



**Global Business Research Journals & SDMIMD, Mysore-India.**

*Cordially invite you to the*

**EAR15Swiss Conference**

**Second European Academic Research Conference on Global Business,  
Economics, Finance and Banking**

**THEME:**

**The Reshaping of the Global Economic Scenario!  
Financing for Development!!**

**ISBN: 978-1-63415-477-2**

**3-5, July 2015**

**Venue: Steigenberger Bellerive au Lac, Utoquai 47, 8008,  
Zurich, Switzerland.**

**Conference Sponsored by**

**J.A. Alpha Business Research & Publishers Pvt. Ltd., Chennai & SDMIMD, Mysore,  
Karnataka-India.**

**Proudly Co-sponsored by**

**M/s Jupiter Global Business Research FZE, P.O. Box: 128177, Dubai, UAE.**

**Program Handbook**

J.A. Alpha Business Research & Publishers Pvt. Ltd.,

Landline: +91 44 26840639

Mobile: +91 8220055161/+91 8220055163

[www.globalbizresearch.org](http://www.globalbizresearch.org)

**Our Principal Academic Partner:**

**SDM Institute for Management Development (SDMIMD), Mysore-India.**

[www.sdmimd.ac.in](http://www.sdmimd.ac.in)

**Second European Academic Research Conference on Global  
Business, Economics, Finance and Banking (3-5, July 2015).  
(EAR15Swiss Conference)**

**3-5<sup>th</sup> July 2015**

**Steigenberger Bellerive au Lac, Utoquai 47, 8008, Zurich, Switzerland.**

**The Inaugural Session (first day of the conference) is on 3<sup>rd</sup> July 2015 at 9.30 am.**

Dear & Distinguished EAR15Swiss Conference Delegates,

***Welcome to Switzerland!***

Hearty welcome to the most fabulous country in the world, Switzerland! A pleasant and peaceful heaven on mother Earth!!

As you all know, Switzerland is blessed with a safe, clean and dynamic environment to everyone who lives and works here in this modern city. Swiss is a world-class business centre and one of the leading financial centres of the world and has top companies facilitating trade, commerce, banking and financial services with ultra-modern infrastructure.

***Zurich! A Great City on Earth!!***

Zurich is a beautiful city, indeed! Most of Zurich's sites are located within the area on either side of the Limmat river, between the main railway station and Lake Zurich. The churches and houses of the old town are clustered here, as are the most expensive shops along the famous Bahnhofstrasse. The Lindenhof in the old town is the historical site of the Roman castle, and the later Carolingian Imperial Palace.

***European Economies!***

A few economies in the EU have been facing sluggish economic growth with serious issues such as loss of confidence in markets, large government deficits, higher debt-to-GDP ratios, debt-repayment problems, liquidation of banks, government bailouts and unemployment woes. Some of the economies have been facing unemployment rates greater than 20%. It is a pity that growth has witnessed steep fall in many economies, notably, in Portugal, Italy, Ireland, Greece and Spain. During the year 2012, debt crisis worsened in Greece and Spain. Of late, the debt scenario was not healthy in Cyprus as it too faced heavy sovereign debt. With the result, quite unfortunately, financially-stressed economies attempt to raise more funds offering higher rates of interest and slip into debt-trap. These unforeseen developments have compelled the national governments to resort to strict monetary and fiscal discipline. Terms such as bailouts, austerity, protectionism and wage-freeze have become a part of many governments, except a few stronger ones in the EU. Although stronger economies such as Germany and France have been supporting other member states, the tunnel seems to be too long with no tangible solutions to the current problems.

### ***Development! The Key to Growth!***

Trade & commerce create huge employment opportunities. In other words, banks and financial institutions have to finance for development and act as 'catalysts' for growth. According to Credit Suisse Global Wealth Report 2012 (September), the EU owns the largest net wealth in the world; it is estimated to equal 30% of the \$223 trillion global wealth. 'Financing for development' is the most appropriate solution to all the problems that the EU has been facing, for quite some time.

Although the European Central Bank has initiated far reaching measures, no tangible results have been witnessed, so far.

Economic cooperation among the member nations is of utmost importance to ensure long-term growth and stability as the EU has chalked out a master plan to pursue the objectives of Europe 2020 growth strategy. Interestingly, EU's economic policy seeks to sustain economic growth by investing in transport, energy and research. So, identifying lasting solutions, in light of the focus on the above three sectors, to the current economic problems is top on the agenda of the EU member states. Growth, as mentioned earlier, helps currency stability, low inflation, price and interest rate stability. A stronger European Union is extremely important and helpful to the entire globe.

Given the above background, we are extremely delighted to host the Second European Academic Research Conference on Global Business, Economics, Finance and Banking in this great and historic city. I am sure, the delegates would gain a memorable experience at the conference with a lot of value addition to their career!

Have a great academic, tourism and networking experience in Switzerland!  
Once again, my hearty welcome to every one of you!

Best regards,

Dr. Elango Rengasamy,

Conference Director,

Second European Academic Research Conference on Global Business, Economics,  
Finance and Banking

(3-5<sup>th</sup> July, 2015)

Steigenberger Bellerive au Lac, Utoquai 47, 8008, Zurich, Switzerland.

Honorary Executive Editor, Global Business Research Journals.

[www.globalbizresearch.org](http://www.globalbizresearch.org)

Kindly read the instructions given below:

## **Registration**

Upon arrival at the Conference venue, please proceed to the Meeting Room - Salon 1 of the hotel to complete the registration. There will be signage/written direction to help you to locate us. You may also enquire at the front desk of the hotel and ask them for directions to the Conference room.

Please note that registration desk will be open from 8.30 am to 9.30 am on 3<sup>rd</sup> July.

Please report either to Dr. Elango Rengasamy or Ms. Anbukkarasi for completing your registration. If you have already remitted the Conference fee, you will receive a Conference kit based on the payment option you have chosen.

The Conference kit will contain the following items.

- Conference Pack
- Conference Proceedings

## **Conference proceedings**

Conference proceedings will be available in a disc which is also a part of the Conference kit. **ISBN: 978-1-63415-477-2**

All the papers that are listed in the Conference handbook will be available online on our website.

