S Pancholi

Location: Lecture theatre, Buckingham House

- I *Corporate governance mechanisms and the cost of debt: evidence from Tunisian context*
Amira Nouira, Faculty of Economics Science and Management of Tunis, University of Tunis El Manar, Tunisia; **Sami Bacha**, Faculty of Economic Science and Management, University of Sousse, Tunisia
- II *Impact of microfinance on poverty alleviation: a case of north-western Nigeria*
Gambo Babandi Gumel, Department of Economics, Federal University, Dutse. Nigeria
- III *Innovation support and SMEs in China*
Xiaoyun Tang, Business School, East China University of Political Science and Law, China; **Huifen Cai** and **Len Tiu Wright** Business School, University of Huddersfield,

Queensgate, Huddersfield; **Kaouther Kooli**, Business School, Bournemouth University, Bournemouth, UK

- IV *Empirical assessment of personality predictors as a determinant of corporate performance: A Survey of Dangote Cement Plc plant, Benue State, Nigeria-West Africa*
Sev Joseph Teryima, Ahua Samuel Akor and **Wombo Dinnah Ngovenda**, Department of Business Management, Faculty of Management Sciences, Benue State University, Makurdi, Nigeria
- V *Standard costing and cost control in Nigerian oil and gas industry*
Cletus O. Akenbor, Department of Accounting and Finance, Federal University Otuoke Bayelsa State, Nigeria; **Oghoghomeh Tennyson**, Department of Accounting and Finance Delta State University, Asaba, Delta State Nigeria
- VI *SME financing and its impact on economic development*
Rana Saifullah, Lahore Leads University, Lahore, Pakistan; **Aneeb Nawaz Lashari**, Hailey College of Banking & Finance, University of Punjab Lahore, Pakistan; **Chandan Lal Rohra**, Department of Management Sciences, Shah Abdul Latif University, Sindh, Pakistan
- VII *The architectonic Governance relation in natural persons and artificial (organisational) quasi-persons: a basis for business ethics and an obstacle to eliminative materialistic reduction?*
David Ardagh, Charles Stuart University, New South Wales, Australia

SESSION 8 (PANEL SESSION)

9.10-11.00am (Tea/Coffee Break/Networking: 11.00am-11.15am)

Track: The Globalisation and International Trade

Session Chair: Professor Alan Thompson

Location: Seminar, Buckingham House

- I *International management: A conceptual framework for comparison of offshoring and outsourcing strategies by UK and German multinational corporations.*
Anthony Mitchell, University of Hertfordshire, Business School, Hatfield UK and Ashridge Business School, Berkhamsted, UK
- II *Modern warfare: the weaponization of traditional diplomacy*
Clifford Fisher and **Meredith Pohl**, Krannert School of Management, Purdue University, USA
- III *The impact of labor prices on the contagion effect of FTAs*
Zhou Hua, Xu Kai and **Gu Yingzhe**, School of Economics and Management, Tongji University, Shanghai, China
- IV *The new determinant creation theory: a way to attract new foreign direct investment flows*
Juan Carlos Botello Osorio and **Martin Davila Delgado**, Universidad Popular Autonoma del Estado de Puebla, A.C, Mexico
- V *The Australian and New Zealand response to aid and trade: regional impact results*

Rukmani Gounder, School of Economics and Finance, Massey University, Palmerston North, New Zealand

- VI *United Arab Emirates & Mexico: Do's and don'ts in negotiation strategies, "A Mexican perspective"*
Avilés Soriano Marisol, Universidad Nacional Autónoma de México, México city
- VII *Effect of institutional distance on financial performance of cross border joint ventures with Indian firms*
Issac K Varghese and **M Akbar**, Indian Institute of Management, Lucknow, India
- VIII *The United States of Africa and the restructuring of the global economy*
Alan James Thompson, Department of SOFELS BPP University College, UK
- IX *Global vs. local – the Hungarian retail wars*
Charles S. Mayer and **Reza M. Bakhshandeh**, Central European University, Business School, Budapest, Hungary
- X *Regional strategic planning: basic approaches and conditions of realization*
Khatira Huseynova, The Academy of Public Administration under the President of the Republic of Azerbaijan, Azerbaijan

11.15am -11.35am

KEY NOTE ADDRESS

Mark T Jones, Director – Centre for Innovative Leadership Navigation, London, UK

Mark is a fervent internationalist, who is widely travelled. In the year 2000 he initiated and oversaw a major humanitarian venture into war-torn Sierra Leone, and then spent two years in the Middle East where he worked in Jordan (2002 – 2004). An orator of distinction, he is the author of several books and numerous articles, and in 2009 produced a forward strategy for the sericulture sector in Bangladesh entitled: *Rajshahi – the Silk Sensation*. He is the co-author of *Developing the Ministerial Mindset – A Global View* (2013). Mark trains Executives and Legislative Leaders as well as being an advisor on trade and investment in frontier markets. Having formulated *Jones' Octagon of Success (JOOS)* he is in considerable demand internationally advising and training corporate and institutional executives. Mark believes that many of the current economic and geopolitical difficulties in the world are the result of a combination of a poverty of leadership, poor regional/market knowledge and a lack of strategic vision. He sits on the Board of the Kitenge Africa Foundation, a Ugandan charity that works assiduously to assist vulnerable children on the streets of Kampala, as well as being a trustee of Tear Drop Love, a UK based charity that supports the arts as a means of fostering communal harmony within post civil conflict Sri Lanka. Mark also serves as the Executive Director of the Horn of Africa Business Association (HABA).

