



www.imraweb.org



KEAN
UNIVERSITY

www.kean.edu

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

in collaboration with

**Kean University
New Jersey, United States of America**

presents

**2014 IMRA-Kean International Conference
29-31 May, 2014**



**"Globalization and the Convergence of
Creativity, Innovation and Entrepreneurship"**

Venue:

Sixth & Fourth Floors,
Green Lane Academic Building, Global Business School,
Kean University, 1000 Morris Avenue, Union,
New Jersey, United States of America

Conference Programme Brochure

Conference Programme Brochure

© 2014, 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.imraweb.org/disclaimer changing from time to time. The legal jurisdiction shall be London, United Kingdom.

Table of Contents

International Management Research Academy (IMRA).....	1
Kean University.....	2
About the College of Business and Public Management.....	2
About Global Business School, Kean University.....	3
About Wenzhou Kean University, China.....	3
2014 IMRA-Kean International: 29-31 May 2014, New Jersey, USA	4
Welcome from the conference co-chairs	5
Sponsors and Support.....	6
Country representation in 2014 IMRA-Kean International Conference	8
ISBN for Conference Proceedings	12
Conference Venue	13
Conference Schedule: DAY-1: Thursday 29 th May 2014: Pre-Conference Activities	13
Conference Schedule: DAY-2: Friday 30 th May 2014	14
Conference Schedule: DAY-3: Saturday 31 st May 2014.....	15
Conference Schedule: DAY-4: Sunday 1 st June 2014 - Optional New York City Sight-seeing Tour	16
Key People, Key Speakers, Panel Convenors & Discussants	17
Meet the Editors	23
Debate: Has Globalization gone too far or have we not even scratched the surface?	23
Practitioners' Perspectives Session: Convergence of Innovation & Entrepreneurship.....	24
Panel Discussion on Strategic Change in Global Convergence: Future Challenges	24
Competitive Papers.....	25
Technical Sessions Titles.....	25
Technical Session-1: Global Cultural Convergence	26
Technical Session-2: Societal Impact of Entrepreneurship	26
Technical Session-3: Investing & nurturing new technology firms.....	27
Technical Session-4: Governance & Performance Challenges in Globalized Economy.....	27
Technical Session-5: Individual Level Differences & Marketing Challenges.....	28
Technical Session-7: Institutional Environment & Internationalization.....	29
Technical Session-8: Digital snooping & Regulatory Challenges.....	30
Technical Session-9: Educational Innovations	31
Technical Session-10: Converging Attitudes.....	32
Technical Session-11: Business Networks in Globalized World.....	32
Technical Session-12: Valuations & Inter Relationships	33
Highlights of IMRA	46
Feedback by participants of IMRA International Conferences	51
IMRA in Media	54
Announcement: IMRA Seminars & Workshops in your City.....	55
Announcement: 2015 IMRA-IIMB International Conference, Bengaluru, India	56
Announcement: Future IMRA International Conferences	57
Contact details: 2014 IMRA-Kean International Conference	58
Join the discussion with the IMRA members on	59
Notes.....	59

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 600 members spread across in more than 50 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.

Advisory Council

- Rajeev BATRA, University of Michigan, United States of America
- Ricardo GOTTSCHALK, United Nations, Switzerland
- Hongjoo HAHM, World Bank, United States of America
- D. Scott LEE, University of Nevada Las Vegas, United States of America
- Jatin PANCHOLI, Middlesex University, United Kingdom
- Paurav SHUKLA, Glasgow Caledonian University, United Kingdom
- Louise TURNER, Asia-Pacific Technology Network, United Kingdom

Executive Committee

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

Kean University



KEAN
UNIVERSITY

With a rich history in higher education that spans more than 150 years, Kean University is a world-class, vibrant and diverse university offering more than 48 undergraduate and 35 graduate programs, with over 85 options for graduate study including doctoral programs in psychology and education leadership. Kean distinguishes itself through excellence in academics, strategic investments in both research and cultural facilities and initiatives, and a commitment to the success of every student. Dedicated to preparing students for rewarding careers, lifelong learning, and fulfilling lives, Kean offers a broad range of disciplines, the expertise of a diverse and world-savvy faculty, and a student-centered learning environment and campus community.

Kean is the third largest public university in New Jersey, and the largest producer of teachers in the state. Today, the University boasts New Jersey's first comprehensive program dedicated to the development of a new generation of mathematics, science and technology teachers and researchers—the New Jersey Centre for Science Technology and Mathematics (NJCSTEM).



Exemplary of its commitment to global education, in academic year 2013-14 Kean University commenced the offering of its full-time programs, including Business, at a newly-built campus in Wenzhou, China. Kean University is one of only a few American universities approved by the Chinese government to build a full-scale American campus in their country. Building a campus in Wenzhou, a city in the prosperous and growing Zhejiang Province, will give Kean a powerful presence in the world's second largest economy and help transform the next generation of relations between New Jersey and China, and perhaps the U.S. and China.

In Kean University President Farahi's words at the Wenzhou campus ground-breaking ceremony: "This is an historic moment. Our students now have the benefit of studying abroad, in the midst of the world's fastest-growing economy. Our rigorous curriculum in China, conducted in English, is designed to prepare students for the globalized economy and culture of the 21st Century."



About the College of Business and Public Management

The College of Business and Public Management at Kean University is a dynamic learning environment dedicated to providing unique opportunities for the citizens of New Jersey. Globalization and the rapid diffusion of technological innovation present both opportunities and challenges to society. The College of Business and Public Management seeks to provide an atmosphere which values high-quality faculty/student interaction and the production of intellectual contributions.



Students can pursue careers in the public, private and not-for-profit sectors. Students also have the opportunity to take part in a vigorous internship and cooperative education program with regional as well as global businesses. The College is organized in three schools: the School of Accounting and Finance, the School of Criminal Justice and Public Administration, and the School of Management, Marketing and International Business.

Under the visionary leadership of Dean Michael Cooper, the College recently embarked on a transformational path that establishes the new 'Global Business School,' as a pioneer in global business education emphasizing a unique combination of academic insight, leadership development and practical preparation on a worldwide scale.

About Global Business School, Kean University

The Global Business School provides students with a uniquely global, comprehensive, and personalized learning experience which prepares them to contribute and prosper in a diverse and dynamic world. Located in a new, state-of-the-art facility, this program will prepare students for careers in the new global economy by offering them the opportunity to engage in a digitally-infused global business practicum, leadership activities, networking, internships, plus interact with world-class faculty and global practice.

Here is what sets the Global Business School apart:

- **Diversity:** The work force of the 21st Century is diverse and multicultural. So is our program.
- **Affordability:** Kean University prides itself on making world-class education affordable and accessible.
- **Scholarships:** There are substantial scholarships for qualified students.
- **Location:** You can be in New York City, capital of the global marketplace, in 30 minutes by train.
- **Global Internships:** The members of our Board of Advisors live and work around the globe. Their networks will ensure that our students are placed in exciting internships with leading companies.
- **Global Faculty:** Small classes are taught by our committed and experienced faculty, giving students personalized access to their international expertise and business knowledge.
- **Wenzhou-Kean:** This extension of the Kean University campus, located in Wenzhou, China, is designed to prepare students for the globalized economy and culture of the 21st Century.
- **Cutting-Edge Curriculum:** Classroom instruction will provide real-world, high-impact, education that gives students the tools they will need in the workforce of today...and tomorrow.



About Wenzhou Kean University, China



Kean University is now operating a full-scale accredited campus in Wenzhou China. Students in the Global Business School have the opportunity to study abroad at Wenzhou Kean for the same price they would at Kean USA.

All classes will be taught in English by American professors, and students will earn degrees issued by Kean University.

Allowing our students to study in the world's fastest growing economy is one more thing that sets the Global Business School apart from any other program in the nation.

2014 IMRA-Kean International: 29-31 May 2014, New Jersey, USA

Conference Theme: Globalization and the Convergence of Creativity, Innovation and Entrepreneurship

The theme of the conference is, ‘Globalization and the Convergence of Creativity, Innovation and Entrepreneurship.’ As globalization rapidly evolves to the next phase of a multi-directional but converging flow of creativity, innovation and entrepreneurship, the 2014 IMRA-Kean International Conference offers a cross-disciplinary forum on how to best integrate management theory and practice across the emerged, emerging and frontier markets.

Managing for globalization increasingly involves planning for sustainable growth and market development through social entrepreneurship and innovation. It aims to achieve tangible returns on universal education, quality of life, and happiness in addition to traditional financial objectives. Management theory and practice have witnessed various cross-fertilized strands while contributing to this goal. This conference is a platform to inform, debate and discuss some of these synergistic paths.

Research contributions included in this conference represent the following areas:

- Strategic management
- Finance and accounting
- Economics
- Marketing and consumer behavior
- Human resource management
- Entrepreneurship, Social Entrepreneurship
- Organization behavior
- International management
- Management in Emerging & Frontier Markets
- Operations management
- Technology and Innovations management
- Knowledge Management
- Public and not-for-profit management
- General 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.

Welcome from the conference co-chairs

On behalf of International Management Research Academy (IMRA), London, United Kingdom and Kean University's College of Business and Public Management, we cordially invite you to the 2014 IMRA-Kean International Conference on "Globalization and the Convergence of Creativity, Innovation and Entrepreneurship". Over the past year, the advisory council at IMRA, the academic and administrative staff members at the Kean University, the organizing committee members, the track directors, reviewers, volunteers and especially you have helped us build this conference. Everyone has worked relentlessly in organizing the conference academic and social programme which we hope you will find both stimulating and interesting.

We are proud to be the co-chairs for the 2014 IMRA-Kean International Conference. For this conference, the planning started in June 2013 and the announcement was made in August 2013. We received more than 100 extended abstracts in the categories of competitive papers, posters and book presentations. The submissions involved authors from more than 30 countries in the first round of extended abstracts. Almost 15% of the extended abstracts were desk rejected for poor quality and misfit with the conference's theme. The remaining 85% were put through a double-blind review process involving reviewers from all around the world. Most reviewers were chosen with a criterion of independence from submission process (i.e. they were not involved in the submission process as authors). The double-blind review led to rejection of nearly half the submissions (this is not unheard of at IMRA where we generally have a rejection rate of 50%). In total, 52 submissions were accepted after the double blind review of which 18 were asked to revise and re-submit.

