Cordially invite you to the
EAR16Swiss Conference
Fourth European Academic Research Conference on Global Business, Economics, Finance and Banking
THEME: Ensuring Monetary and Financial Stability in Europe!
Back to the Future!!
ISBN: 978-1-943579-88-4

&
MTC16Swiss Conference
International Academic Research Conference on Marketing & Tourism
THEME: Know Your Customers in a Digitized World!
7-9 July, 2016

&
DRC16Swiss Conference (July 8, 2016)
Doctoral Research Conference in Business Studies and Management Sciences

Venue: Steigenberger Bellerive au Lac, 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
Dear & Distinguished Delegates,

Hearty welcome to the most fabulous country in the world, Switzerland! A pleasant and peaceful heaven on the planet 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 country. Swiss is a world-class business center, one of the leading financial centers of the world and has top-class 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! Getting Back to Growth and Stability!!

Although a few economies in the EU have faced 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, of late, there is sign of improvement and growth. Some of the economies have faced 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. A few 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. The trend now, of course, is reversing. This is a good news, indeed!

**Financial Stability! 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. If done, it helps currency stability, low inflation, price and interest rate stability.

Given the above background, we are extremely delighted to host the Fourth 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!

**Digital Marketing! A Great Tool to Know Your Customers!**
Of late, business establishments have understood the significance of ‘digital marketing’ and are using it to improve their business performance and results. Traditional marketing tools, unfortunately, although used widely, have been losing their place in global marketing, today.

One has to plan the digital marketing plan to thrive and succeed in this competitive global landscape. Global giants such as Amazon, Dell, Google and other companies are re-defining the way they approach their customers, today. This conference would discuss the emerging trends in marketing with a focus on digital marketing.

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,
Honorary Director,
Steigenberger Bellerive au Lac, 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 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 for directions to the Conference room.
Please note that registration desk will be open from 8.30 am to 9.30 am on 7 July 2016. Please report either to Dr. Elango Rengasamy or Mrs. Dhanapackiam E, 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 be handed over on arrival.

**Conference proceedings**
Conference proceedings will be available in a pen drive which may obtain it on demand.

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

**Presentation Room**
On 7 & 8 July, we will be using the presentation room – Salon 1.

**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 an 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. Lunch will be served in the 1st 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/young researchers 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 swissconf@globalbizresearch.org, mtcswissconf@globalbizresearch.org or editor@globalbizresearch.org.

WhatsApp!

WhatsApp Contact: +971 56 4459173
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 (EAR16Swiss Conference or MTC16Swiss Conference and your name, as well).

Upcoming Conferences
If you would like to participate in our future/upcoming conferences, please keep visiting our website www.globalbizresearch.org to find out more information. You will also receive regular updates from us.

List of Participating Countries
EAR16Swiss Conference on Global Business, Economics, Finance and Banking is extremely proud to welcome delegates from the following countries: Australia, Bahrain, China, Egypt, Georgia, India, Iran, Italy, Japan, Jordan, Korea (South), Lebanon, Morocco, Spain, Taiwan, Thailand, Turkey, UK, USA & Vietnam.

Conference Team
Honorary 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. Lavanya P, Editorial Assistant
Mr. Benker Dinesh, Launch Web Dreams

Chair – Technical Sessions
Prof. Hong-Ghi Min, KAIST, Korea (South).
Dr. Hussein Zeaier, Lebanese American University, Lebanon
Prof. Jian-Ming ZHU, Central University of Finance and Economics, China.
Dr. Mohamed Ahmed, Minia University, Egypt.
Dr. James Downey, Lynn University, USA.
Prof. Michael Swenson, Brigham Young University, USA.
Dr. Yihui Lan, University of Western Australia, Australia.
Dr. Elango Rengasamy, The British University in Dubai, UAE.
Conference Advisory Board and Review Teams