## **Presentation Rooms**

On May 3 & 4, we will be using the presentation rooms – Salon 1 and Restaurant Bisto.

## **What should you bring along for your presentation?**

Please bring the PPT of your research paper in a pen-drive. Please print at least 10-15 copies of your full paper and hand them to the chair and participants of the session at the beginning of your presentation.

Each author will have about 15 minutes for presentation and 5 minutes for questions and discussion. Kindly stick to the time limits, please.

The meeting room has a LCD projector and a laptop computer for you to make your presentation.

**\*\*\*Please ensure that you save your presentation file both in 2010/2013 versions.**

## **Coffee and Lunch Break**

Coffee and snacks will be served twice (morning and evening) in Foyer. The lunch will be served in 1<sup>st</sup> Floor.

## **Best Paper Award**

'Best Paper' is selected on the basis of a set of selected criteria. Reviewers' report is the key factor in selecting the best research papers. The best paper awards will be announced after two months.

## **Best Presenter Award**

Best Presenter Awards will be presented only to research scholars who make outstanding presentations in each track which will be based on the recommendations of the Chair/Observers of the respective Technical Sessions. If sufficient number of research scholars do not participate, this award would not be presented.

## **Publication of your Paper**

All the accepted papers will be published in the form of 'Conference proceedings'. It will also be published in our journals provided you have opted for it and made significant improvements on the papers in light of the Reviewers' reports/suggestions.

## **Whom to Contact?**

For any queries/issues regarding the Conference matters, please contact Ms. Sudha Balaji on +91 8220055161 (Indian Mobile Number) or Dr. Elango Rengasamy on +971564459173. You may also send an email to [swissconference@globalbizresearch.org](mailto:swissconference@globalbizresearch.org) or [editor@globalbizresearch.org](mailto:editor@globalbizresearch.org)

## **WhatsApp!**



**WhatsApp Contact: +918220055163**

You may also send 'WhatsApp' messages to the above mobile number (messages only). We would try our best to respond, as early as possible. While sending messages, kindly indicate the conference (EAR15Swiss Conference and your name, as well).

## **Upcoming Conferences**

If you would like to participate in our future/upcoming conferences, please keep visiting our websites [www.globalbizresearch.org](http://www.globalbizresearch.org) to find out more information. You will also receive regular updates from us.

## **List of Participating Countries**

EAR15Swiss Conference on Global Business, Economics, Finance and Banking are extremely proud to welcome delegates from the following countries: Brazil, Egypt, France, Hong Kong-SAR, India, Iran, Ivory Coast, Latvia, Malaysia, New Zealand, Serbia, Taiwan, Tanzania, Thailand, Turkey, UAE, UK and USA.

## **Conference Team**

Conference Director: Dr. Elango Rengasamy, The British University in Dubai, UAE.  
Mrs. Dhanapackiam E, Director, M/s Jupiter Global Business Research FZE, Dubai, UAE.  
Mrs. Sudha Balaji, Events & Publications Coordinator  
Ms. Santhanalakshmi M, Editorial Assistant  
Ms. Sofia Rachel S, Editorial Assistant  
Mr. Benker Dinesh, Launch Web Dreams  
Ms. Anbukkarasi E, Volunteer  
Ms. Ranjani E, Volunteer

## **Chair – Technical Sessions**

**Prof. Chung-Hung Tsai**, National Pingtung University, Taiwan.  
**Prof. Matthew Ross**, Western Michigan University, USA.  
**Dr. Majid Fathizahraei**, Ecole Centrale Paris, France.  
**Prof. Syed S. Hassan**, Swansea University, United Kingdom.  
**Prof. Amy H.I. Lee**, Chung Hua University, Taiwan.  
**Prof. Chien-Wei Wu**, National Tsing Hua University, Taiwan.  
**Prof. Dr. HASAN F. BAKLACI**, Izmir University of Economics, Turkey.  
**Dr. Usha Devi.N**, MLA First Grade College for women, India.  
**Dr. Umadevi**, V.T, BSV Arts and Commerce College for Women, India.  
**Dr. Pramod Gonchkar**, Govt. RC College of Commerce and Management, India.

## **Conference Advisory Board and Review Team**

Dr. Adolphus J. Toby, Rivers State University of Science and Technology, Nigeria  
Dr. Ahmed Badawi, American University of Middle East, Kuwait  
Dr. Alexander Guzmán Vásquez, CESA School of Business, Colombia  
Dr. Anbalagan Krishnan, Curtin University, Malaysia  
Dr. Anbalagan Rathinam, SRM University, India  
Dr. Andala Rama Putra Barusman, University of Bandar Lampung, Indonesia  
Dr. Azouzi Mohamed, Faculty of Management Mahdia, Tunisia  
Dr. Daniel Makina, University of South Africa, South Africa  
Dr. David Ferreira Lopes Santos, São Paulo State University, Brazil  
Dr. David Minja, Kenyatta University, Kenya  
Dr. Diroubinee Mauree Narrainen, University of Technology, Mauritius  
Dr. Doan Tranh, Duy Tan University, Vietnam  
Dr. Edward E. Marandu, University of Botswana, South Africa  
Dr. Elango Rengasamy, The British University in Dubai, UAE  
Dr. Francesco Agliata, Second University of Naples, Italy  
Dr. Francesco Ciampi, University of Florence, Italy  
Dr. Ghassan Ossman, Al Dar University College, UAE  
Dr. Gilbert V. Nartea, Lincoln University, New Zealand  
Dr. Gypsy Mae B. Casurao, University of Mindanao, Philippines  
Dr. Henri Weijo, Bentley University, USA  
Dr. Iya Churakova, St. Petersburg University, Russia  
Dr. Jayakumar. A, Periyar University, India  
Dr. Johannes Peyyavali Sheefeni, University of Namibia