The conference participants represent some of the most developed nations in the world such as Australia, the USA, the UK, Italy and the emerging economic powerhouses like Russia, India, Indonesia and Poland as well as smaller but significant emerging markets like the Philippines and Georgia and countries who are fighting the battle at the bottom of the pyramid such as Ethiopia making this a truly unique global conference.

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 2014 IMRA-Kean International Conference to have Mr. Joseph Sheridan, President & Chief Operating Officer of Wakefern Food Corporation, agree to be a Key Note Speaker at the conference. It is indeed a privilege to have other key speakers such as Professor Noel Capon, an authority in the area of international management at Columbia Business School; Dr. Raj Shah, Founder and President at Telemed Ventures; Mr. Dhires Jethwa, Chief Information Officer at Gerber Technology; Mr. Mark Cheng, an independent consultant to many Fortune 500 firms among many others. Such dignitaries help us achieve the mission of IMRA as being the *collaborative catalyst*.

We are also proud to be associated with the journal Management Research Review (an Emerald Publication) for the special issue association. Moreover, we would specially like to thank Professor Joseph Sarkis for his continuous support in the development of the special issue. All the papers accepted for presentation at the conference will be considered for the special issue and will go through the double-blind review process.

The organization of the conference would not have seen light of the day without the effort of many people who have worked tirelessly in the background. We would like to thank Dr. Dawood Farahi, President Kean University; Dr. Jeffrey Toney, Vice President for Academic Affairs and Dr. Susan Gannon; IMRA Advisory Council and IMRA Conference Committee members. Our sincere gratitude to Erick Solis, Maria Alonso, Mayelin Rios, Mary Wuethrich, Paul DiNero, Danielle Ford, Ricardo Fonseca, Dave Farrokh, Joanne Beiter and IMRA administrative team for their help in planning and execution of the conference.

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

Conference co-chairs

- Michael CHATTALAS, Kean University, New Jersey, United States of America
- Michael COOPER, Kean University, New Jersey, United States of America
- Jatin PANCHOLI, Middlesex University, London, United Kingdom
- Paurav SHUKLA, Glasgow Caledonian University, London, United Kingdom

Sponsors and Support



Kean University, New Jersey, United States of America



Emerald publications, United Kingdom

Country representation in 2014 IMRA-Kean International Conference

The following countries are represented in this conference:



Australia



Ethiopia



Georgia



Hungary



India



Indonesia



Italy



Philippines



Poland



Russia



United Kingdom



United States of America



Note: The red colour shaded countries in the above World map are representing in this conference.

Conference Committee Members & Track Chairs

- Thomas ABRAHAM, Kean University, United States of America
- Phani Tej ADIDAM, University of Nebraska at Omaha, United States of America
- Sucheta AHLAWAT, Kean University, United States of America
- Greg ASHLEY, Bellevue University, United States of America
- Janine BLACK, Kean University, United States of America
- Lindsey CAREY, Glasgow Caledonian University, United Kingdom
- James DRYLIE, Kean University, United States of America
- Leslie HIRAOKA, Kean University, United States of America
- Yulia ILINA, St. Petersburg University, Russia
- Bernadett KOLES, Central European University, Hungary
- Jayadev M., Indian Institute Management Bangalore, India
- Shanggeun RHEE, Kean University, United States of America
- Sheela PANDEY, Kean University, United States of America
- Justin PAUL, University of Puerto Rico, United States of America
- Keith PERKS, University of Brighton, United Kingdom
- Paul POPPLER, Bellevue University, United States of America
- Amit SHAH, Frostburg State University, Frostburg, United States of America
- Ernie STARK, Logikos and Experientia, United States of America
- Jurica SUSNJARA, Kean University, United States of America
- Valerie VACCARO, Kean University, United States of America
- Joyce WENG, Kean University, United States of America

Reviewers

- Mostafa ABOELSOU, Suez Canal University, Egypt
- Thomas ABRAHAM, Kean University, United States of America
- Phani TEJ ADIDAM, University of Nebraska at Omaha, United States of America
- Don Ah PAK, Xi'an Jiaotong-Liverpool University, China
- Sucheta AHLAWAT, Kean University, United States of America
- Alphonse AKLAMMANU, Finland
- Sam AL-KWIFI, Prince Mohammad Bin Fahd University, Saudi Arabia
- Kanwal ANIL, Lal Bahadur Shastri Institute of Management, India
- Sandhya ANVEKAR, Visvesvaraya Technological University, India
- Greg ASHLEY, Bellevue University, United States of America
- K BALAKRISHNAN, IBS Business School, India
- Rumki BANDYOPADHYAY, Oxford Brookes University, India
- Neeta BAPORIKAR, University of Pune, India
- Angathevar BASKARAN, Middlesex University, United Kingdom
- Noha BENDARY, Misr International University, Egypt
- Abhigyan BHATTACHARJEE, Assam University, India

- Janine BLACK, Kean University, United States of America
- Marc BLUNDEN, University of Brighton, United Kingdom
- Xuanwei CAO, Xi'an Jiaotong-Liverpool University, China
- Lindsey CAREY, Glasgow Caledonian University, United Kingdom
- Steven CATES, Kaplan University, United States of America
- Krishna CHITTEDI, Institute of Management Technology Hyderabad, India
- Gyunghyun CHOI, Graduate School of Technology and Innovation Management, South Korea
- Mei-Tai CHU, La Trobe University, Australia
- John DAKIN, University of Derby, United Kingdom
- Ernest de RUN, Universiti Malaysia Sarawak, Malaysia
- Pradip DESAI, Dalia Institute of Management, India
- Satinder DHIMAN, Woodbury University, United States of America
- Ashraf ELMAYAR, Northumbria University, United Kingdom
- Hadia FAKHRELDIN, The British University in Egypt, Egypt
- Steve FARNER, Bellevue University, United States of America
- Robert FOLEY, Rochester Institute of Technology, Croatia
- Renuka GARG, Veer Narmad South Gujarat University, India
- Iqbal HAWALDAR, The Kingdom University, Bahrain
- Leslie HIRAOKA, Kean University, United States of America
- Luisa Huaccho HUATUCO, University of Leeds, United Kingdom
- Sean JASSO, Pepperdine University, United States of America
- Bernadett KOLES, Central European University, Hungary
- John LIPINSKI, Middle Tennessee State University, United States of America
- Peter LOHREY, Kean University, United States of America
- Anupam MEHTA, Institute of Management Technology, United Arab Emirates
- Marcel MINUTOLO, Robert Morris University, United States of America
- Pratik MODI, Portsmouth University, United Kingdom
- Abhilash NAIR, Indian Institute of Management Kozhikode, India
- Saima NAWAZ, COMSATS Institute of Information Technology Islamabad, Pakistan
- Ganesan PALANISAMY, VIT Business School, India
- Jatin PANCHOLI, Middlesex University, United Kingdom
- Kinnari PANCHOLI, Middlesex University, United Kingdom
- Sheela PANDEY, Kean University, United States of America
- Justin PAUL, University of Puerto Rico, United States of America
- Keith PERKS, University of Brighton, United Kingdom
- Thomas PESCHKEN, Glasgow Caledonian University, United Kingdom
- Paul POPPLER, Bellevue University, United States of America
- Neha PURUSHOTTAM, School of Business Leadership UNISA, South Africa
- Taraka RAO, Permanent Affiliate of ACCA. Oman
- Shanggeun RHEE, Kean University, United States of America

- Margarita RYAZANTSEVA, Moscow State University, Russia
- Amit SEN, Indian Institute of Management Calcutta, India
- Herbert SHERMAN, Long Island University, United States of America
- Paurav SHUKLA, Glasgow Caledonian University, United Kingdom
- Ernie STARK, Rochester Institute of Technology, United States of America
- Kuntluru SUDARSHAN, Indian Institute of Management Kozhikode, India
- Jurica SUSNJARA, Kean University, United States of America
- Anjan SWAIN, Indian Institute of Management Kozhikode, India
- Subhash TAKLE, Shri Sant Savta Mali Gramin Mahavidyalya, India
- Valerie VACCARO, Kean University, United States of America
- Joyce WENG, Kean University, United States of America
- Claudio ZANCAN, Universidade Federal de Alagoas, Brazil
- Rodrigo ZEIDAN, Fundação Dom Cabral and Nottingham University Business School China, Brazil
- Dominika ZENKA-PODLASZEWSKA, Poznan University of Economics, Poland

ISBN for Conference Proceedings

The Conference Proceedings for this conference is in USB Flash Drive format and has an International Standard Book Number (ISBN) **978-0-9573841-1-5**. This is included in your Conference Kit. The Conference Proceedings include research contributions that are were submitted by the deadline. They are double-blind reviewed and accepted after the editorial and review process. Unfortunately, we are unable to include any late submissions in the Conference Proceedings, even if they are accepted for the conference.



Conference Venue

IMRA-Kean International Conference
Fourth & Sixth Floors,
Green Lane Academic Building (GLAB),
Global Business School,
Kean University
1000 Morris Avenue,
Union
New Jersey: 07083
United States of America

Nearby Train Station: The Union Train Station on New Jersey Transit's Raritan Valley line is across the street from the campus.

Campus parking: Ample parking available at the campus.