Dr. Aldwin M. Teves, Central Philippines State University, Philippines
Dr. Anbalagan Krishnan, Curtin University, Malaysia
Dr. Anbalagan Rathinam, SRM University, India
Dr. Andrew Chan, City University of Hong Kong, Hong Kong
Dr. Cenap Ilter, California State University Stanislaus, California
Dr. Daniel Makina, University of South Africa, South Africa
Dr. David Minja, Kenyatta University, Kenya
Dr. Diroubineet Mauree Narrainen, University of Technology, Mauritius
Dr. Doan Tranh, Duy Tan University, Vietnam
Dr. Elango Rengasamy, The British University in Dubai, UAE
Dr. Faik ÇELİK, Kocaeli University, Turkey
Dr. Francesco Ciampi, University of Florence, Italy
Dr. Fur-Hsing Wen, Soochow University, Taiwan
Dr. Gilbert V. Nartea, Lincoln University, New Zealand
Dr. Iya Churakova, St. Petersburg University, Russia
Dr. JD Van Heerden, Stellenbosch University, South Africa
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Dr. Joy M. Kiiru, University of Nairobi, Kenya
Dr. K.S. Meenakshisundaram, Great Lakes Institute of Management, India
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Dr. Saurav Roy Choudhury, Capital University, USA
Dr. Selvam M, Alagappa University, Karaikudi, India
Dr. Stephen Aro-Gordon, Baze University, Nigeria
Dr. Van Aardt Smit, University of the Free State, South Africa
Dr. Venkataesh Seshamani, University of Zambia, Zambia
Dr. Vijayakumar Gudep, Muscat College, Oman
Dr. Youan Robert Lin, California State University, East Bay, USA
**Program Outline**

**Thursday, July 7, 2016 (Timeline)**

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<td>Registration (8.30 am onwards)</td>
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<tr>
<td>09.30 - 10.00</td>
<td>Inaugural Session/Keynote address (Salon 1)</td>
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<td>10.00 - 11.15</td>
<td>Technical session 1 – Paper Presentations</td>
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<td>11.15 – 11.30</td>
<td>Coffee Break (Foyer)</td>
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<td>11.30 – 12.45</td>
<td>Technical session 2 – Paper Presentations</td>
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<td>12.45 - 13.30</td>
<td>Lunch Break &amp; Networking (1st Floor)</td>
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<td>13.30 - 14.00</td>
<td>Panel Discussion (Salon 1)</td>
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<td>14.00 - 15.30</td>
<td>Technical session 3 – Paper Presentations</td>
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<td>15.30 - 16.00</td>
<td>Coffee Break (Foyer)</td>
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<td>16.00 – 17.00</td>
<td>Technical session 4 – Paper Presentations</td>
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**Presentation Rooms**

: Salon 1 Meeting Room

**Friday, July 8, 2016 (Timeline)**

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<td>11.45 – 13.00</td>
<td>Technical sessions 6 – Paper Presentations</td>
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<td>13.00 – 14.00</td>
<td>Lunch Break &amp; Networking (1st Floor)</td>
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<td>14.00 – 15.30</td>
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<td>15.30 – 16.00</td>
<td>Coffee Break (Foyer)</td>
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<td>16.00 – 17.45</td>
<td>Technical sessions 8 – Paper Presentations</td>
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**Presentation Room**

: Salon 1 Meeting Room
Day 1

09.30 – 10.00  7-July-2016  (Salon)

Inaugural Session/Keynote Address

Welcome & Keynote Address: Dr. Elango Rengasamy
The British University in Dubai, Dubai-United Arab Emirates.

Presidential Address: Dr. Chaiyaset Promsri
Rajamangala University of Technology Phra Nakhon, Thailand.

Technical Session – 1

10.00 – 11.15  (Salon 1)

Track: (Finance, Accounting & Banking)
Session Chair: Prof. Hong-Ghi Min, KAIST, Korea (South).

ID_Z669: Information Asymmetry among Investor Groups in the Korean Stock Market:
Jae-Beom Cho, KAIST, Republic of Korea & Hong-Ghi Min, KAIST, Republic of Korea.

ID_Z659: Does Firms’ Growth Properties Increase Incentives to Meet or Beat Analysts’ Revenue Forecasts?: Dong Hyun Son, Dong Woo Ko & Sanguk Jung, Hankuk University of Foreign Studies, South Korea.