Dr. Joy M. Kiiru, University of Nairobi, Kenya  
Dr. Kwabena A. Kyei, Boston University, USA  
Dr. Lixian Qian, Xi'an Jiaotong-Liverpool University, China  
Dr. Londoloza L. Luvuno, University of South Africa, South Africa  
Dr. Manlio Del Giudice, Second University of Naples, Italy  
Dr. María Andrea Trujillo Dávila, CESA School of Business, Colombia  
Dr. Michel PHAN, East China Normal University, China  
Dr. Miriam Jankalová, The University of Žilina, Slovakia  
Dr. Mohamed Tawfik Essawy, Helwan University, Egypt  
Dr. Mohammad Qasen Ahmad Al Qarioti, Kuwait University, Kuwait  
Dr. Mohd. Zaini Abd Karim, Universiti Utara Malaysia, Malaysia  
Dr. Mokhtaruddin Ahmed, Universiti Malaysia Kelantan, Malaysia  
Dr. N.R. Parasuraman, Director, SDMIMD, Mysore, India  
Dr. Paula Fukofuka, University of Technology, China  
Dr. Petro Maziku, College of Business Education, Tanzania  
Dr. Ramokhojoane P. Motsoeneng, University of South Africa, South Africa  
Dr. Renato Lopes da Costa, ISCTE Business School University, Portugal  
Dr. Sanja Grubacic, Southern Connecticut University, USA  
Dr. Saurav Roy Choudhury, Capital University, USA  
Dr. Selvam M, Alagappa University, Karaikudi, India  
Dr. Shahid Ibrahim, Bangor Business School, UK  
Dr. Shahryar Sorooshian, University Malaysia Pahang, Malaysia  
Dr. Shu-Hsun Ho, Providence University, Taiwan  
Dr. Shivakumar Deene, Central University of Karnataka, India  
Dr. Stephen Aro-Gordon, Baze University, Nigeria  
Dr. Tapan Sarker, Griffith University, Australia  
Dr. Terrill Frantz, Carnegie Mellon University, USA  
Dr. Tiberio Daddi, Scuola Superiore Sant'Anna University, Italy  
Dr. Uzi Sasson, Ben-Gurion University of the Negev, Israel  
Dr. Vadhindran Rao, Metropolitan State University, USA  
Dr. Venkataesh Seshamani, University of Zambia, Zambia  
Dr. Victoria O. Ligan, University of Mindanao, Philippines  
Dr. Vijayakumar Gudep, Muscat College, Oman  
Dr. Yeny E. Rodríguez, ICESI University, Colombia  
Dr. Yuen Yee Yen, Multimedia University, Malaysia

**EAR15Swiss Conference**  
**Program Outline**  
**Friday, 3<sup>rd</sup> July 2015 (Timeline)**

<b>08.30 - 09.30</b>	: Registration (8.30 am onwards)
<b>09.30 - 10.30</b>	: Inaugural Session/Keynote address (Salon 1)
<b>10.30 - 11.00</b>	: Coffee Break (Foyer)
<b>11.00 - 12.45</b>	: Technical session (1&2) – Paper Presentations
<b>12.45 - 13.30</b>	: Lunch Break & Networking (1 <sup>st</sup> Floor)
<b>13.30 - 14.00</b>	: Invited Lecture (Salon 1)
<b>14.00 - 15.45</b>	: Technical Session (3&4) – Paper Presentations
<b>15.45 - 16.00</b>	: Coffee Break (Foyer)
<b>16.00 – 17.45</b>	: Technical Session (5&6) – Paper Presentations
<b>Presentation Rooms</b>	: Salon 1 and Restaurant Bisto

**Saturday, 4<sup>th</sup> July 2015**

<b>08.30 - 10.00</b>	: Technical Session (7&8) – Paper Presentations
<b>10.00 - 10.15</b>	: Coffee Break (Foyer)
<b>10.15 - 12.00</b>	: Invited Lectures (Salon 1)
<b>12.00 - 13.00</b>	: Technical Session (9&10) – Paper Presentations
<b>13.00 – 14.15</b>	: Lunch Break & Networking (1 <sup>st</sup> Floor)
<b>14.15 – 15.00</b>	: Invited Lecture (Salon 1)
<b>15.00 – 15.15</b>	: Coffee Break (Foyer)

**5<sup>th</sup> July 2015** - (Free day for delegates! Own arrangements for shopping, local tour, sight-seeing, meeting with friends & relatives and departure to home country).



**Friday 3<sup>rd</sup> July, 2015**

**8.30 – 9.30 am**

**(Salon 1)**

**Registration**

**9.30 – 10.30**

**(Salon 1)**

**Inaugural Session/Keynote Address**

Welcome Address & Introduction of Guests: **Dr. Elango Rengasamy**,  
The British University in Dubai, Dubai, United Arab Emirates.

Keynote Speaker: **Dr. Matthew Ross**, Western Michigan University, USA.

Guest of Honor: **Prof. N.R. Parasuraman**, Director,  
SDM Institute for Management Development, Mysore-India. Academic Partners.

Vote of Thanks: **Mr. Robert Galan**, College of Business Education, Tanzania.

**10.30 – 11.00**

**(Foyer)**

**“Coffee Break”**

**Technical Session – 1**

**11.00 – 12.45**

**(Salon 1)**

**Track: (Global Business, Economics & Sustainability)**

**Session Chair: Prof. Chung-Hung Tsai**, National Pingtung University,  
Taiwan.

**ID\_Z551: The Construction of the Assessment Model of Tourist Disaster-Resilience in Taiwan – by Using GIS and Decision Theory:** Chung-Hung Tsai, National Pingtung University, Taiwan

**ID\_Z527: Generation Y Perceptions of Employment in the Plantation Sector:** Zaki Aman, Universiti Teknologi MARA, Malaysia & A. KUSHAIRI, Malaysia Palm Oil Board, Bangi, Malaysia

**ID\_Z549: Business University Student Entrepreneurial Competencies: Towards Readiness for Globalization:** Nerisa Paladan, International University of Grand-Bassam, Ivory Coast

**ID\_Z581: The Relationship Between External Debt and Economic Growth in Turkey:**  
SUNA KORKMAZ, Balikesir University, Turkey

**ID\_Z547: The Role of Social Capital on Absorptive Capacity and Organizational Innovation:** Ploychompoo Kittikunchotiwut, Mahasarakham University, Thailand