Conference Schedule: DAY-1: Thursday 29th May 2014: Pre-Conference Activities

Time	Agenda	Chairs & Speaker(s)	Room, Floor, Building Name
12:45 pm	Kean University Campus Tour by bus All the participants are requested to assemble at the ground floor of the Green Lane Academic Building (GLAB) and the Campus Bus Tour will start from here. It will be a nice picturesque bus ride with all the participants. The Bus will start sharp at 1 pm and will bring all the participants back to the same place by 1:55 pm or 2 pm.		Ground Floor, Green Lane Academic Building (GLAB)
2:00 pm to 3:00 pm	Registration, Refreshments & Networking		Sixth Floor, Green Lane Academic Building (GLAB)
3:00 pm to 4:00 pm	Meet the Editors: Guest Editors for the Special Issue of 'Management Research Review', Emerald Publication	Michael CHATTALAS, Bernadett KOLES	Room No.: 406 (The Court Room) Fourth Floor, Green Lane Academic Building (GLAB)
4:00 pm to 5:00 pm	Debate: Has Globalization gone too far or have we not even scratched the surface?	Shanggeun RHEE	Room No.: 406 (The Court Room) Fourth Floor, Green Lane Academic Building (GLAB)

Conference Schedule: DAY-2: Friday 30th May 2014

Time	Agenda	Chairs & Speaker(s) / Submission ID no.	Room, Floor, Building Name
8:00 am to 9:30 am	Continental Breakfast & Networking		Sixth Floor, Green Lane Academic Building (GLAB)
9:30 am to 11:00 am	Inauguration and Key Note Address	Welcome: Michael CHATTALAS, Michael COOPER, Dawood FARAH Key Note: Joseph SHERIDAN Vote of Thanks: Jeffrey TONEY	Room No.: 406 (The Court Room) Fourth Floor, Green Lane Academic Building (GLAB)
11:00 am to 11:15 am	Short Break		
11:15 am to 12:45 pm	Technical Session-1: Global Cultural Convergence	Presentations: 353, 362, 349 Session Chair: John PALINA	Room No.: 404, Fourth Floor, Green Lane Academic Building (GLAB)
	Technical Session-2: Societal Impact of Entrepreneurship	Presentations: 313, 347, 352 Session Chair: Aneta PTAK-CHMIELEWSKA	Room No.: 405, Fourth Floor, Green Lane Academic Building (GLAB)
	Technical Session-3: Investing & nurturing new technology firms	Presentations: 377, 344, 351 Session Chair: Thomas ABRAHAM	Room No.: 407 Fourth Floor, Green Lane Academic Building (GLAB)
12:45 pm to 1:45 pm	Buffet Luncheon		Room No.: 617 (Auditorium) Sixth Floor, Green Lane Academic Building (GLAB)
1:45 pm to 2:30 pm	Academic Key Note Address: Managing Global Accounts (Customers)	Prof. Noel CAPON, Columbia Business School, Columbia University, USA Session Chair: Sucheta AHLAWAT	Room No.: 406 (The Court Room) Fourth Floor, Green Lane Academic Building (GLAB)
2:30 pm to 2:45 pm	Short Break		
2:45 pm to 4:15 pm	Technical Session-4: Governance & Performance Challenges in Globalized Economy	Presentations: 343, 307, 299 Session Chair: Ajit SINGH	Room No.: 405, Fourth Floor, Green Lane Academic Building (GLAB)
	Technical Session-5: Individual Level Differences & Marketing Challenges	Presentations: 341, 357, 369 Session Chair: Valerie VACCARO	Room No.: 407, Fourth Floor, Green Lane Academic Building (GLAB)
	Technical Session-6: Cross-domain collaborations	Presentations: 376, 360, 389 Session Chair: Leslie HIRAOKA	Room No.: 404, Fourth Floor, Green Lane Academic Building (GLAB)
4:15 pm to 5:00 pm	Refreshments & Networking		Sixth Floor, Green Lane Academic Building (GLAB)
5:00 pm to 5:30 pm	Group Photography & Video Interviews		As directed by the photographer
5:30 pm to 5:50	Networking & walking to the Union Kean Railway Station Train departs at 5:56 pm. Get down at the next stop: Newark Railway Station	Kindly join the group for a short walk (5-10 minutes) and then a short train journey (10 minutes). Note: Train tickets will be provided to you at no extra cost. Please reach the railway station on time and be with other participants as a group. In case you miss the train, you can take the next train from the same place at 6:20 pm.	
6:15 pm onwards	Arrival at Iberia Restaurant for Conference Gala Dinner	Iberia Peninsula Restaurant, 63-69 Ferry Street, Newark, New Jersey 07105. Phone: (973) 344-5611, (973) 344-165	

Conference Schedule: DAY-3: Saturday 31st May 2014

Time	Agenda	Chairs & Speaker(s) / Submission ID no.	Room, Floor, Building Name
8:30 am to 9:30 am	Continental Breakfast & Networking		Sixth Floor, Green Lane Academic Building (GLAB)
9:30 am to 11:00 am	Practitioners' Perspectives Session: Convergence of Innovation & Entrepreneurship	Dr. Raj SHAH, Dhires JETHWA Session Chair: Michael COOPER	Room No.: 406 (The Court Room) Fourth Floor, Green Lane Academic Building (GLAB)
11:00 am to 11:15 am	Short Break		
11:15 am to 12:45 pm	Technical Session-7: Institutional Environment & Internationalization	Presentations: 336, 359, 311 Session Chair: Peter LOHREY	Room No.: 404, Fourth Floor, Green Lane Academic Building (GLAB)
	Technical Session-8: Digital snooping & Regulatory Challenges	Presentations: 303, 334, 368 Session Chair: Sergey YABLONSKY	Room No.: 405, Fourth Floor, Green Lane Academic Building (GLAB)
	Technical Session-9: Educational Innovations	Presentations: 298, 361, 367 Session Chair: Attila SIK	Room No.: 407, Fourth Floor, Green Lane Academic Building (GLAB)
12:45 pm to 2:00 pm	Buffet Luncheon		Room No.: 617 (Auditorium) Sixth Floor, Green Lane Academic Building (GLAB)
2:00 pm to 3:30 pm	Technical Session-10: Converging Attitudes	Presentations: 374, 372, 350 Session Chair: Ellen THOMAS	Room No.: 404, Fourth Floor, Green Lane Academic Building (GLAB)
	Technical Session-11: Business Networks in Globalized World	Presentations: 312, 321, 332 Session Chair: Jurica SUSNJARA	Room No.: 405, Fourth Floor, Green Lane Academic Building (GLAB)
	Technical Session-12: Valuations & Inter Relationships	Presentations: 375, 340, 308 Session Chair: Andrews OWUSU	Room No.: 407, Fourth Floor, Green Lane Academic Building (GLAB)
3:30 pm to 4:00 pm	Refreshments & Networking		Sixth Floor, Green Lane Academic Building (GLAB)
4:00 pm to 6:00 pm	Panel Discussion on Strategic Change in Global Convergence: Future Challenges Award Ceremony & Valedictory Session	Tej ADIDAM, Mark CHENG, Balakrishnan KONDATH Session Chair: Greg ASHLEY	Room No.: 406 (The Court Room) Fourth Floor, Green Lane Academic Building (GLAB)
6:00 pm to 6:30 pm	Group Photography & Video Interviews		<i>As directed by the photographer</i>

Conference Schedule: DAY-4: Sunday 1st June 2014 - Optional New York City Sight-seeing Tour

About: Hop on / hop off bus excursions aboard a double-decker bus. You can ride around the city and see the sights explained in a host of languages: English, French, German, Spanish, Italian, Portuguese, Japanese, Korean, Mandarin, Russian or Hebrew. And of course, there's a licensed guide on board who'll give you the whole story live. Best of all, you can get off whenever you like to dine, shop or explore, then hop back on to keep going. Enjoy our Downtown Loop Tour, where you'll experience Greenwich Village, Chinatown and beyond.

Sight Seeing Tour Map: http://www.newyorkstseeing.com/GLNY_Map_Fall13.pdf

Meeting point and time: The participants who have registered for this New York City Sight Seeing Tour will assemble on **Sunday 1st June at 10 AM** at Gray Line Tours, 777, 8th Avenue (between 47th & 48th Street), New York, NY 10036. In case you are not able to reach on time, your tickets will still be valid and you can join another bus as there are frequent of them.



Option-1

Ticket price for Downtown Loop Plus (valid for 24 hours): \$44

The details of this tour is on <http://www.newyorkstseeing.com/tourpage.php?item=DLPLUS>

Option-2

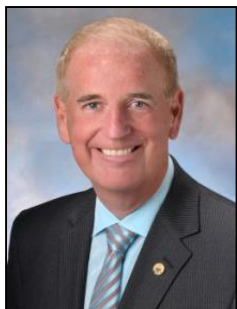
Ticket price for All Loops Tour Plus (valid for 48 hours): \$54

The details of this tour is on <http://www.newyorkstseeing.com/tourpage.php?item=ALPLUS>

Note: The participants who are interested join are requested to please pay cash to the Conference Registration Desk latest by **31st May, 4 pm**, so that online booking can be made during the evening and the ticket can be provided to them immediately. This sightseeing tour will happen on Sunday 1st June.

Key People, Key Speakers, Panel Convenors & Discussants

Joseph SHERIDAN



Joseph (Joe) Sheridan serves as the President and Chief Operating Officer (COO) of Wakefern Food Corporation (US\$ 14.1 billion Revenues in 2013), the largest retailer-owned cooperative in the United States which he joined in 1976 as a Warehouse Selector.

Joe is the outgoing board chairman for the National Grocers Association (NGA) serves on the Board of Directors and Executive committees of the Food Marketing Institute (FMI) and GS1, a non-profit organization that designs and manages a global system of supply chain standards.

Joe has also received the President's Award from the Hillsborough Educational Foundation and the Breath of Life Award from the Cystic Fibrosis Foundation. Joe was also acknowledged at the 2014 New Jersey Food Council Night of Distinction, an event where industry professionals who have made a meaningful contribution to further the success of the food industry are recognized.

Dawood FARAH

Dr. Dawood Farahi, President of Kean University, has implemented some of the most significant improvements in Kean University's history, all to strengthen its mission of providing students with access to a world-class education. Under the leadership of Farahi, Kean University completed a \$30 million capital campaign, Transforming Lives: The Campaign for Kean University. The campaign helped fund the next generation of educational programs, scholarship and fellowship initiatives, endowment components and other capital endeavours.



Under Farahi's guidance, Kean now plans to construct the John Kean Museum of American History to exhibit Liberty Hall documents and artifacts to the public and make them available for scholarly study. It will also digitize the collection so that schools across the nation may have access.

A naturalized citizen who immigrated to the United States as a college student, Farahi often shares with Kean students that he is a living example of how education can help people realize the American dream. He earned a Ph.D. from the University of Kansas, where he was a Fulbright scholar.