As part of Mark's active commitment to scholarly endeavour he sits on the Advisory Board of the *Gumbad Business Review* (India) and the Advisory Committee of the *International Journal of Contemporary Research in Management & Social Sciences* (India), and also serves as Associate Editor of the *Journal of Business & Retail Management Research* (UK) and the *International Journal of Business & Economic Development* (UK). Mark is Vice-President of the Expertise Forum – A Think Tank society focusing on the Sustainable Development of South Asian countries. In 1994 Mark was elected a Freeman of the City of London.

SESSION 9 (Special Session: Play titled "AK 47 Chronicles")

11.45am -13.00pm

Location: Lecture theatre

Prof. Frank Vandal, Emroy University School of Law, Atlanta, Georgia, USA

SESSION 10 (PLENARY SESSION)Tuesday, 24th June 2014

14.00pm-16.15pm

Track: The Education and Teaching for LLLS/health and Social Care Management**Session Chair:** M. Azam, St. Patricks International College, London, UK**Room:** Lecture theatre, Buckingham House**14.00 pm-14.20pm****KEY NOTE ADDRESS**

Professor Paurav Shukla, Glasgow Caledonian University, UK

Paurav Shukla is a Professor of Luxury Brand Marketing at GCU. His research interests include cross-cultural consumer behaviour, luxury marketing and branding, and marketing in emerging markets. Paurav's career began in industry, and he continues to work hand in hand with industry as a researcher, practitioner and advisor. He has published many articles in top-tier academic journals, chapters to edited books, and popular accounts of his work have appeared in the Woman's Wear Daily, Luxury Society, Business Week, National Post of Canada and LiveMint Wall Street Journal, among others. He has also delivered corporate training, teaching and consulting assignments for organisations in Europe, Asia and North Africa, and has been actively involved in funded research projects.

Professor Shukla will present his latest work on 'Impression Management Motives to Conspicuous Consumption: Moving beyond Veblen in today's marketplace' wherein he will discuss a novel conceptualization to look at conspicuous consumption in today's society. In this presentation, he attempts to amalgamate two well-established theories namely, impression management from psychology domain and conspicuous consumption from economics domain to help managers create more value for their consumers through the brands they market. The presentation is part of a larger grant won by Professor Paurav Shukla with Professor Keyoor Purani - Indian Institute of Management Kozhikode, India under the title 'Beyond Bling: Comparing Conspicuous Consumption in Today's Society' from British Academy (Grant Number: PM130166-Shukla-12-195-2013Q3) for the International Partnership and Mobility Scheme.

PRESENTATIONS

- I *The effectiveness of selected government agencies on consumer protection in Nigeria*
Abasilim Angela Nneka, Wesley University of Science and Technology, Ondo, Nigeria

- II *The healthcare export and the potential of health tourism in Turkey*
Hasan Bulent Kantarci, Kocaeli University, Faculty of Economics and Administrative Sciences, Turkey; **Adil Kurban**, Head Doctor and Director of Kandira Hospital, Kocaeli-TURKEY
- IV *An investigation into "how mature students learn" and the ways to work effectively with adult learners (a business school perspective)*
M Azam, St. Patricks International College, London, UK
- V *The selection and training framework (stf) for managers in business innovation and transformation projects integrating the restructuring process of the global economy*
Antoine Trad, Webster University, Switzerland; **Damir Kalpić**, University of Zagreb Faculty of Electrical Engineering and Computing Zagreb, Croatia
- VI *Knowledge management in the assembly process of small hydro power plants*
Dagmar Cagaňová, **Ivan Szilva** and **Paul Woolliscroft**, Slovak University of Technology, Slovakia
- VII *Learning management from Aesop's fables and panchatantra or Jatak tales*
Sarat Das, KiLax Ltd, London, UK

SESSION 11 (PANEL SESSION)

14.25pm -16.15pm

Track: The Growth & Economic Development

Session Chair: Professor Marie Holm, Grenoble Ecole de Management, France

Location: Seminar Room, Buckingham House

- I *The squandering of human capital -an inquiry into the underachievement of India's human capital to bring its economic potential to fruition*
Kavin S. Kanagasabai, Regent's University, London, UK
- II *A multi-dimensional, big picture of CSR: the biggest 50 companies in Turkey*
Sarp BAGCAN, Gelisim University, Istanbul, Turkey
- III *Can binding rules be used to play democracy as a strategic game?*
Zdeněk Rosenberg, Masaryk University, Department of Economics, Czech Republic
- IV *Comparative advantages evolution and economic development: the case of China*
Chen Feixiang and **Xiang Xunyong**, Antai College of Economy and Management, Shanghai Jiao Tong University
- V *Teaming with intent: balancing heritage, innovation and multiple generations within the Māori entrepreneurial team*
Manuka Henare, **Billie Lythberg** and **Christine Woods**, University of Auckland Business School & Mira Szászy Research Centre for Māori and Pacific Economic Development, University of Auckland, New Zealand
- VI *Barriers to innovation in small and medium scale enterprises in south western part of Nigeria*
FALOYE Olaleye Dotun, Department of Business Administration, Adekunle Ajasin University, Akungba Akoko, Ondo State, Nigeria

16.15pm to 16.30pm CLOSING SPEECH & FAREWELL FOR THE CONFERENCE

16.30pm to 17.30pm NETWORKING & REFRESHMENTS

Conference closes

We wish you well for the remainder of your stay and for your homeward journey
