



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

*Cordially invite you to the*

**GB15Thai Conference**

**International Conference on Global Business, Economics, Finance and  
Social Sciences**

**ISBN: 978-1-941505-22-9**

**20-22 February 2015**

**Venue:**

**Novotel Bangkok on Siam Square,  
392/44 Siam Square Soi 6, Bangkok 10330, Thailand.**

**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.**

**Theme: 'SUSTAINED ECONOMIC GROWTH IN ASIA! PROGRESS & CHALLENGES!!'**

**Program Handbook**

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

## **GB15Thai Conference**

**20-22<sup>nd</sup> February 2015**

**Novotel Bangkok on Siam Square, 392/44 Siam Square Soi 6, Bangkok 10330, Thailand.**

**The Inaugural Session (first day of the conference) is on 21<sup>st</sup> February 2015 at 9.00 am.**

**(Please note that there is no event or programme on 20<sup>th</sup> February, Friday). This day is meant for arrival and settling in).**

Dear & Distinguished Delegates!

### **Hearty Welcome!**

I am delighted to extend a warm welcome to Bangkok, Thailand which is one of the finest tourist destinations in the World.

We are immensely pleased to present this International Conference on Global Business, Economics, Finance and Social Sciences in Bangkok, Thailand.

Bangkok, indeed, is a very vibrant global city with a very rich cosmopolitan outlook. It is a busy city with multiple shopping arcades, gourmet restaurants, nightclubs and interesting sightseeing attractions.

### **Bangkok has a Rich Culture!**

Bangkok began as a small trading centre and port community on the west bank of the Chao Phraya River some 200 years ago. Today, while the city is up to speed with modern times, the grandeur and glory of its illustrious past still prevails. Be it dazzling temples, spectacular palaces, a world-famous floating market or colourful Chinatown, each of these attractions has an intriguing story to tell. Of course, you have many other tourist attractions in Bangkok. The Temple of Dawn, The Grand Palace, Wat Pho, Chao Phraya River, Chatu Chak Week-end Market, to name a few. The local people in Thailand are very meek, friendly and helpful.

### **Thailand! A New Industrialized Country!**

Thailand is a new industrialized country with exports contributing to two-third of the GDP and is the second largest economy in South-East Asia after Indonesia. The World Bank has recognized Thailand as 'one of the great development success stories' (World Bank Report (<http://www.worldbank.org/en/country/thailand>)). The statistics further indicate that while the unemployment rate is a meagre 0.9%, the inflation rate is very low at 2.2%.

### **The Theme: Sustained Economic Growth in Asia! Progress & Challenges!!**

The United Nations (UN) has chalked out eight international development goals following the Millennium Summit in the year 2000, which is popularly known as Millennium Development Goals (MDGs). Eradication of poverty, achieving universal primary education, promoting gender equality and women empowerment, ensuring environmental sustainability are the major goals, among others.

## **Some Important Issues and Agenda before the Asian Economies!**

Asian economies have the potential to grow rapidly and reduce global poverty provided some concrete steps are being initiated on a war-footing in the Asia region. Let's analyze some of the issues. As we are aware, the mother earth is still suffering from many prolonged issues and problems. A little closer to 20% of the global population lives on less than \$1.25 per day. A considerable amount of population (173 million) suffered from hunger in 2011-2013. In 2013, each day, 32,000 people abandoned their homes due to conflict. (Source: The Millennium Development Goals Report 2014, UN).

Unfortunately, many species face extinction; marine and eco-system need to be protected. Areas such as child nutrition, mortality, maternal mortality and enrolment in schooling should be addressed on a war-footing.

In addition, the other major economic issues to be addressed include the following: Financial system instability, Eurozone fragility, persistent structural unemployment, economy driven social unrest, fiscal imbalances in many economies, internet governance, emerging economic powers from the developing economies etc.,

### **GB15Thai Conference – A platform to share your thoughts!**

Against this backdrop, the International Conference on Global Business, Economics, Finance and Social Sciences being organized jointly by the Global Business Research Journals (GBRJ) and SDMIMD, Mysore, India, provides an ideal platform for academicians/researchers to share their insights and views to improve the global economy and alleviate the sufferings of global community. Investments should be channelized to the productive sectors of the economy, to start with. Once this is done, creation of wealth and employment generation would take place in a phased manner. We are doubly happy that this conference provides an opportunity to network with leading researchers, renowned economists and academicians from across the globe.