Noel CAPON



Professor Noel CAPON is the R. C. Kopf Professor of International Marketing at Columbia Business School, USA. Professor Capon had previously held faculty positions at UCLA Anderson School of Management and Harvard Business School before joining Columbia in 1979.

He served as Chair of Marketing at both UCLA and Columbia. He has been visiting professor at INSEAD (France), Hong Kong University of Science and Technology (HKUST), and the China Europe International Business School (CEIBS), Shanghai, PRC.

Professor Capon co-founded The Chief Sales Executive Forum, now in its 10th year. Professor Capon has published over 60 refereed articles and book chapters. He is also an author of more than 20 books on strategy and strategic planning.

Michael COOPER



Dr. Michael Cooper, presently the dean of the College of Business and Public Management at Kean University has 25 years of leadership experience in senior executive positions in international market research, marketing services, management consulting and technology companies.

Dr. Cooper served as CEO of Opinion Research Corporation (ORC), which he took public on the NASDAQ. Previously, Dr. Cooper served as dean at Bryant University and at Rutgers Business School.

Jeffrey TONEY

Dr. Jeffrey H. Toney is an educator and a scientist whose career has spanned academia and the pharmaceutical industry. He serves as Provost and Vice President of Academic Affairs at Kean University in Union, New Jersey. His news media publications include The Star Ledger, The New York Times as well as regular blogs at NJ Voices and OpEdNews. He has published more than 60 peer-reviewed scientific publications and holds six US patents. His current research is focused on drug discovery and bridging science and human rights. He serves on the Steering Committee of the AAAS Science and Human Rights Coalition.



Raj SHAH



Dr. Raj SHAH, possesses a unique education combination. He is a cardiologist with an MBA. Dr. Shah is the founder of Telemed Ventures and CEO of Smart Care Doc which is a telemedicine business venture with its outlet within the world's largest retailer Walmart.

The company aims to provide affordable healthcare in areas underserved by providers across USA. Dr. Shah has appeared on CNN and CNBC with regards to his innovative business model.

Dhires JETHWA

Dhires JETHWA, who is Vice President and Chief Information Officer at Gerber Technology, USA. Gerber Technology has been a world leader in providing sophisticated automated manufacturing systems for 4 decades and Mr. Jethwa leads the company's global Information Technology organization.

Prior to joining Gerber, Jethwa was employed by Christie's as Executive Director of Global Business Solutions, by SIRVA as Chief Information Officer for Europe, and by E&J Gallo as Executive Director, IT.



Mark CHENG



Mark CHENG leads large-scale projects in front-to-back finance transformation, target operating model, and “post-crisis” Global Financial Regulatory Reform. His array of clients include AIG, MetLife, Wells Fargo, Goldman Sachs, Santander, JP Morgan Chase, HSBC, Bank of America, BNP Paribas, Barclays, and Deutsche Bank.

In addition to client work, Mr. Cheng is involved with ongoing thought leadership on issues such as bank capital stress testing, Dodd-Frank rule requirements, Basel-III implementation, and ongoing reporting requirements subject to market and credit risk.

Michael CHATTALAS

Dr. Michael Chattalas, a leading expert in the field of nation-branding and country-of-origin effects, joined the full-time faculty of Kean University in the Fall 2011, adding expertise in the areas of international marketing, global business, advertising, sustainability, and cross-cultural consumer behavior. Further, Dr. Chattalas serves as Academic Program Coordinator for Marketing with an added emphasis on global business.



Previously, Professor Chattalas taught at Fordham University Schools of Business as a full-time faculty from 2005 - 2011. In addition, Dr. Chattalas has taught fourteen Executive Master's courses in Marketing and International Business since 2004 for Baruch College, CUNY in Singapore, Hong Kong and Taiwan. From 1994 - 2004, Prof. Chattalas served as a Professor at Wagner College. In recognition of his outstanding teaching, Dr. Chattalas received presidential excellence awards from both Baruch College and Wagner College.

Dr. Chattalas holds a Ph.D. degree in Marketing from The City University of New York (Baruch College). Dr. Chattalas has published scholarly Journal papers (in International Marketing Review, Journal of Consumer Marketing, Services Marketing Quarterly and Place Branding and Public Diplomacy) and presented at global conferences and industry workshops (recently in Turkey, UK, Slovenia, France, Brazil, Taiwan, China, Greece, Iceland and the USA) on international marketing and consumer behavior topics such as, nation-brand personality, national stereotypes, luxury consumption, sustainability and cross-cultural issues. Prof. Chattalas is an American of Greek descent and was raised in Athens, Greece.

Bernadett KÖLES



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 endeavours, 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.

Shanggeun RHEE



Dr. Shanggeun Rhee is Executive Director for the School of Management and Marketing at Kean University. He has served as Management coordinator for the last five years at the same department and was the faculty advisor and president for the Kean University chapter of Sigma Beta Delta, International honour society for Business, Management, and Administration. He holds a Ph.D. from the University of Nebraska-Lincoln and MBA and BA from Seoul National University, Korea. Dr. Rhee brings extensive international industry experience in creating competitive and sustainable business practices through changing organizational culture, designing new HRM system, and developing strategic leadership. He served as a consultant to a number of public sector

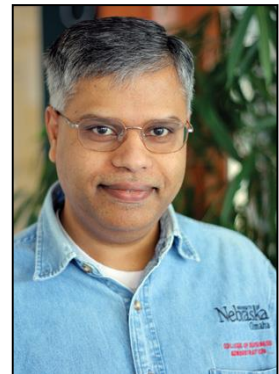
organizations and multinational corporations such as Central Bank of Korea, Korea Exchange Bank, Korean Air, and POSCO.

He has published articles in Journal of Leadership and Organizational Studies, Leadership and Organizational Development Journal, Journal of Management Awareness, Information and Management, Service Business, and Nanyang Business Review. His current research interests include leadership and motivation, strategic alliances, technology management, affect and cognition on organizational learning, and creative teaching and class management.

Phani Tej ADIDAM

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

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



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.

His area of research, consulting, training and practise include performance measurement, balance scorecards, strategic cost management and entrepreneurship. He has publications has received best paper award and he is also a winner of an ESRC Research Grant and European Union project. More details about his work can be found on his personal website www.jatinpancholi.com

Balakrishnan KONDATH

An alumnus of Loyola College, Madras and the Indian Institute of Management Ahmedabad with a brilliant academic record, Dr Balakrishnan has twenty two 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.

Janine BLACK



Prof. Janine Black is Assistant Professor in Global Business at Kean University in Union, New Jersey, USA. She teaches Strategy and International Management courses. While earning her Ph.D., Janine taught undergraduate courses at Villanova University in Villanova PA, Temple University in Philadelphia PA, and was full time at Pennsylvania State University in Abington PA.

Janine received her Ph.D. in Strategy with an emphasis on International Business from Temple University in Philadelphia PA. Her M.B.A. in International Business and Labour Relations is from the University of Pittsburgh, while her B.S. in Chemistry and B.A. in French Language, with a minor in Mathematics, are from Purdue University in West Lafayette IN. Janine started her career in the corporate world, working for three foreign firms with North American headquarters in the U.S. She held technical, sales support, and supply chain management positions at chemical companies National Starch (ICI - Netherlands), Bayer (Germany), and Arkema (France). She has served on numerous industry, technical, educational, civic, and editorial boards. She currently is the faculty advisor for Sigma Beta Delta Honour Society for Business, Management, and Administration. Janine reviews for several journals and annual conferences.

Geofrey MILLS

Dr. Geofrey Mills was hired as the Associate Dean in October 2013 with primary responsibilities for the new program in Global Business, the business curriculum and faculty at the campus in Wenzhou, China and for oversight of the AACSB accreditation effort. Dr. Mills earned his PhD in Economics from the University of Illinois with specialties in macroeconomic stabilization, international economics and finance. He is a published scholar in these fields and has devoted the bulk of his career to academic administration. Dr. Mills brings to the College this wealth of administrative experience, especially in international higher education and branch campus management. The recipient of three Fulbright Fellowships he has held administrative appointments as both a dean and vice president in Greece, Dubai and Beirut. He has held faculty appointments and taught in MBA programs at numerous institutions in both the United States and abroad. A dedicated globalist Dr. Mills was attracted to the opportunity at Kean University because of its positive trajectory in global management education; the resource available to a school located near the heart of international business and global civil society; the opportunity to make a contribution developing a campus in China and to bring accreditation to a school so richly deserving of such recognition.

Meet the Editors

Presentations by the Guest Editors

- Bernadett KÖLES, Central European University, Budapest, Hungary
- Michael CHATTALAS, Kean University, United States of America

Journal: Management Research Review

Theme: Globalization and the Convergence of Creativity, Innovation and Entrepreneurship

Publication: Emerald Group Publishing Limited, United Kingdom
ISSN: 2040-8269

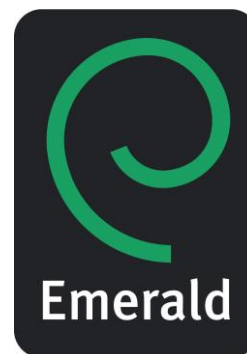
Editor in Chief: Professor Joseph Sarkis, Professor and Head of Department, Worcester Polytechnic Institute, United States of America

Indexed and abstracted in: ABI Inform, British Library, Business Source (EBSCO), Business Source Premier (EBSCO), Cabell's Directory of Publishing Opportunities in Management and Marketing, Current Abstracts (EBSCO), DIALOG, INSPEC, OCLC's Electronic Collections Online, ProQuest, QUALIS and Scopus.

Note: All the participants of this conference are encouraged to submit their full papers for the consideration of publication in the above journal. Please note that the editorial and review process for this journal will be undertaken separately after the conference is over.

Deadline for submission: **14th July 2014.** Please note that this is a firm deadline and no extension shall be made for any one.

How to submit? This will be informed during this session. Website link for the submission is: <http://mc.manuscriptcentral.com/mrr> The authors who do not have an online account will have to create one first by clicking on 'Register here' under the heading 'New User?', as found on the right hand side of this website.



Debate: Has Globalization gone too far or have we not even scratched the surface?