**ID\_Z585: An Analysis of Social Networks Usage for Information Communication in Business Organization:** Gamonkwan Phuk-intr, Chulalongkorn University, Thailand & Kanibhatti Nitirojntanad, Chulalongkorn University, Thailand

## Technical Session - 2

11.00 – 12.45

(Restaurant Bisto)

**Track: (Finance, Accounting & Banking)**

**Session Chair: Dr. Matthew Ross, Western Michigan University, USA.**

**ID\_Z574: Mergers and Acquisitions in the United States Defense Industrial Base:**  
Matthew M. Ross, Western Michigan University, USA & Chenguang Shang, Bentley University, USA

**ID\_Z535: Idiosyncratic Risk and the Cross-Section of Expected Stock Return : A Threshold Regression Approach:** Carl R. Chen, University of Dayton, Taiwan, Pei Zhang, University of Dayton, Taiwan & Shin-Yun Wang, National Dong Hwa University, Taiwan

**ID\_Z576: Impact of Financial Education on Financial Literacy Levels and Diversity of Investment Choices:** Ali BAYRAKDAROĞLU, Muğla Sıtkı Koçman University, Turkey & Firat Botan ŞAN, Muğla Sıtkı Koçman University, Turkey

**ID\_Z507: Cognitive Foundation of Corporate Entrepreneurship as a Mean of Sustainable Competitiveness and Growth:** Jelena Erić Nielsen, University of Kragujevac, Serbia & Vesna Stojanović Aleksić, University of Kragujevac, Serbia

**ID\_Z5132: Banking Loan Recovery Issues in Latvia:** Rolands Neilands, Rīga Stradiņš University, Latvia

**ID\_Z5120: Role of Organizational Culture in Knowledge Management: A Study in Indian Context:** Sanjay Kumar Singh, Abu Dhabi University, UAE (on request)

12.45 – 13.30

(1<sup>st</sup> Floor)

**“Lunch Break & Networking”**

13.30 – 14.00

(Salon 1)

### Invited Lecture 1

**Prof. N.R. Parasuraman,  
Director & Professor of Finance,  
SDM Institute for Management Development, India.**

**Topic: "Financial Analysis and Risk – Quantitative vs. Qualitative Analysis "**

### Technical Session – 3

14.00 – 15.45

(Salon 1)

**Track: (Management & Marketing)**

**Session Chair: Dr. Majid Fathizahraei, Ecole Centrale Paris, France.**

**ID\_Z5136: Prioritize Sustainable Ecotourism Advancement Criteria Based on ANP and Aggregation Method:** Dr. Majid FathiZahraei, Ecole Centrale Paris, France & Dr. Azita Asadi, Ecole Centrale Paris, France

**ID\_Z599: Management of Occupational Safety and Health in the Republic of Serbia:** SNEŽANA ŽIVKOVIĆ, University of Niš, Serbia & VESNA STOJANOVIĆ-ALEKSIĆ, University of Kragujevac, Serbia

**ID\_Z546a: Consumers' Response toward Counterfeit Medicines in Dar es Salaam City, Tanzania: A Comparative Analysis:** Gordian Stanslaus Bwemelo, College of Business Education (CBE), Tanzania & Robert Galan Mashenene, College of Business Education (CBE), Tanzania

**ID\_Z586: Strategies to Overcome Barriers in Emerging Economies: The Case of Brazilian Pharmaceutical:** Marisa Rhoden, Federal University of Rio Grande do Sul, Brazil, Lazaro Sumba Quimi, Federal University of Rio Grande do Sul, Brazil, Aurora Zen, Federal University of Rio Grande do Sul, Brazil, Vanesa Daniel, Federal University of Rio Grande do Sul, Brazil & Bernardo, Federal University of Rio Grande do Sul, Brazil

### Technical Session – 4

14.00 – 15.45

(Restaurant Bisto)

**Track: (Finance, Accounting & Banking)**

**Session Chair: Prof. Syed S. Hassan, Swansea University, United Kingdom.**

**ID\_Z594: Exchange Rate Volatility and UK Imports from Developing Countries: Effect of the Global Financial Crisis:** Syed S. Hassan, Swansea University, United Kingdom

**ID\_Z545: Constraints of Accessing Debt Financing among Small and Medium Enterprises in Tanzania: A Literature Review:** Robert Galan Mashenene, College of Business Education (CBE), Tanzania

**ID\_Z5119: Does Corporate Value Affect the Relationship Between Corporate Social Responsibility and Stock Returns?:** Roger C. Y. Chen, National Kaohsiung First University of Science and Technology, Taiwan

**ID\_Z5106: CEO Duality and Firm Performance – The Role of External Competition and Internal Governance:** Hui-wen Tang, Tamkang University, Taiwan

**ID\_Z510: Group of Companies and Inter-Company Fraud; A Case from Turkey:** Cenap Ilter, California State University Stanislaus, USA

15.45 – 16.00

(Foyer)

“Coffee Break”

Technical Session – 5

16.00 – 17.45

(Salon 1)

**Track: (Management & Technology)**

**Session Chair: Prof. Amy H.I. Lee,** Chung Hua University, Taiwan.

**ID\_Z558: A Replenishment Model under a Multiple Supplier and Multiple Vehicle Environment:** Amy H.I. Lee, Chung Hua University, Taiwan, He-Yau Kang, National Chin Yi University of Technology, Taiwan & Ying-Mei Tu, Chung Hua University, Taiwan.

**ID\_Z559: Process Yield Index and Asymmetric Tolerances:** Yu Ting Tai, Kainan University, Taiwan & Liou Ching Lee, National Chiao Tung University, Taiwan.

**ID\_Z560: Effect of Background Music and Visual Display on Shopping Website Browsing and Purchasing Process:** Chien-Jung Lai, National Chin-Yi University of Technology, Taiwan & Kang-Ming Chang, Asia University, Taiwan.

**ID\_Z561: Hand Surface Area Variation Analyzed by 3D Laser Scan Measurement:** Ching Hua Lin, Chung Hua University, Taiwan, Po Tsun Lin, Chung Hua University, Taiwan & Yu Chao, Chung Hua University, Taiwan.