ID_Z619: The Stock Price Relevance of Accounting Information for the Companies Designated as “Issues for the Administration” According to the Causes of Designation:
Changrae Park, Gangneung-Wonju National University, South Korea.

11.15 – 11.30  “Coffee Break”  (Lobby)

Technical Session – 2

11.30 – 12.45  (Salon 1)

Track: (Finance, Accounting & Banking)
Session Chair: Dr. Hussein Zeaiter, Lebanese American University, Lebanon.


ID_Z644: Asset-Pricing with Idiosyncratic Risk Premium as a Systematic Risk Factor: Xiong Wei, Research Institute of Shenzhen Stock Exchange, China & Chen Langnan, Sun Yat-Sen University, China.

ID_Z668: Volatility Transmission between Conventional Finance and Islamic Finance in Stock Markets: Hong-Bae Kim, Dongseo University, South Korea & Taewoo Sohn, Pusan National University, South Korea.

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<td>12.45 – 13.30</td>
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<td>13.30 – 14.00</td>
<td>Panel Discussion</td>
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<td><strong>Topic:</strong> &quot;Making Assessments Transparent! Need &amp; Challenges!!&quot;</td>
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<td><strong>Experts</strong></td>
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<td>Dr. James Downey,</td>
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<td>Lynn University, USA.</td>
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<td>Dr. Elango Rengasamy</td>
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<td>The British University in Dubai,</td>
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<td>Dubai, UAE.</td>
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<td>14.00 – 15.30</td>
<td>Technical Session – 3</td>
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<td><strong>Track:</strong> (Management, Marketing &amp; Tourism)</td>
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<td><strong>Session Chair:</strong> Prof. Jian-Ming ZHU,</td>
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<td>Central University of Finance and Economics, China</td>
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ID_Z631: Internet Finance Credit Supervision System Innovation: Jian-ming ZHU, Central University of Finance and Economics, China, Yong-gui FU, Shanxi University of Finance and Economics, China & Yechen ZHU, Central University of Finance and Economics, China.

ID_Z648: Retaining Knowledge Employees: Strategies by HR Professionals: Shammy Shiri, Manipal University, India.
ID_Z660: Influences of Star Power on Movie Revenue: Taewan Kim, Lehigh University, USA, Sang-Uk Jung, Hankuk University of Foreign Studies, South Korea & Dong Hyun Son, Hankuk University of Foreign Studies, South Korea.

ID_ZM607: Conceptualising Destination Marketing during Economic Turmoil: Marietta Fragkogianni, University of Suffolk, UK.

ID_ZM609: A Pilot Project for Promoting Low Carbon Tourism in Designated Areas of Thailand: Machima Thongdejsri, Asian Institute of Technology, Thailand, Rachnarin Nitisoravut, Tammasat University, Thailand, Nalikatibhag Sangsnit, Pavarat Kunkuamdee & Chadchawan Muongpruan, Designated Areas for Sustainable Tourism Administration (Public Organization), Thailand & Vilas Nitivattananon, Asian Institute of Technology, Thailand.

ID_Z606: Toward a Wider Analysis of Market Definition: Theory and Evidence from the Turkish Telecommunications Industry: Tamer Çetin, Yildiz Technical University, Turkey.

15.30 – 16.00 (Foyer)

“Coffee Break”

16.00 – 17.00 (Salon 1)

Track: (Research Scholars’ Session)

Session Chair: Dr. Mohamed Ahmed, Minia University, Egypt.


ID_Z618: Modeling the Effect of Core Job Dimensions and Labor Market Conditions on Fresh Graduates’ Retention: Carole Serhan, University of Nicosia, Cyprus & Haritini Tsangari, University of Nicosia, Cyprus.


ID_Z624: Blue Ocean Business Model through Public Private Partnership for Reclaimed Water: Varshali Sharma, Manipal University, India.
Day 2  
Friday, July 8, 2016  
Technical Session – 5

09.00 – 10.45  
(Salon 1)

Track: (Global Business, Economics, Sustainability & Management)  
Session Chair: Dr. James Downey, Lynn University, USA.

ID_Z608: How to Write a Financial Accounting E-Book: James F. Downey, Lynn University, USA.