Chair: Shanggeun RHEE, Kean University, United States of America

Moderator: Jatin PANCHOLI, Middlesex University, United Kingdom

Practitioners' Perspectives Session: Convergence of Innovation & Entrepreneurship

Session Chair

Michael COOPER, *Kean University, Union, United States of America*

Presentations

- **Health Innovations in Global Environment**
Dr. Raj SHAH, *Telemed Ventures, Langhorne, United States of America*
- **Work in a Global Environment**
Dhiresh JETHWA, *Gerber Technology, Hartford, United States of America*
- **Managing Through Different Lenses**
Michael COOPER, *Kean University, Union, United States of America*

Panel Discussion on Strategic Change in Global Convergence: Future Challenges

Session Chair

Greg ASHLEY, *Bellevue University, Bellevue, United States of America*

Discussants

- Balakrishnan KONDATH, *IBS Business School, Bangalore, India*
- Mark CHENG, *Management Consultant, Union, United States of America*
- Phani Tej ADIDAM, *University of Nebraska at Omaha, Omaha, United States of America*

Competitive Papers

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

Technical Sessions Titles

Technical Session-1: Global Cultural Convergence

Technical Session-2: Societal Impact of Entrepreneurship

Technical Session-3: Investing and nurturing new technology firms

Technical Session-4: Digital snooping & Regulatory Challenges

Technical Session-5: Individual Level Differences & Marketing Challenges

Technical Session-6: Cross-domain collaborations

Technical Session-7: Institutional Environment & Internationalization

Technical Session-8: Governance & Performance Challenges in Globalized Economy

Technical Session-9: Educational Innovations

Technical Session-10: Converging Attitudes

Technical Session-11: Business Networks in Globalized World

Technical Session-12: Valuations & Inter Relationships

Technical Session-1: Global Cultural Convergence

Submission ID No.	Title, Author(s) and Affiliation
353	An Analysis of Global Cultural Consumer Values & Diffusion of Innovation Theory Characteristics for Successful Marketing Strategies of a For-Profit Social Entrepreneur <i>*Valerie VACCARO, Kean University, Union, United States of America</i>
362	Convergence of Culture and Economic Empowerment – Multiple Case Studies of Women Artisans in the Handicraft Sector of Gujarat <i>*Vaishali PADHIAR, Indian Institute of Technology, Gandhinagar, India</i>
349	Organisational Culture or National Culture – How Globalisation Impacts Innovation, Creativity & Entrepreneurship in Emergent Economies <i>*Balakrishnan KONDATH, IBS Business School, Bangalore. India</i>

Technical Session-2: Societal Impact of Entrepreneurship

Submission ID No.	Title, Author(s) and Affiliation
313	Developing Entrepreneurial Spirit among Indian Youth <i>*Sukhbir DHILLON, Central Institute of Business Management Research and Development, Nagpur, India</i> <i>*Amishi ARORA, Central Institute of Business Management Research and Development, Nagpur, India</i>
347	Female aspirant human resources' entrepreneurial orientation: a study in Indian context <i>*Subhash KUNDU, Guru Jambheshwar University of Science and Technology, Hisar, India</i> <i>Sunita RANI, Indian Air Force, India</i>
352	Does Corruption Lead to Squandering of Entrepreneurial Opportunity? A Cross Country Examination of Social Entrepreneurship Activity <i>*Sheela PANDEY, Kean University, Union, New Jersey, United States of America</i> <i>*Michael CHATTALAS, Kean University, Union, New Jersey, United States of America</i> <i>*So Ra PARK, Kean University, Union, New Jersey, United States of America</i> <i>*Jian XIE, Kean University, Union, New Jersey, United States of America</i>

Technical Session-3: Investing & nurturing new technology firms

Submission ID No.	Title, Author(s) and Affiliation
377	Financing SMEs and New Technology Firms in India: Conventional to Risk Capital and Capital Market Instruments <i>*Jayadev M, Indian Institute of Management Bangalore, India</i>
344	Do newly public technology INVs benefit from their pre-IPO internationalization? <i>Xiaoying JI, Ohio University, United States of America</i> <i>*Qian WANG, Kean University, Union, New Jersey, United States of America</i> <i>Lin ZOU, Texas Woman's University, United States of America</i>
351	The Effects of Product Innovativeness on Platform Product Design and Market Performance: Does Technological Uncertainty Matter? <i>*Ellen THOMAS, New Jersey Institute of Technology, United States of America</i>

Technical Session-4: Governance & Performance Challenges in Globalized Economy

Submission ID No.	Title, Author(s) and Affiliation
343	Agency costs, Ownership Structure and Corporate Governance Changes on the Ghana Stock Exchange <i>*Andrews OWUSU, University of East London, London, United Kingdom</i>
307	Logistic regression and Cox regression models – comparison made on empirical credit defaults data <i>*Aneta PTAK-CHMIELEWSKA, Warsaw School of Economics, Warsaw, Poland</i> <i>*Anna MATUSZYK, Warsaw School of Economics, Warsaw, Poland</i>
299	Case Study of Flora Holland: Lessons in Performance Measurement <i>*Jatin PANCHOLI, Middlesex University, London, United Kingdom</i>

Technical Session-5: Individual Level Differences & Marketing Challenges

Submission ID No.	Title, Author(s) and Affiliation
341	<p>Accounting for Risk and Individual level differences in the Traditional RFM Approach</p> <p>*Shweta SINGH, <i>Kean University, Union, New Jersey, United States of America</i></p> <p>Sumit SINGH, <i>Verizon Communications Inc., Union, New Jersey, United States of America</i></p>
357	<p>Cultural Impact of Movies on Indian Consumers</p> <p>*Meeta MUNSHI, <i>Som-Lalit Institute of Business Management, Ahmedabad, India</i></p> <p>Sarla ACHUTHAN, <i>B. K. School of Business Management, Gujarat University, Ahmedabad, India</i></p>
369	<p>Contrasting the Constructs of Consumer Affinity versus Perceived Warmth: An empirical investigation</p> <p>*Michael CHATTALAS, <i>Kean University, Union, New Jersey, United States of America</i></p> <p>*Paurav SHUKLA, <i>Glasgow Caledonian University, London, United Kingdom</i></p> <p>Akif ALTUNTAPE, <i>Mercedes-Benz, Germany</i></p>

Technical Session-6: Cross-domain Collaborations

Submission ID No.	Title, Author(s) and Affiliation
376	<p>Face-to-face connectivity in building effective international business-to-business market relationships</p> <p>*Keith PERKS, <i>Brighton Business School, University of Brighton, United Kingdom</i></p>
360	<p>Creativity in cross-domain collaborations: searching for factors to increase efficiency</p> <p>*Attila SIK, <i>College of Medical and Dental Sciences, University of Birmingham, United Kingdom</i></p>
389	<p>Does National Stereotype Influences Country of Origin Effects? The Case of South East Asian Services</p> <p>*Irawati PRIYANTI, <i>University of Indonesia, Jakarta, Indonesia</i></p>

Technical Session-7: Institutional Environment & Internationalization

Submission ID No.	Title, Author(s) and Affiliation
336	<p>Managing Innovation in Emerging Market confronting the challenge of institutional environment: Experience from an emerging market firm</p> <p>*Rifat SHARMELLY, <i>The Australian School of Business, University of New South Wales, Sydney, Australia</i></p> <p>Pradeep RAY, <i>The Australian School of Business, University of New South Wales, Sydney, Australia</i></p>
359	<p>Exploring the role of Information Structure (Structural Alignment Theory) and Motivational Goal Orientation (Regulatory Focus Theory) of the SME Owner/Manager in the decision to internationalise</p> <p>*Thomas PESCHKEN, <i>Glasgow Caledonian University, London, United Kingdom</i></p> <p>*Paurav SHUKLA, <i>Glasgow Caledonian University, London, United Kingdom</i></p> <p>John LENNON, <i>Glasgow Caledonian University, Glasgow, United Kingdom</i></p> <p>Shirley RATE, <i>Glasgow Caledonian University, Glasgow, United Kingdom</i></p>
311	<p>The Role of Perceived Social Climate and Organizational Citizenship Behaviours in Creating Employees' Innovativeness. The Mediating Role of Person-Organization Fit and Person-Team Fit</p> <p>*Agnieszka WOJTCZUK-TUREK, <i>Warsaw School of Economics, Warsaw, Poland</i></p> <p>Dariusz TUREK, <i>Warsaw School of Economics, Warsaw, Poland</i></p>

Technical Session-8: Digital snooping & Regulatory Challenges

Submission ID No.	Title, Author(s) and Affiliation
303	Technology and Information Management in the Aftermath of the Snowden Disclosures <i>*Leslie HIRAOKA, Kean University, Union, New Jersey, United States of America</i>
334	Economic Environment of Georgia & Digitization <i>*Rati ABULADZE, Georgian Technical University, Tbilisi, Georgia</i> <i>Niko Kvaratskhelia, Saint Andrew the First-Called Georgian University of Patriarchate of Georgia, Georgia</i>
368	Social Media Usages and Regulations in U.S. Government <i>Martina GULAS, Kean University, Union, New Jersey, United States of America</i> <i>*So Ra PARK, Kean University, Union, New Jersey, United States of America</i> <i>*Sheela PANDEY, Kean University, Union, New Jersey, United States of America</i> <i>*Shanggeun RHEE, Kean University, Union, New Jersey, United States of America</i>

Technical Session-9: Educational Innovations

Submission ID No.	Title, Author(s) and Affiliation
298	<p>Exploring and evolving a business incubation model for higher education institutions</p> <p>*John PALINA, <i>Saint Mary's University, Bayombong, Philippines</i></p>
361	<p>Designing a Global Business Sustainability course with an emphasis on innovation and technology</p> <p>*Thomas ABRAHAM, <i>Kean University, Union, New Jersey, United States of America</i></p>
367	<p>Social Entrepreneurship and Sustainability: Applying the Interbrand Sustainability Method on Assessing Perception Elements in the case of Juja Farm Secondary School Library in Kenya (SHSAO Project)</p> <p>Angelina OKWUEGO, <i>Kean University, Union, New Jersey, United States of America</i></p> <p>Jessica AGUDELO, <i>Kean University, Union, New Jersey, United States of America</i></p> <p>*Erick SOLIS, <i>Kean University, Union, New Jersey, United States of America</i></p> <p>*Michael CHATTALAS, <i>Kean University, Union, New Jersey, United States of America</i></p>