A warm welcome to you again! We are pretty sure that you would have a pleasant and memorable trip to Bangkok, Thailand.

My special thanks to every one of you for your valuable presence and participation.

Best regards,

Dr. Elango Rengasamy,

Conference Director,

International Conference on Global Business, Economics, Finance and Social Sciences  
(20-22<sup>nd</sup> February, 2015)

Novotel Bangkok on Siam Square, 392/44 Siam Square Soi 6, Bangkok 10330, Thailand.

Honorary Executive Editor, Global Business Research Journals.

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

Please read the instructions given below:

### **Registration**

Upon arrival at the conference venue, please proceed to the Monet Hall (IV Floor) 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 21<sup>st</sup> February and 8.45 am to 9.30 am on 22<sup>nd</sup> February 2015.

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: 978-1-941505-22-9**

All the papers which are listed in conference handbook will be available online on our website. [www.globalbizresearch.org](http://www.globalbizresearch.org)

### **Presentation Rooms**

On February 21 & 22, we will be using two presentation rooms - Monet & Pissarro.

### **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.

Every room has an LCD projector and a laptop computer for you to make your presentation. **Please ensure that you save your ppt. both in 2010/2013 versions.**

### **Coffee and Lunch Break**

Coffee and snacks will be served twice (morning and evening) in Pre-functionary Area of the Monet and Pissarro Halls. Lunch will be served at The Square Restaurant, located at the II Floor of the Hotel.

### **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.

### **Best Presenter Award**

Best Presenter Awards will be presented only to research scholars (if there are sufficient numbers) who make outstanding presentations in each track which will be based on the recommendations of the Chair/Observers of the respective Technical Sessions.

### **Conference Dinner**

The conference dinner will be hosted on 21<sup>st</sup> February 2015 between 19.00 pm – 21.30 pm for those who have already registered with an additional payment of US\$50. If you have not registered already, please send an email to Sudha Balaji at [thailandconference@globalbizresearch.org](mailto:thailandconference@globalbizresearch.org) immediately. You may pay this additional amount at the conference venue on 21<sup>st</sup> Feb' morning. Venue for Conference Dinner.

## **Networking & Conference Dinner (21<sup>st</sup> Feb' 2015)**

**19.00 -21.30 at**

### **Grand Hyatt Erawan Bangkok**

494 Rajdamri Road Bangkok 10330 Thailand

Hotel TELEPHONE +66 2254 6250

<http://www.bangkok.grand.hyatt.com/en/hotel/our-hotel/map-and-directions.html?icamp=propMapDirections>

(This is just 800 mts away from Novotel on Siam Square)

### **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 make 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 Local **Thailand Contact Number: +66930285334** (will be active from 20<sup>th</sup> February evening 5 pm onwards).

You may also send an email to [thailandconference@globalbizresearch.org](mailto:thailandconference@globalbizresearch.org)

Or [editor@globalbizresearch.org](mailto:editor@globalbizresearch.org)

### **Upcoming Conferences**

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

## **List of Participating Countries**

GB15 International Conference on Global Business, Economics, Finance and Social Sciences is extremely proud to welcome delegates from the following countries:

Albania, Australia, Bangladesh, Czech Republic, Germany, India, Indonesia, Iran, Japan, Jordan, Malaysia, Mexico, Nigeria, Pakistan, South Korea, Sri Lanka, Thailand, Turkey, UAE and USA.

## **Conference Team**

Conference Director:

Dr. Elango Rengasamy, The British University in Dubai, UAE.

Conference Advisor:

Dr. Shibu Dharmarajan, Assumption University of Thailand, Thailand.

Mrs. Dhanapackiam Elango, Director, M/s Jupiter Global Business Research FZE, Dubai, UAE.