ID_Z639: The Contribution of Multinational Defense Firms to Dual-Use Technological Knowledge: Manuel Acosta, Daniel Coronado, Esther Ferrándiz, Rosario Marín, Pedro Jesús Moreno & Pedro Prats, University of Cadiz, Spain.


ID_Z649: Examining the Real Implementation of Corporate Social Responsibility in Spanish Companies and their Fit with the Human Resources Management Area: Qualitative Contributions based in Interviews: Jesus Barrena-Martinez, Macarena Lopez-Fernandez & Pedro Miguel Romero-Fernandez, University of Cadiz, Spain.

ID_Z637: Do We Cooperate or Compete for Sustainable Economic Growth?: Mei-Tai Chu, La Trobe University, Australia.

10.45 – 11.15  
“Coffee Break”  
(Foyer)

11.15 – 11.45  
(Salon 1)

Invited Lecture  
Dr. Mei-Tai Chu  
La Trobe University, Australia.

Technical Session – 6

11.45 – 13.00  
(Salon 1)

Track: (Marketing & Finance)  
Session Chair: Prof. Michael Swenson, Brigham Young University, USA.
ID_ZM606: Startup Marketing: Making Consumer Insights Actionable: Michael Swenson, Brigham Young University, USA & Gary Rhoads, Brigham Young University, USA.

ID_Z630: What Drives Consumers to Contribute Online Reviews?: A Study from the Perspective of the Incentive Theory of Motivation: Mei-Ju Chen, Chienkuo Technology University, Taiwan.

ID_ZM602: An Investigation into Social Media Representations of Egypt's Historic Hotels: Mohamed Ahmed Ali Ahmed, Minia University, Egypt.


ID_Z646: The Effects of Workplace Spirituality and Work Satisfaction on Intention to Leave: Chaiyaset Promsri, Rajamangala University of Technology Phra Nakhon, Thailand.


ID_Z650: Continuous Development of Local Wisdom of Pha Jok Products toward Commercial Competitive in Ratchaburi: Varunya Kaewchuaeknang & Thitinan Pongkachen, Rajamangala University of Technology Phra Nakhon, Thailand.

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<td>13.00 – 14.00</td>
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<td>“Lunch Break &amp; Networking”</td>
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Technical Session – 7

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<tr>
<td>14.00 – 15.30</td>
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Track: (Finance, Accounting, Banking & Others)
Session Chair: Dr. Yihui Lan, University of Western Australia, Australia.

ID_Z621: Uncertainty in Currency Mispricing: Kenneth W Clements, Yihui Lan & Jiawei Si, The University of Western Australia, Australia.

ID_Z635: Financial Constraints and Long-Run Performance: Weiju Young, Chaoyang University of Technology, Taiwan.

ID_Z636: New Equity Issuers' Performance and Earnings Management: Junming Hsu, National Chung Hsing University, Taiwan.

ID_ZM608: How Does Horizontal Direction Influence Product Evaluation?: Chien-Huang Lin, National Central University, Taiwan & Su-Hui Kuo, National Central University, Taiwan.

ID_Z662: Perceptions on the Impact of the Joint Provision of Audit and Non-audit Service on Auditor Independence and Audit Quality: Evidence from Bahrain: Hussein Khasharmeh, Applied Sciences University, Bahrain & Abdelmohsen M. Desoky, University of Bahrain, Bahrain. (In-absentia)

ID_Z611: Exploring the Barriers to Work Life Balance for Women in Saudi Arabia: Mohammed O Bahudhailah, Hull University, UK.

15.30 – 16.00 “Coffee Break” (Foyer)

16.00 – 17.45 (Salon 1)

Technical Session – 8

Track: DRC16Swiss Conference (July 8, 2016)
Doctoral Research Conference

Session Chair & Rapporteur: Dr. Elango Rengasamy, The British University in Dubai, UAE. (A short presentation on the topic, “Writing a quality journal paper! A few important suggestions!!”