Technical Session-10: Converging Attitudes

Submission ID No.	Title, Author(s) and Affiliation
374	Effect of Source Congruence on Brand Attitudes: A Cross Cultural Study *Phani Tej ADIDAM, <i>University of Nebraska at Omaha, Omaha, United States of America</i> Jyothsna MALLELA, <i>GITAM Institute of Management, Vishakhapatnam, India</i>
372	Investigating the role of attitude functions for luxury goods in developed and emerging markets *Paurav SHUKLA, <i>Glasgow Caledonian University, London, United Kingdom</i> Dina KHALIFA, <i>Glasgow Caledonian University, London, United Kingdom</i> *Thomas PESCHKEN, <i>Glasgow Caledonian University, London, United Kingdom</i>
350	Ground Rules for the New Marketing in the Current Period of Globalisation and Convergence *Bakkapa BELGAVI, <i>Davangere University, Davangere, India</i> K. J. JAIS, <i>Kuvempu University, Shimoga, India</i>

Technical Session-11: Business Networks in Globalized World






Submission ID No.	Title, Author(s) and Affiliation
312	The distribution of power in business networks: Results of the Polish market research *Anna ŁUPICKA, <i>Poznań University of Economics, Poznań, Poland</i>
321	Co-operative Banking Sector in the era of Globalization *Ajit SINGH, <i>Government Postgraduate College, Ambala, India</i>
332	Platform-driven Banking Innovations *Sergey YABLONSKY, <i>St. Petersburg State University, St. Petersburg, Russia</i>

Technical Session-12: Valuations & Inter Relationships

Submission ID No.	Title, Author(s) and Affiliation
375	Is there any Contagion Effect among Crude oil and Food Prices? *Shipra MAURYA, <i>Indian Institute of Technology Madras, Chennai, India</i> Thenmozhi M., <i>Indian Institute of Technology Madras, Chennai, India</i>
340	Relevance of Revenues and R&D in Valuing High-tech Firms *Lianzan XU, <i>William Paterson University of New Jersey, Wayne, United States of America</i> Francis CAI, <i>William Paterson University of New Jersey, Wayne, United States of America</i>
308	Identification of factors affecting value of real estate using principle component analysis *Nitin CHAPHALKAR, <i>College of Engineering, Pune, India</i> Sayali SANDBHOR, <i>Symbiosis International University, Pune, India</i>




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 (if applicable)	Submission ID & Presentation Schedule
1.		Thomas ABRAHAM <i>Kean University, Union, New Jersey, United States of America</i> Designing a Global Business Sustainability course with an emphasis on innovation and technology	ID: 361 Saturday 31 st May Technical Session-8 Room: 407
2.		Rati ABULADZE <i>Georgian Technical University, Tbilisi, Georgia</i> Economic Environment of Georgia & Digitization	ID: 334 Saturday 31 st May Technical Session-7 Room: 405
3.		Eden ADEM <i>University of Milan, Milan, Italy</i>	<i>Not applicable</i>
4.		Phani Tej ADIDAM <i>University of Nebraska at Omaha, Omaha, United States of America</i> Effect of Source Congruence on Brand Attitudes: A Cross Cultural Study	ID: 374 Saturday 31 st May Technical Session-9 Room: 404
5.		Sucheta AHLAWAT <i>Kean University, Union, New Jersey, United States of America</i>	Friday 30 th May Academy Key Note Address Room: 406
6.		Franscisco ANDUJAR <i>Kean University, Union, New Jersey, United States of America</i>	<i>Not applicable</i>
Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Submission ID & Presentation Schedule

7.		Amishi ARORA <i>Central Institute of Business Management Research and Development, Nagpur, India</i> Developing Entrepreneurial Spirit among Indian Youth	ID: 313 Friday 30 th May Technical Session-2 Room: 405
8.		Greg ASHLEY <i>Bellevue University, United States of America</i>	Saturday 31 st May Panel Discussion, Award Ceremony & Valedictory Session Room: 406
9.		Daniel BARBERA <i>Kean University, Union, New Jersey, United States of America</i>	<i>Not applicable</i>
10.		Bakkapa BELGAVI <i>Davangere University, Davangere, India</i> Ground Rules for the New Marketing in the Current Period of Globalisation and Convergence	ID: 350 Saturday 31 st May Technical Session-9 Room: 404
11.		Janine BLACK <i>Kean University, Union, New Jersey, United States of America</i>	<i>Not applicable</i>
12.		Noel CAPON <i>Columbia Business School, New York City, United States of America</i> Managing Global Accounts (Customers)	Friday 30 th May Academic Key Note Room: 406
13.		Nitin CHAPHALKAR <i>College of Engineering, Pune, India</i> Identification of factors affecting value of real estate using principle component analysis	ID: 308 Saturday 31 st May Technical Session-11 Room: 407

Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Submission ID & Presentation Schedule
---------	-------	--	---------------------------------------

14.		<p>Michael CHATTALAS <i>Kean University, Union, New Jersey, United States of America</i></p> <p>Does Corruption Lead to Squandering of Entrepreneurial Opportunity? A Cross Country Examination of Social Entrepreneurship Activity</p> <p>Social Entrepreneurship and Sustainability: Applying the Interbrand Sustainability Method on Assessing Perception Elements in the case of Juja Farm Secondary School Library in Kenya (SHSAO Project)</p> <p>Contrasting the Constructs of Consumer Affinity versus Perceived Warmth: An empirical investigation</p>	<p>Thursday 29th May Meet the Editors Room: 406</p> <p>ID: 352 Friday 30th May Technical Session-2 Room: 405</p> <p>ID: 367 Saturday 31st May Technical Session-8 Room: 407</p> <p>ID: 369 Friday 30th May Technical Session-5 Room: 407</p>
15.		<p>Mark CHENG <i>Management Consultancy firm, Union, New Jersey, United States of America</i></p>	<p>Saturday 31st May Panel Discussion, Award Ceremony & Valedictory Session Room: 406</p>
16.		<p>Michael COOPER <i>Kean University, Union, New Jersey, United States of America</i></p> <p>Managing Through Different Lenses</p>	<p>Friday 30th May Inauguration Session Room: 406</p> <p>Saturday 31st May Practitioners' Perspectives Session Room: 406</p>
Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Submission ID & Presentation Schedule

17.		<p>Sukhbir DHILLON <i>Central Institute of Business Management Research and Development, Nagpur, India</i></p> <p>Developing Entrepreneurial Spirit among Indian Youth</p>	<p><i>Presentation in Absentia</i></p> <p>ID: 313</p> <p>Friday 30th May Technical Session-2 Room: 405</p>
18.		<p>Dawood FARAHI <i>Kean University, Union, New Jersey, United States of America</i></p>	<p>Friday 30th May Inauguration Session</p>
19.		<p>David FARROKH <i>Kean University, Union, New Jersey, United States of America</i></p>	<p><i>Not applicable</i></p>
20.		<p>Leslie HIRAOKA <i>Kean University, Union, New Jersey, United States of America</i></p> <p>Technology and Information Management in the Aftermath of the Snowden Disclosures</p>	<p>ID: 303</p> <p>Saturday 31st May Technical Session-7 Room: 405</p>
21.		<p>Dhiresh JETHWA <i>Gerber Technology, Hartford, United States of America</i></p> <p>Work in a Global Environment</p>	<p>Saturday 31st May Practitioners' Perspectives Session Room: 406</p>
22.		<p>Navneet KAUR <i>Ambala, India</i></p>	<p><i>Not applicable</i></p>
Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Submission ID & Presentation Schedule






23.		Bernadett KÖLES <i>Central European University Business School, Budapest, Hungary</i>	Thursday 29 th May Meet the Editors Room: 406
24.		Balakrishnan KONDATH <i>IBS Business School, Bangalore, India</i> Organisational Culture or National Culture – How Globalisation Impacts Innovation, Creativity & Entrepreneurship in Emergent Economies	ID: 349 Friday 30 th May Technical Session-1 Room: 404 Saturday 31 st May Panel Discussion, Award Ceremony & Valedictory Session Room: 406
25.		Balantis KONTOS <i>Kean University, Union, New Jersey, United States of America</i>	<i>Not applicable</i>
26.		Subhash, KUNDU <i>Guru Jambheshwar University of Science and Technology, Hisar, India</i> Female aspirant human resources' entrepreneurial orientation: a study in Indian context	ID: 347 Friday 30 th May Technical Session-2 Room: 405
27.		Anna ŁUPICKA <i>Poznań University of Economics, Poznań, Poland</i> The distribution of power in business networks: Results of the Polish market research	ID: 312 Saturday 31 st May Technical Session-10 Room: 405
28.		Eunji LIM <i>Kean University, Union, New Jersey, United States of America</i>	<i>Not applicable</i>
Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Submission ID & Presentation Schedule

29.		Peter LOHREY <i>Kean University, Union, New Jersey, United States of America</i>	
30.		Jayadev M. <i>Indian Institute of Management Bangalore, Bangalore, India</i> Financing SMEs and New Technology Firms in India: Conventional to Risk Capital and Capital Market Instruments	ID: 377 Saturday 30 th May Technical Session-3 Room: 407
31.		Anna MATUSZYK <i>Warsaw School of Economics, Warsaw, Poland</i> Logistic regression and Cox regression models – comparison made on empirical credit defaults data	ID: 307 Friday 30 th May Technical Session-4 Room: 405
32.		Shipra MAURYA <i>Indian Institute of Technology Madras, Chennai, India</i> Is there any Contagion Effect among Crude oil and Food Prices?	ID: 375 Saturday 31 st May Technical Session-11 Room: 407
33.		Geoffrey MILLS <i>Kean University, Union, New Jersey, United States of America</i>	<i>Not applicable</i>
34.		Meeta MUNSHI <i>Som-Lalit Institute of Business Management, Ahmedabad, India</i> Cultural Impact of Movies on Indian Consumers	ID: 357 Friday 30 th May Technical Session-5 Room: 407
35.		Andrews OWUSU <i>University of East London, London, United Kingdom</i> Agency costs, Ownership Structure and Corporate Governance Changes on the Ghana Stock Exchange	ID: 343 Friday 30 th May Technical Session-4 Room: 405
Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Submission ID & Presentation Schedule