**ID\_Z562: Wafer Release Decision Model of Giga-fab:** Ying-Mei Tu, Chung Hua University, Taiwan, R.O.C.

## Technical Session – 6

16.00 – 17.45

(Restaurant Bisto)

**Track: (Management & Technology)**

**Session Chair: Prof. Chien-Wei Wu**, National Tsing Hua University, Taiwan.

**ID\_Z563: Designing a New Two-plan Sampling System by Variables with Switching**

**Rules:** Chien-Wei Wu, National Tsing Hua University, Taiwan & Shih-Wen Liu, National Taiwan University of Science and Technology, Taiwan.

**ID\_Z564: A Robust Optimization Model for Optimal Design of Hybrid Renewable Energy Systems:** Kuo-Hao Chang, National Tsing Hua University, Taiwan.

**ID\_Z565: An Integrated Inventory Model for Transportation and Quantity Discounts**

**Problem:** He-Yau Kang, National Chin Yi University of Technology, Taiwan, Amy H.I. Lee, Chung Hua University, Taiwan & Ching Hua Lin, Chung Hua University, Taiwan.

**ID\_Z566: New Product Development Time Performance: Investigating the Effect of**

**Market Orientation, Organizational Integration and Innovation Capabilities:** Yu Chao, Chung Hua University, Taiwan & Chyan Yang, National Chiao Tung University, Taiwan.

**Saturday, 4<sup>th</sup> July 2015**

## Technical Session – 7

8.30 – 10.00

(Salon 1)

**Track: (Finance, Accounting & Banking)**

**Session Chair: Prof. HASAN F. BAKLACI**, Izmir University of Economics, Turkey.

**ID\_Z5109: Do Short Selling and Prices Granger Cause Each Other? Evidence from an Emerging Market:** Hasan F. Baklaci, Izmir University of Economics, Turkey, Omür Suer, Galatasaray University, Turkey & Tezer Yelkenci, Izmir University of Economics, Turkey.

**ID\_Z5100: The 10 Companies with Best CSR Reputations:** D.S. Prathima, Government First Grade College, India.

**ID\_Z5104: Contemporaneous Spillover among Commodity Volatility Indices:** Ruangrit Klaikaew, Thammasat University, Thailand & Chaiyuth Padungsaksawasdi, Thammasat University, Thailand.

**ID\_Z5105: Integration in Futures Markets:** Anutchanat Jaroenjitrkam, Thammasat University, Thailand.

**ID\_Z575: The Indian primary capital markets – An Anatomical Study of the Returns and their Determinants:** S.K. Nashi, K L E's G H Degree College and Post Graduate Centre of Commerce, India.

**ID\_Z5131: Regulatory Policy in the Financial Sector – Towards Financial Services Diversity of the Republic of Latvia:** Martins Smilga, Riga Stradiņš University, Latvia.

**ID\_Z540: Internal Control over Financial Reporting and the Value of Cash:** Pinghsun Huang, National Cheng Kung University, Taiwan.

## Technical Session – 8

8.30 – 10.00

(Restaurant Bisto)

### Track: (Management & Marketing)

**Session Chair: Dr. Umadevi,** BSV Arts and Commerce College for Women, India.

**ID\_Z539: A Study on Leadership Excellence Attainment Determinants: Structural Similarities:** Umadevi VT, BSV Arts and Commerce College for Women, India.

**ID\_Z556: Spiritual Leadership and its Relationship with Quality of Work Life and Organizational Performance – An Exploratory Study:** Usha Devi. N, MLA First Grade College for women, India.

**ID\_Z592: Integrated Management System on Implementation of ISO 14001 and 18001 - A Case Study of BEML, Bangalore:** K. Pramod Gonchkar, Govt. RC College of Commerce and Management, India & C. Sachitha Bopaiah, Govt. RC College of Commerce and Management, India.

**ID\_Z555: Managing Stress – A View in the positive mode:** A. Gayathri, BMS College for Women, India.

**ID\_Z552: Make India an International Hub for Higher Education - An Exploratory Study:** Bhagya. GB, NITTE, India, Bhargavi. VR, Sheshadripuram Composite College, India, Usha Devi. N, MLAFGCW, India, Kamatchi.P, NMKRV College, India, Jayappa, Sheshadripuram Composite College, India.

**ID\_Z554: Internal Communication – A Powerful Tool for Two way Communication:** Leelavathy AM, Maharani's College for women, India, B Mariyappa, Bangalore University, India & K. Pramod Gonchkar, BMS College, India.

**ID\_Z501: Management of Knowledge Sharing – Seeking a Right Blend with Push and Pull Forces:** Eddie K.K. Law, Open University, Hong Kong & Andrew Chan, City University of Hong Kong, Hong Kong .

10.00 – 10.15

(Foyer)

## "Coffee Break"

10.15 – 10.45

(Salon 1)

### Invited Lecture 2

Dr. Cenap Iler,  
California State University Stanislaus,  
United States of America.

**Topic:** "Exploring the Effects of Inflation on Financial Statements through Ratio Analysis!"

10.45 – 11.30

(Salon 1)

### Invited Lecture 3

Dr. Andrew Chan,  
City University of Hongkong,  
Hongkong-SAR.

**Topic:** "Dilemma as a Researcher: Post-colonial Methodologies in International Business Theory Development!!"

11.30 – 11.45

(Salon 1)

### Invited Lecture 4

Dr. Mariyappa,  
Bangalore University,  
Bangalore-India.

**Topic:** "Sovereign Debt Crisis in Select European Economies and its Impact on Various Sectors of the Indian Economy!!"

11.45 – 12.00

(Salon 1)

### Invited Lecture 5

Dr. Kamatchi,  
SDC Degree College, Kolar,  
Karnataka-India.

**Topic:** " Business Ethics: A Tool for Sustainability in Global Business!!"

## Technical Session – 9

12.00 – 13.00

(Salon 1)

**Track: (Global Business, Economics & Sustainability)**

**Session Chair: Dr. Usha Devi.N,** MLA First Grade College for Women, India.

**ID\_Z548: Makert access for Maize smallholder Framers in Tanzania:** Petro Maziku, College of Business Education, Tanzania.