ID_DRZ602: Brain Drain, Brain Gain and Brain Return Explained by a Model based on a Comparable Individual Country’s Well-being Indicator (LISE): Luca Giovangiuseppe Liminta, University C. Cattaneo - LIUC, Italy & Serati Massimiliano, University C. Cattaneo - LIUC, Italy.


ID_DRZ603: The Migrant Crisis: One Theatre’s Quest to Assimilate Transient Individuals into Local Community through Innovative Techniques of Non-Verbal Communication: Helen Millward, Keele University, UK.


ID_DRZ604: A South African Perspective on the Market-Based Approach to Valuations: Why are Company Multiples So Popular?: WS Nel, University of Stellenbosch, South Africa.
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<th>Name</th>
<th>University/Institution</th>
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<td>Prof. Tamer Cetin</td>
<td>Yildiz Technical University</td>
<td>Turkey</td>
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<td>Dr. James Downey</td>
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<td>USA</td>
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<td>Z611</td>
<td>Mr. Mohammed Bahudhailah</td>
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<td>Z618</td>
<td>Ms. Carole Serhan</td>
<td>University of Nicosia</td>
<td>Lebanon</td>
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<td>Z619</td>
<td>Dr. Changrae Park</td>
<td>Gangneung-Wonju National University</td>
<td>Korea (South)</td>
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<td>Dr. Yihui La</td>
<td>University of Western Australia</td>
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<td>Z624</td>
<td>Ms. Varshali Sharma</td>
<td>Manipal University</td>
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<td>Mrs. Allaa Fahad Alamoudi</td>
<td>Chienkuo Technology University</td>
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<td>Central University of Finance and Economics</td>
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<td>Prof. Weiju Young</td>
<td>Chaoyang University of Technology</td>
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<td>National Chung Hsing University</td>
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<td>University of Cadiz</td>
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<td>Dr. Wei Xiong</td>
<td>Research Institute of Shenzhen Stock Exchange</td>
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<td>The World Islamic Science &amp; Education University</td>
<td>Jordan</td>
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<td>Manipal University</td>
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**International Academic Research Conference on Marketing & Tourism – Kaula Lumpur, Malaysia**
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**International Academic Research Conference on Small & Medium Enterprises – Danang, Vietnam**
- **Conference Dates:** 2-4th August, 2016
- **Venue:** Saigon Tourane Hotel, Danang, Vietnam.

- **Conference Dates:** 7-9th August, 2016
- **Venue:** Dai Nam University, Hanoi, Vietnam.

**Ninth Asia-Pacific Conference on Global Business, Economics, Finance and Banking - Hong Kong, SAR**
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Conference Dates: 16-18\textsuperscript{th} February, 2017
Venue: Ambassador Hotel Bangkok, Bangkok, Thailand.
Website: http://globalbizresearch.org/Bangkok_Thailand_Conference_2017_feb2/

Middle East & North Africa

Fifth Middle East Conference on Global Business, Economics, Finance and Social Sciences – Dubai, UAE
Conference Dates: 14–16\textsuperscript{th} Oct 2016
Venue: Al Murooj Rotana Hotel, (Opp. to Dubai Mall), Dubai, UAE.

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Fifth European Academic Research Conference on Global Business, Economics, Finance and Banking – Istanbul, Turkey
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**Venue:** Las Vegas, USA.  
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**Conference Dates:** 28–30th April 2017  
**Venue:** Wagner College, New York, USA.  
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### Upcoming Conferences in 2017

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<td>Las Vegas – USA</td>
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<td>Milan – Italy</td>
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<td>Geneva – Switzerland</td>
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<td>Taipei-Taiwan ROC</td>
<td>December 21-23, 2018</td>
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Fourth European Academic Research Conference on Global Business, Economics, Finance and Banking
(ISBN: 978-1-943579-88-4)
&
International Academic Research Conference on Marketing & Tourism
7-9 July 2016
Venue: Steigenberger Bellerive au Lac, Zurich, Switzerland.

How to Reach the Conference venue?

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 Quai Brücke. Quai Brücke turns slightly right and becomes Utoquai/Route 17. Destination will be on the left.

Location map - Click Here

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Ph: LL: 00914426840639
Mobile: +91 8220055161/+971 564459173

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