Ms. Anbukkarasi E. Volunteer

Ms. Sukanya Chareewan (Nueng) - Volunteer

Ms. Phimchanok Boonphosiri (Fang) - Volunteer

Mrs. Sudha Balaji – J.A. Alpha

Miss. Santhanalakshmi – J.A. Alpha

Miss. Sofia Rachel – J.A. Alpha

Mr. Benker Dinesh – Launch Web Dreams

## **Chair – Technical Sessions**

Prof. Farzad Farsio, Zayed University, UAE.

Prof. Shah Alam, University of Asia Pacific, Bangladesh.

Dr. Hamid Saremi, Islamic Azad university, Iran.

Prof. Jesus Otoniel Sosa Rodriguez, Universidad De Colima, Mexico.

Prof. B. Jayarama Bhat, Kuvempu University, India.

Prof. Marko Grünhagen, Eastern Illinois University, USA.

Dr. William J. Cosgrove, California State Polytechnic University, USA.

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

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Dr. Mohamed TawfikEssawy, Helwan University, Egypt  
Dr. Mohd. ZainiAbd Karim, Universiti Utara Malaysia, Malaysia  
Dr. Mokhtaruddin Ahmed, Universiti Malaysia Kelantan, Malaysia  
Dr. N.R. Parasuraman, Director, SDMIMD, Mysore, India  
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Dr. Shu-Hsun Ho, Providence University, Taiwan  
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Dr. Tapan Sarker, Griffith University, Australia  
Dr. Terrill Frantz, Carnegie Mellon University, USA  
Dr. Tiberio Daddi, ScuolaSuperioreSant'Anna University, Italy  
Dr. Vadhindran Rao, Metropolitan State University, USA  
Dr. Venkataesh Seshamani, University of Zambia, Zambia  
Dr. Vijayakumar Gudep, Muscat College, Oman

## **GB15Thai Conference**

### **Program Outline**

#### **Saturday, 21<sup>st</sup> February 2015**

Timeline	Event
08.30-09.30	Registration
09.30-10.30	Inaugural Session/Keynote Address (Monet Hall) - 4 <sup>th</sup> Floor
10.30-11.00	Coffee Break
11.00-12.45	Technical sessions (1&2) – Paper Presentations at Monet & Pissarro
12.45-13.30	Lunch Break at the Square Restaurant, II Floor
13.30-14.00	Special Invited Lecture (Monet Hall) – All Delegates
14.00-15.45	Technical Sessions (3&4) – Paper Presentations at Monet & Pissarro
15.45-16.00	Coffee Break
16.00-17.45	Technical Sessions (5) Paper Presentation at (Monet Hall)
19.00-21.30	Conference Dinner (Only for those who have registered)

#### **Sunday, 22<sup>nd</sup> February 2015**

Timeline	Event
08.45-09.30	Registration
09.30-10.30	Special Invited Lecture (Monet Hall) - 4 <sup>th</sup> Floor
10.30-10.45	Coffee Break
10.45-12.30	Technical sessions (6&7) – Paper Presentations at Monet & Pissarro
12.30-13.30	Lunch Break at the Square Restaurant, II Floor
13.30-14.30	Special Invited Lecture (Monet Hall) – All Delegates
14.30-15.00	Coffee Break
15.10-19.00	Free City Local Tour (Please send an email to register)
19.00	Delegates dropped back at Novotel on Siam Square after tour.



**Saturday, 21<sup>st</sup> February, 2015**

**Saturday, 21 February 2015**

**8.30 – 9.30 (Monet Hall)**

**Registration**

**Saturday, 21 February 2015**

**9.30 – 10.30 (Monet Hall)**

**Inaugural Session/Keynote Address**

Welcome Address: **Dr. Elango Rengasamy**, Conference Director,  
Head of Finance Program, The British University in Dubai, United Arab Emirates.

Special Felicitation: **Dr. R. Jagadeesh**, SDM Institute for Management  
Development, India. (Academic Partners)

Keynote Address: **Dr. Alexis Sergio Esposto**, Faculty of Business and Law,  
Swinburne University of Technology, Australia.

Guest of Honour & Chair: **Dr. June Bernadette D'souza**, School of Management  
& Economics, Assumption University of Thailand, Thailand.

Vote of Thanks: **Dr. Shibu Dharmarajan**, School of Management & Economics  
Assumption University of Thailand, Thailand.