**ID\_Z596: Carbon Trading – A Market Mechanism to Address Climate Change: A Study of Sustainability Claims of Select CDM Projects in India:** Mahananda B. Chittawadagi, KLE Society's S. Nijalingappa College, India.

**ID\_Z579: Tariffs and Unemployment Causality: Evidence from a Panel Analysis of the EU:** Seham Hamed Negem, Tanta University, Egypt.

**ID\_Z5126: An Econometric Analysis on the Human Capital of Turkish Automotive Supply Industry:** Alper Sönmez, Selçuk University, Turkey.

## Technical Session – 10

12.00 – 13.00

(Salon 1)

**Track: (Global Business, Economics & Sustainability)**

**Session Chair: Dr. Pramod Gonchkar,**  
Govt. RC College of Commerce and Management, India.

**ID\_Z550: Contributions of Savings and Credit Cooperative Society on Improving Rural Socio-economic Livelihood in Makungu ward Iringa, Tanzania:** Josephine Churk, College of Business Education, Tanzania.

**ID\_Z5128: Life Satisfaction Regarding to Human Capital in Turkey:** AlperSönmez, Selçuk University, Turkey & Özlem Altunsu Sönmez, Selçuk University, Turkey.

**ID\_Z5112: Environment, Energy, and Environmental Productivity of Energy: A Decomposition Analysis in China and the US:** Vahid Mohamad Taghvaei, Persian Gulf University, Iran & Parviz Hajiani, Persian Gulf University, Iran.

**ID\_Z524: International students working as careworkers in New Zealand:** Nyemudzai Esther Ngocha-Chaderopa, Waiariki Institute of Technology, New Zealand.

13.00 – 14.15

(1<sup>st</sup> Floor)

**“Lunch Break”**



14.15 – 15.00

(Salon 1)

### Invited Lecture 6

**Dr. Elango Rengasamy,  
The British University in Dubai,  
United Arab Emirates.**

**Topic: "Publishing in Peer-Reviewed Journals!"  
-What do the Editors Expect?-A Few Thoughts!!**

15.00 – 15.15

(Foyer)

**"Coffee Break"**

★ **Global Business Research Journals** ★

[www.globalbizresearch.org](http://www.globalbizresearch.org)

- ❖ Journal of Emerging Issues in Economics, Finance and Banking (ISSN: 2306-367X)
- ❖ Global Journal of Contemporary Research in Accounting, Auditing and Business Ethics (ISSN 2311-3162)
- ❖ Global Journal of Emerging Trends in e-business, Marketing and Consumer Psychology (ISSN 2311-3170)
- ❖ Global Review of Research in Tourism, Hospitality and Leisure Management (ISSN 2311-3189)
- ❖ International Journal of Recent Advances in Organizational Behaviour and Decision Sciences (ISSN 2311-3197)
- ❖ International Review of Research in Emerging Markets and the Global Economy (ISSN 2311-3200)

## EAR15Swiss Conference

### List of Participants

<b>Paper Id.</b>	<b>Name</b>	<b>University/Instiuion</b>	<b>Country</b>
Z501	Dr. Andrew Chan	City University of Hong Kong	Hong Kong
Z507	Dr. Jelena Erić Nielsen	University of Kragujevac	Serbia
Z510	Dr. Cenap Ilter	California State University	USA
Z524	Mrs. Nyemudzai Esther Ngocha-Chaderopa	Waiariki Institute of Technology	New Zealand
Z527	Mr. Zaki Bin Aman	Universiti Teknologi MARA	Malaysia
Z535	prof. Shin-Yun Wang	National Dong Hwa University	Taiwan
Z539	Prof. Umadevi VT	BSV Arts and Commerce College for Women	India
Z540	Prof. Pinghsun Huang	National Cheng Kung University	Taiwan
Z545 & Z546a	Mr. Robert Galan Mashenene	College of Business Education (CBE)	Tanzania
Z547	Dr. Ploychompoo Kittikunchotiwut	Maharakham University	Thailand
Z548	Dr. Petro Maziku	College of Business Education	Tanzania
Z549	Dr. Nerisa Paladan	International University of Grand-Bassam	Ivory Coast
Z550	Ms. Josephine Churk	College of Business Education	Tanzania
Z551	Prof. Chung-Hung Tsai	National Pingtung University	Taiwan
Z552	Dr. Kamatchi	SDC Degree College	India
Z555	Prof. Gayathri.A	BMS college for Women	India
Z556	Dr. Usha Devi.N	MLA First Grade Colelge for Women	India
Z558	Prof. Amy H.I. Lee	Chung Hua University	Taiwan
Z559	Prof. Yu Ting Tai	Kainan University	Taiwan
Z560	Prof. Chien-Jung Lai	National Chin-Yi University of Technology	Taiwan
Z561	Prof. Ching Hua Lin	Chung Hua University	Taiwan
Z562	Prof. Ying-Mei Tu	Chung Hua University	Taiwan
Z563	Prof. Chien-Wei Wu	National Tsing Hua University	Taiwan
Z564	Prof. Kuo-Hao Chang	National Tsing Hua University	Taiwan
Z565	Prof. He-Yau Kang	National Chin Yi University of Technology	Taiwan
Z566	Prof. Yu Chao	Chung Hua University	Taiwan
Z574	Prof. Matthew Ross	Western Michigan University	USA
Z575	Dr. Sangappa Nashi	K L E's G H Degree College	India