36.		<p>Vaishali PADHIAR <i>Indian Institute of Technology, Gandhinagar, India</i></p> <p>Convergence of Culture and Economic Empowerment – Multiple Case Studies of Women Artisans in the Handicraft Sector of Gujarat</p>	<p>ID: 362</p> <p>Friday 30th May Technical Session-1 Room: 404</p>
37.		<p>John PALINA <i>Saint Mary's University, Bayombong, Philippines</i></p> <p>Exploring and evolving a business incubation model for higher education institutions</p>	<p>ID: 298</p> <p>Saturday 31st May Technical Session-8 Room: 407</p>
38.		<p>Jatin PANCHOLI <i>Middlesex University, London, United Kingdom</i></p> <p>Case Study of Flora Holland: Lessons in Performance Measurement</p>	<p>ID: 299</p> <p>Friday 30th May Technical Session-4 Room: 405</p>
39.		<p>Sheela PANDEY <i>Kean University, Union, New Jersey, United States of America</i></p> <p>Does Corruption Lead to Squandering of Entrepreneurial Opportunity? A Cross Country Examination of Social Entrepreneurship Activity</p> <p>Social Media Usages and Regulations in U.S. Government</p>	<p>ID: 352 Friday 30th May Technical Session-2 Room: 405</p> <p>ID: 368 Saturday 31st May Technical Session-7 Room: 405</p>

Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Submission ID & Presentation Schedule
---------	-------	--	---------------------------------------

40.		<p>So Ra PARK <i>Kean University, Union, New Jersey, United States of America</i></p> <p>Does Corruption Lead to Squandering of Entrepreneurial Opportunity? A Cross Country Examination of Social Entrepreneurship Activity</p> <p>Social Media Usages and Regulations in U.S. Government</p>	<p>ID: 352 Friday 30th May Technical Session-2 Room: 405</p> <p>ID: 368 Saturday 31st May Technical Session-7 Room: 405</p>
41.		<p>Thomas PESCHKEN <i>Glasgow Caledonian University, London, United Kingdom</i></p> <p>Exploring the role of Information Structure (Structural Alignment Theory) and Motivational Goal Orientation (Regulatory Focus Theory) of the (SME) Owner/Manager in the decision to internationalise</p> <p>Investigating the role of attitude functions for luxury goods in developed and emerging markets</p>	<p>ID: 359 Saturday 31st May Technical Session-6 Room: 404</p> <p>ID: 372 Saturday 31st May Technical Session-9 Room: 404</p>
42.		<p>Keith PERKS <i>University of Brighton, Brighton, United Kingdom</i></p> <p>Face-to-face connectivity in building effective international business-to-business market relationships</p>	<p>ID: 376</p> <p>Friday 30th May Technical Session-6 Room: 404</p>
43.		<p>Irawati PRIYANTI <i>University of Indonesia, Jakarta, Indonesia</i></p> <p>Does National Stereotype Influences Country of Origin Effects? The Case of South East Asian Services</p>	<p>ID: 389 Friday 30th May Technical Session-6 Room: 404</p>
Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Submission ID & Presentation Schedule

44.		<p>Aneta PTAK-CHMIELEWSKA <i>Warsaw School of Economics, Warsaw, Poland</i></p> <p>Logistic regression and Cox regression models – comparison made on empirical credit defaults data</p>	<p>ID: 307</p> <p>Friday 30th May Technical Session-4 Room: 405</p>
45.		<p>Shanggeun RHEE <i>Kean University, Union, New Jersey, United States of America</i></p> <p>Social Media Usages and Regulations in U.S. Government</p>	<p>ID: 368</p> <p>Saturday 31st May Technical Session-7 Room: 405</p>
46.		<p>Raj SHAH <i>Telemed Ventures, Langhorne, United States of America</i></p>	<p>Saturday 31st May Practitioners' Perspectives Session Room: 406</p>
47.		<p>Rifat SHARMELLY <i>The Australian School of Business, University of New South Wales, Sydney, Australia</i></p> <p>Managing Innovation in Emerging Market confronting the challenge of institutional environment: Experience from an emerging market firm</p>	<p>ID: 336</p> <p>Saturday 31st May Technical Session-6 Room: 404</p>
48.		<p>Joseph SHERIDAN <i>Wakefern Food Corporation, New Jersey, United States of America</i></p>	<p>Friday 30th May Inauguration Session Room: 406</p>
Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Submission ID & Presentation Schedule

49.		<p>Paurav SHUKLA <i>Glasgow Caledonian University, London, United Kingdom</i></p> <p>Exploring the role of Information Structure (Structural Alignment Theory) and Motivational Goal Orientation (Regulatory Focus Theory) of the (SME) Owner/Manager in the decision to internationalise</p>	<p>ID: 359 Saturday 31st May Technical Session-6 Room: 404</p>
		<p>Contrasting the Constructs of Consumer Affinity versus Perceived Warmth: An empirical investigation</p>	<p>ID: 369 Friday 30th May Technical Session-5 Room: 407</p>
		<p>Investigating the role of attitude functions for luxury goods in developed and emerging markets</p>	<p>ID: 372 Saturday 31st May Technical Session-9 Room: 404</p>
50.		<p>Attila SIK <i>College of Medical and Dental Sciences, University of Birmingham, United Kingdom</i></p> <p>Creativity in cross-domain collaborations: searching for factors to increase efficiency</p>	<p>ID: 360 Friday 30th May Technical Session-6 Room: 404</p>
51.		<p>Ajit SINGH <i>Department of Commerce & Management, Government Postgraduate College, Ambala, India</i></p> <p>Co-operative Banking Sector in the era of Globalization</p>	<p>ID: 321 Saturday 31st May Technical Session-10 Room: 405</p>
52.		<p>Shweta SINGH <i>Kean University, Union, New Jersey, United States of America</i></p> <p>Accounting for Risk and Individual level differences in the Traditional RFM Approach</p>	<p>ID: 341 Friday 30th May Technical Session-5 Room: 407</p>
Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Submission ID & Presentation Schedule

53.		<p>Erick SOLIS <i>Kean University, Union, New Jersey, United States of America</i></p> <p>Social Entrepreneurship and Sustainability: Applying the Interbrand Sustainability Method on Assessing Perception Elements in the case of Juja Farm Secondary School Library in Kenya (SHSAO Project)</p>	<p>ID: 367</p> <p>Saturday 31st May Technical Session-8 Room: 407</p>
54.		<p>Jurica SUSNJARA <i>Kean University, Union, New Jersey, United States of America</i></p>	<p><i>Not applicable</i></p>
55.		<p>Jeffrey TONEY <i>Kean University, Union, New Jersey, United States of America</i></p>	<p>Friday 30th May Inauguration Session Room: 406</p>
56.		<p>Ellen THOMAS <i>New Jersey Institute of Technology, United States of America</i></p> <p>The Effects of Product Innovativeness on Platform Product Design and Market Performance: Does Technological Uncertainty Matter?</p>	<p>ID: 351</p> <p>Friday 30th May Technical Session-3 Room: 407</p>
57.		<p>Valerie VACCARO <i>Kean University, Union, New Jersey, United States of America</i></p> <p>An Analysis of Global Cultural Consumer Values & Diffusion of Innovation Theory Characteristics for Successful Marketing Strategies of a For-Profit Social Entrepreneur</p>	<p>ID: 353</p> <p>Friday 30th May Technical Session-1 Room: 404</p>
Sr. No.	Photo	Name, Affiliation and Presentation title (if applicable)	Submission ID & Presentation Schedule

58.		<p>Qian WANG <i>Kean University, Union, New Jersey, United States of America</i></p> <p>Do newly public technology INVs benefit from their pre-IPO internationalization?</p>	<p>ID: 344</p> <p>Friday 30th May Technical Session-3 Room: 407</p>
59.		<p>Agnieszka WOJTCZUK-TUREK <i>Warsaw School of Economics, Warsaw, Poland</i></p> <p>The Role of Perceived Social-Organizational Climate and Organizational Citizenship Behaviours in Creating Employees' Innovativeness: The Mediating Role of Person-Organization Fit</p>	<p>ID: 311</p> <p>Saturday 31st May Technical Session-6 Room: 404</p>
60.		<p>Jian XIE <i>Kean University, Union, New Jersey, United States of America</i></p> <p>Does Corruption Lead to Squandering of Entrepreneurial Opportunity? A Cross Country Examination of Social Entrepreneurship Activity</p>	<p>ID: 352</p> <p>Friday 30th May Technical Session-2 Room: 405</p>
61.		<p>Lianzan XU <i>William Paterson University of New Jersey, Wayne, United States of America</i></p> <p>Relevance of Revenues and R&D in Valuing High-tech Firms</p>	<p>ID: 340</p> <p>Saturday 31st May Technical Session-11 Room: 407</p>
62.		<p>Sergey YABLONSKY <i>St. Petersburg State University, St. Petersburg, Russia</i></p> <p>Platform-driven Banking Innovations</p>	<p>ID: 332</p> <p>Saturday 31st May Technical Session-10 Room: 405</p>
63.		<p>Veysel YUCETEPE <i>Kean University, Union, New Jersey, United States of America</i></p>	<p><i>Not applicable</i></p>

Highlights of IMRA

International Management Research Academy (IMRA) successfully convenes international conferences. The recently held last conferences were:

2014 IMRA-ABRM International Conference, Cambridge, United Kingdom

This conference is held at the campus of the University of Cambridge, United Kingdom, during 23-24 June 2014. The main theme of this conference is: “Restructuring of the Global Economy”. Further details about this conference is available on webpage <http://www.imraweb.org/conferences/2014abrm>

2014 IMRA-Kean International Conference, New Jersey, United States of America

This conference is convened with the collaboration of Kean University in New Jersey, USA during 29-31 May 2014. The main theme of this conference is: “Globalization and the Convergence of Creativity, Innovation and Entrepreneurship”. More details about this conference is available on webpage <http://www.imraweb.org/conferences/2014usa>

2013 IMRA & RIT-ACMT International Conference, Zagreb, Croatia

This conference was held in collaboration with the Rochester Institute of Technology (RIT) - American College of Management & Technology (ACMT) in Zagreb, Croatia during 16-17 May 2013. The main theme of this conference was: “Management in an Interconnected World”. There were 73 participants from 21 countries worldwide, in this conference. Summary of this conference can be found on <http://www.imraweb.org/conferences/2013zagreb>

2012 IMRA International Conference, London, United Kingdom

This conference was held in London, UK, during 17-18 May 2012. This conference was on the theme of “Emerging Markets and the New Dynamics of Management”. There were 119 participants from 33 countries globally, during this conference. Further details about this conference can be found on web page <http://www.imraweb.org/conferences/2012london>

Some of the experts and leaders in corporate and academic sector, involved with IMRA are:



Michael ALDRICH

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



Louis TURNER

Chief Executive, Asia Pacific Technology Network, United Kingdom



Benoit GALICHET

Holcim Slovensko and VSH, Croatia



Daria MATELJAK

Managing Director Croatia and Partner, Hauska & Partner consulting company, Croatia



Phil NICHOLS

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



Scott LEE

Lee Business School at University of Nevada, Las Vegas, United States of America



Stephanie JONES

Maastricht School of Management, Netherlands



Ben BOSE

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



Ernie STARK

Logikos and Experientia, United States of America



Milan BANDIC

Mayor of Zagreb, Croatia



John LIPINSKI

Middle Tennessee State University, Murfreesboro, United States of America.