Z576	Mr. FIRAT BOTAN SAN	Mugla Sitki Kocman University	Turkey
Z576a	Mr. Ali BAYRAKDAROĞLU	Mugla Sitki Kocman University	Turkey
Z579	Dr. Seham Negem	Tanta University	Egypt
Z581	Dr. Suna Korkmaz	Balikesir University	Turkey
Z585	Dr. Kanibhatti Nitirojntanad	Chulalongkorn University	Thailand
Z586	Dr. Marisa Ignez dos Santos Rhoden	Federal University of Rio Grande Do Sul	Brazil
Z590	Dr. Pornpan Damrongsukniwat	Kasetsart University	Thailand
Z590a	Miss. Ausa Wongsorntham	Kasetsart University	Thailand
Z591	Dr. B Mariyappa	Bangalore University	India
Z592	Dr. K. Pramod Gonchkar	Govt. RC College of Commerce and Management	India
Z592a	Prof. C. Sachitha Bopaiah	Govt. RC College of Commerce and Management	India
Z594	Prof. Syed S. Hassan	Swansea University	UK
Z596	Dr. Mahananda B. Chittawadagi	KLE Society's S.Nijalingappa College	India
Z599	Dr. SNEŽANA ŽIVKOVIĆ	University of Niš	Serbia
Z5100	Dr. D.S. Prathima Dinesh	GFGC	India
Z5104	Dr. Chaiyuth Padungsaksawasdi	Thammasat University	Thailand
Z5105	Ms. Anutchanat Jaroenjitrkam	Thammasat University	Thailand
Z5106	Assoc Prof. Hui-wen Tang	Tamkang University	Taiwan
Z5109	Dr. HASAN F. BAKLACI	Izmir University of Economics	Turkey
Z5112	Mr. Vahid Mohamad Taghvaei	Persian Gulf University	Iran
Z5119	Prof. Roger C. Y. Chen	National Kaohsiung First University of Science and Technology	Taiwan
Z5120	Dr . Sanjay Singh	College of Business Administration	UAE
Z5126	Dr. Alper SONMEZ	Selcuk University	Turkey
Z5128	Dr. Ozlem Altunsu SONMEZ	Selcuk University	Turkey
Z5131	Mr. Martins Smilga	Riga Stradiņš University	Latvia
Z5132	Mr. Rolands Neilands	Riga Stradiņš University	Latvia
Z5136	Dr. Majid FathiZahraei	Ecole Centrale Paris	France

### **Our Upcoming Conferences - 2015**

Dear Delegates,

You are cordially invited to participate in our International Conferences happening globally!

Please visit our conference websites listed below for further information:

#### **South East Asia**

**Second Asia-Pacific Conference on Global Business, Economics, Finance and Social Sciences – Da Nang City, Vietnam.**

**Conference Dates:** 10 – 12<sup>th</sup> July 2015

Venue: Duy Tan University, Danang - Vietnam.  
Website: [http://globalbizresearch.org/Vietnam\\_Conference/](http://globalbizresearch.org/Vietnam_Conference/)

### **Third Asia-Pacific Conference on Global Business, Economics, Finance and Banking - Singapore**

Conference Dates: 17 – 19<sup>th</sup> July 2015  
Venue: Village Hotel Albert Court, Singapore.  
Full Paper Submission Deadline: 10<sup>th</sup> July 2015  
Website: [http://globalbizresearch.org/Singapore\\_Conference2015/](http://globalbizresearch.org/Singapore_Conference2015/)

### **Fourth Asia-Pacific Conference on Global Business, Economics, Finance and Social Sciences – Kuala Lumpur, Malaysia**

Conference Dates: 7 – 9<sup>th</sup> August 2015  
Venue: Hotel GTower Kuala Lumpur, Kuala Lumpur-Malaysia.  
Full Paper Submission Deadline: 30<sup>th</sup> July 2015  
Website: [http://globalbizresearch.org/Malaysia\\_Conference/](http://globalbizresearch.org/Malaysia_Conference/)

## **Middle East & North Africa**

### **Third Middle East Conference on Global Business, Economics, Finance and Banking – Dubai, UAE**

Conference Dates: 16 – 18<sup>th</sup> October 2015  
Venue: Al Murooj Rotana Hotel, (Opp. to Dubai Mall), Dubai. UAE  
Abstract Deadline (250 words): 30<sup>th</sup> June 2015  
Full Paper Submission Deadline: 15<sup>th</sup> August 2015  
Website: [http://globalbizresearch.org/Dubai\\_Conference2015\\_Oct/](http://globalbizresearch.org/Dubai_Conference2015_Oct/)

## **India**

### **Fourth International Conference on Global Business, Economics, Finance and Social Sciences – Kolkata, India**

Conference Dates: 18 – 20<sup>th</sup> December 2015  
Venue: Hotel Hyatt Regency Kolkata, Kolkata-India.  
Abstract Deadline (250 words): 15<sup>th</sup> August 2015  
Full Paper Submission Deadline: 15<sup>th</sup> October 2015  
Website: [http://globalbizresearch.org/Kolkata\\_Conference/](http://globalbizresearch.org/Kolkata_Conference/)

## **Upcoming Conferences in 2016**

### **South East Asia**

### **Fifth Asia-Pacific Conference on Global Business, Economics, Finance and Social Sciences – Port Louis, Mauritius**

Conference Dates: 21 – 23<sup>rd</sup> January 2016  
Venue: Hennessy Park Hotel, Ebene, Port Louis, Mauritius.  
Abstract Deadline (250 words): 30<sup>th</sup> September 2015  
Full Paper Submission Deadline: 1<sup>st</sup> November 2015  
Website: [http://globalbizresearch.org/Mauritius\\_Conference\\_2016\\_Jan/](http://globalbizresearch.org/Mauritius_Conference_2016_Jan/)

### **Sixth Asia-Pacific Conference on Global Business, Economics, Finance and Social Sciences – Bangkok, Thailand**

Conference Dates: 18 – 20<sup>th</sup> February 2016  
Venue: Novotel Bangkok on Siam Square, Bangkok, Thailand.  
Abstract Deadline (250 words): 31<sup>st</sup> October 2015  
Full Paper Submission Deadline: 20<sup>th</sup> December 2015

Website: [http://globalbizresearch.org/Thailand\\_Conference\\_2016\\_Oct/](http://globalbizresearch.org/Thailand_Conference_2016_Oct/)

## **Middle East & North Africa**

### **Fourth Middle East Conference on Global Business, Economics, Finance and Social Sciences – Dubai, UAE**

**Conference Dates:** 13 – 15<sup>th</sup> May 2016

**Venue:** Al Murooj Rotana Hotel, (Opp. to Dubai Mall), Dubai. UAE

**Abstract Deadline (250 words):** 15<sup>th</sup> February 2016

**Full Paper Submission Deadline:** 25<sup>th</sup> March 2016

**Website:** [http://globalbizresearch.org/Dubai\\_Conference\\_2016\\_May/](http://globalbizresearch.org/Dubai_Conference_2016_May/)

## **Europe**

### **Third European Academic Research Conference on Global Business, Economics, Finance and Banking – Paris, France**

**Conference Dates:** 1 – 3<sup>rd</sup> July 2016

**Venue:** Paris, France.

**Abstract Deadline (250 words):** 15<sup>th</sup> January 2016

**Full Paper Submission Deadline:** 28<sup>th</sup> February 2016

**Website:** [http://globalbizresearch.org/Paris\\_Conference\\_2016\\_July/](http://globalbizresearch.org/Paris_Conference_2016_July/)

## **India**

### **Fifth International Conference on Global Business, Economics, Finance and Social Sciences – Chennai, India**

**Conference Dates:** 1 – 3<sup>rd</sup> April 2016

**Venue:** Hotel Royal Regency, Chennai-India.

**Abstract Deadline (250 words):** 30<sup>th</sup> November 2015

**Full Paper Submission Deadline:** 10<sup>th</sup> January 2016

**Website:** [http://globalbizresearch.org/Chennai\\_Conference\\_2016\\_April/](http://globalbizresearch.org/Chennai_Conference_2016_April/)

## **America**

### **First American Academic Research Conference on Global Business, Economics, Finance and Social Sciences – New York, USA**

**Conference Dates:** 25 – 28<sup>th</sup> May 2016

**Venue:** New York, USA.

**Abstract Deadline (250 words):** 30<sup>th</sup> November 2015

**Full Paper Submission Deadline:** 31<sup>st</sup> December 2015

**Website:** [http://globalbizresearch.org/Newyork\\_Conference\\_2016\\_May/](http://globalbizresearch.org/Newyork_Conference_2016_May/)

## **Upcoming Conferences in 2016**

<b>Port Louis – Mauritius</b>	January 21-23, 2016
<b>Bangkok – Thailand</b>	February 18-20, 2016
<b>Chennai – India</b>	April 1-3, 2016
<b>Dubai – UAE</b>	May 13-15, 2016
<b>New York – USA</b>	May 25-28, 2016
<b>Paris – France</b>	July 1-3, 2016
<b>Zurich – Switzerland</b>	July 7-9, 2016
<b>Kuala Lumpur – Malaysia</b>	July 15-17, 2016
<b>Singapore</b>	July 21-23, 2016

Hong Kong – SAR	August 11-13, 2016
Dubai – UAE	October 14 -16, 2016
Istanbul – Turkey	December 15-17, 2016

### Upcoming Conferences in 2017

Hong Kong - SAR	January 20-22, 2017
Bangkok - Thailand	February 16-18, 2017
Jakarta-Indonesia	May 18-20, 2017
Rome-Italy	July 1-3, 2017
Zurich-Switzerland	July 7-9, 2017
Athens-Greece	July 12-14, 2017
Singapore	August 3-5, 2017
Kuala Lumpur-Malaysia	August 10-12, 2017
Dubai-UAE	October 6-8, 2017
Arusha City-Tanzania	October 12-14, 2017
Tokyo-Japan	November 23-25, 2017
Taipei–Taiwan ROC	December 21-23, 2017

## Second European Academic Research Conference on Global Business, Economics, Finance and Banking

(ISBN: 978-1-63415-477-2)

3-5<sup>th</sup> July 2015

**Venue: Steigenberger Bellerive au Lac,  
Utoquai 47, 8008, Zurich, Switzerland.**

**Hotel Phone: +41 44 254400-0**

### **How to Reach the Conference venue? (Steigenberger Bellerive au Lac)!**

#### **FROM ZURICH AIRPORT:**

**By City Train:** From Zurich Airport, take a walk to Zürich-Flughafen and board a train from Platform no. 4 heading towards Brig and exit at Zurich HB. It is non-stop and takes approx. 11mins. From here board another train heading towards Pfäffikon SZ, from platform 43/44 and exit at Zürich Stadelhofen. It is non-stop and takes approx. 2mins. From Zurich Stadelhofen, you can take a walk to Steigenberger Bellerive au Lac Zürich. It is about 600m from Zurich Stadelhofen and takes approx. 7minsto reach.

**By Car:** From Zurich Airport, take Butzenbüelring to A51 which is approx. 1.6km and takes about 4mins. Continue on A51, then take A1L to Wasserwerkstrasse in Zürich. It takes about 8 min (7.9 km) and then take Neumühlequai and Bahnhofquai to Utoquai/Route 17.

#### **FROM ZURICH MAIN TRAIN STATION, ZÜRICH HAUPTBAHNHOF (HB):**

**By City Train:** From Zurich main train station, board a train heading towards Pfäffikon SZ, from platform 43/44 and exit at Zürich Stadelhofen. It is non-stop and takes approx. 2mins.

From Zurich Stadelhofen, you can take a walk to Steigenberger Bellerive au Lac Zürich. It is about 600m from Zurich Stadelhofen and takes approx. 7minsto reach.

**By Car:** From Zurich HB, head north-west on Bahnhofpl towards Gessnerallee and then take slight left onto Gessnerallee. Turn left onto Sihlstrasse (signs for Sihlporte) and then Turn right onto Talstrasse. Turn left onto Bürklipl. (signs for Rapperswil) and keep right to continue on Quaibrücke. Quaibrücke turns slightly right and becomes Utoquai/Route 17. Destination will be on the left.

Location map!

<http://en.steigenberger.com/Zurich/Steigenberger-Bellerive-au-Lac>

### **Our Address:**

J.A. Alpha Business Research & Publishers Pvt. Ltd.,  
Regd. Office: No.3, Ganesh Nagar 1<sup>st</sup> Street, Mittanamallee, Avadi IAF,  
Chennai-600 055. Tamil Nadu, India.

[director@alphabizresearch.com](mailto:director@alphabizresearch.com)

[swissconference@globalbizresearch.org](mailto:swissconference@globalbizresearch.org)

Ph: LL: 00914426840639

Mobile: +91 8220055161/+971 551696221

**Have a safe and pleasant trip to Zurich, Switzerland!  
Thank you!**