Shawn STURGEON

RIT / American College of Management & Technology (ACMT), Zagreb, Croatia



Ken MORITA

Hiroshima University, Japan

Glimpses of 2012 IMRA International Conference, London, United Kingdom



Glimpses of 2013 IMRA & RIT-ACMT International Conference, Zagreb, Croatia



IMRA

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

www.imraweb.org

R·I·T AMERICAN COLLEGE OF
MANAGEMENT AND TECHNOLOGY



Journals

For selected papers from the IMRA Conferences, IMRA collaborated with the following internationally reputed refereed journals. All the conference participants received an opportunity to submit their papers for IMRA Special Issues of these journals and a few selected ones were published after the double-blind review process:



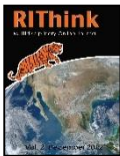
AI & Society: Journal of Knowledge, Culture & Communication, IMRA Special Issue on Technology, culture and innovation in Emerging Markets, Publication: Springer, United Kingdom. (ISSN: 0951-5666)



Asian Journal of Business Research, IMRA Special Issue: Management Trends in Emerging Markets, Publication: Asia Business Research Corporation Limited, New Zealand. (ISSN 1178-8933)



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. (ISSN: 1746-8809)



RIThink Multidisciplinary Online Journal, IMRA Special Issue on Management in an interconnected world. Publication: RIT-ACMT, Zagreb, Croatia. RIThink brings together scientists, researchers, experts, and students in an open academic discourse of innovative ideas, both tested and untested. (ISSN 1848-5324)

Feedback by participants of IMRA International Conferences

The following is a brief summary of the feedback from the feedback forms, video clips and emails by some of participants for the IMRA International Conferences held at different times: (*randomly ordered*). A detailed feedback for the same is available on <http://www.imraweb.org/feedback>



“Thank you for wonderful occasion to meet interesting and clever people.”

Veronica VRAGALEVA *University of the Academy of Science of Moldova, Chisinau, Moldova*

“Wonderful venue, surprisingly insightful programme”.

Scott LEE *University of Nevada at Las Vegas, United States of America*



“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 *University of MatejBel, Banská Bystrica, Slovakia*

“Thank you for such a thoughtful conference. I particularly enjoyed the opening session speakers and the closing session speakers.”

Paul POPPLER *Bellevue University College of Business, Bellevue, United States of America*



“Really enjoyed the conference, some good key speeches! lovely fruit and of course the paparazzi !!”

Parminder JOHAL *University of Derby, Derby, United Kingdom*

“Nice people, nice discussions, excellent organization! Interesting presentations and ideas. All in all, a perfect conference!”

Timo ZUMBRO *University of Muenster, Germany*



“Excellent conference in every sense. Papers were interesting, innovative and well delivered. Venue and support were perfect. Superb organization of event made for a relaxed, productive opportunity for academic exchange.”

Valerie Priscilla GOBY *College of Business Zayed University, United Arab Emirates*

“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 *Robert Gordon University, Aberdeen, United Kingdom*





“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.”

Halil YILDIRIM *BulentEcevit University Zonguldak, Turkey*

“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 *The Australian School of Business, University of New South Wales, Sydney, Australia*



“Very inspiring. Great examples of inter-disciplinary approach. Wide geography of participants is a big plus and advantage of the IMRA Conference.”

Andris OZOLS *Daugavpils University, Daugavpils, Latvia*

“Really an international conference, with a very good organization and opportunities to create relationships for future research activities.”

Luisa BOSETTI *University of Brescia, Italy*



“Excellent”

Abdul TAMBI *UniversitiTeknologi MARA, Perak, Malaysia*

“Very focused event; Good for Networking ; Well Organized ; Friendly! THANK YOU TOO!! It was a super conference. Really enjoyed it. Met some super people including you!! Hope all well and keep in touch.”

Stephanie JONES *Maastricht School of Management, Netherlands*



“Wonderful opportunity for post-graduate students to present their research outcomes.”

Patrick EBEWO *Tshwane University of Technology, Pretoria, South Africa*

“This conference was worth of attending and a very nice that I will remember all my life.”
BRACIC *Student, RIT / American College of Management & Technology Zagreb, Croatia*



experience
Maja
(ACMT),



“A very well organized conference. It is beneficial (and) helpful for all groups 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 were 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.”

Marwa ANIS *Loughborough University, Cairo, Egypt*

“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 *University of Huddersfield, Huddersfield, United Kingdom*



“I was highly impressed with the level of support and feedback received on emailed queries. Very competent organizing team. Thank you!”

Rozenda HENDRICKSE *Cape Peninsula University of Technology, South Africa*

“Superb in all aspects.”

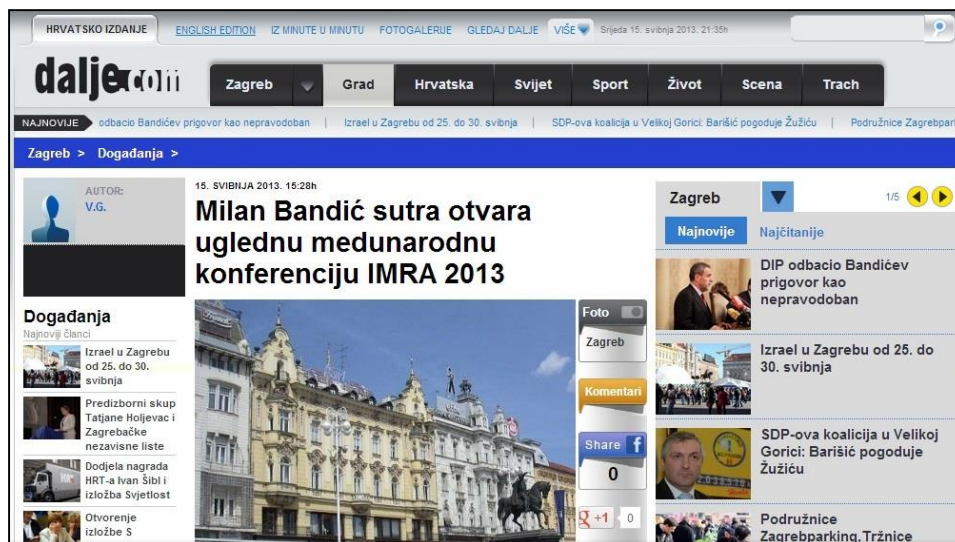
Mohammad Shajib KHADEM *Vodafone Hutchison Australia Project, Sydney, Australia*



“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.”

Kaizo BELTRAO *EBAPE/FGV, Rio de Janeiro, Brazil*

Various international newspapers, magazines, blogs, news websites and TV channels have covered and appreciated IMRA activities. A few examples are presented below:



and many more.

Announcement: IMRA Seminars & Workshops in your City



IMRA Seminars & Workshops in your City

IMRA invites expression of interest for

Chairperson to lead

IMRA Seminars & Workshops in your city

Contact IMRA to apply.

Announcement: 2015 IMRA-IIMB International Conference, Bengaluru, India

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

in collaboration with

**Indian Institute of Management Bangalore (IIMB)
Bengaluru (Bangalore), India**

announces

**2015 IMRA-IIMB International Conference
15-18 December, 2015**

on the theme

**“Inclusive Growth & Profits with Purpose:
New Management Paradigm”**

**Venue: Indian Institute of Management Bangalore (IIMB),
Bannerghatta Road, Bengaluru (Bangalore), Karnataka, India**

**Expression of interest / proposals invited for:
Chairing / leading Tracks, Special Sessions,
Research Round Table & Workshops**

**Call for Competitive Papers, Presentation Papers, Posters,
Books & Case Studies**

Keep checking website www.imraweb.org for more details

Announcement: Future IMRA International Conferences



IMRA International Conferences

IMRA invites expression of interest to

host / co-host / collaborate for

IMRA International Conferences in 2016, 2017, 2018 and 2019

Contact IMRA to apply.

Contact details: 2014 IMRA-Kean International Conference

London, United Kingdom

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

New Jersey, United States of America

School of MMIB (Management, Marketing and
International Business),
College of Business & Public Management,
Kean University
1000 Morris Avenue, Willis Hall 105F
Union, New Jersey: 07083
United States of America

Emails: (1) For 2014 IMRA-Kean International Conference: 2014usa@imraweb.org
(2) IMRA: info@imraweb.org

Websites: (1) 2014 IMRA-Kean Conference Webpage: <http://www.imraweb.org/conferences/2014usa>
(2) IMRA: <http://www.imraweb.org>
(3) Kean University: <http://www.kean.edu>

Join the discussion with the IMRA members on

- Join IMRA Group on LinkedIn: <http://www.linkedin.com/groups/IMRA-International-Management-Research-Academy-4165118>
- "Like" IMRA on Facebook: <http://www.facebook.com/imraweb>
- Follow IMRA on Twitter: <http://www.twitter.com/imraweb>

Notes