**Saturday, 21 February 2015**

**10.30 – 11.00 (Pre-functionary Area, Monet Hall)**

**Coffee Break**

**Technical Session – 1**

**Saturday, 21 February 2015**

**11.00 – 12.45 (Monet Hall)**

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

**Session Chair: Prof. Farzad Farsio**, Zayed University, UAE.

**ID\_T548: Can Consumer Economic Sentiment Indicator Predict Consumption Expenditure in the Eurozone?:** Shokoofeh Fazel, Montana State University, USA & Farzad Farsio, Zayed University, UAE.

**ID\_T570: Analysis of Commercial Property in Central European Countries:** Michal Hlavacek, Charles University, Czech Republic, Ondřej Novotný, Jones Lang LaSalle, Czech Republic & Marek Rusnák, Czech National Bank, Czech Republic.

**ID\_T574: Monetary Policy and Commodity Prices in a Small Open Economy:** Lubos Komarek, Czech National Bank, Faculty of Economics, VŠB-TU Ostrava and The University of Finance and Administration, Czech Republic & Martin Motl, Czech National Bank, Faculty of Economics, VŠB-TU Ostrava and The University of Finance and Administration, Czech Republic.

**ID\_T569: Financial Stability and the Sovereign Default Risk:** Lubos Komarek, Czech National Bank, Faculty of Economics, VŠB-TU Ostrava and The University of Finance and Administration, Czech Republic & Zlatuse Komarkova, Czech National Bank, Faculty of Economics and The University of Finance and Administration, Czech Republic

**ID\_T522: The Rate of Returns for Women Employees in Public-Private Sector in Kyrgyzstan: A Quantile Regression Approach:** Ebru CAGLAYAN AKAY, Marmara University, Turkey, Irem SAKAKLI SACILDI, Marmara University, Turkey & Zamira OSKONBAYEVA, Kyrgyzstan-Turkey Manas University, Kyrgyzstan.

## Technical Session - 2

Saturday, 21 February 2015

11.00 – 12.45 (Pissarro Hall)

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

**Session Chair: Dr. Shah Alam,** University of Asia Pacific, Bangladesh.

**ID\_T543: Women Empowerment through Micro-credit Program of Grameen Bank in Bangladesh:** Shah Alam, University of Asia Pacific, Bangladesh.

**ID\_T518: The Benefits and Challenges of Palm Oil Plantation in Malaysia – A Study on Foreign Direct Investment:** Chirsto Selvan, Nilai University, School of Business, Malaysia & Chau Thanh Doan Thu, Nilai University, School of business, Malaysia.

**ID\_T554: Competition and Information Sharing Among Lenders: Grameen II:** Saswatee Mukherjee, Presidency University, India & Bhaswar Moitra, Jadavpur University, India.

**ID\_T555: Effects of Competition on Default Rates in a Microcredit Market: An Empirical Analysis:** Saswatee Mukherjee, Presidency University, India & Bhaswar Moitra, Jadavpur University, India.

**ID\_T540: Challenges of Sustainable Economic Development for Asian Countries:** Youan Robert Lin, California State University-East Bay, USA and Ying Guo, California State University-East Bay, USA.

Saturday, 21 February 2015

12.45 – 13.30

**Lunch Break at  
The Square Restaurant, II Floor, Novotel on Siam Square.**

Saturday, 21 February 2015

13.30 – 14.00 (Monet Hall) – All Delegates

**Special Invited Lecture 1:** Prof. Marko Grünhagen, Lumpkin Distinguished Professor of Entrepreneurship & Professor of Marketing, Eastern Illinois University, School of Business, USA.

**Topic:** "Getting Published & Responding to Reviewers: Strategies for Success"

### Technical Session – 3

Saturday, 21 February 2015

14.00 – 15.45 (Monet Hall)

**Track: (Management)**

**Session Chair: Dr. Hamid Saremi,** Vice-Chancellor, Islamic Azad University, Iran.

**ID\_T567: Empowerment as a New Approach in the Management:** Hamid Saremi, Islamic Azad University, Iran.

**ID\_T504: The Impact of Organizational Memory Use in Marketing Knowledge Management on Marketing Audits in Jordanian Industrial Corporations:** Tareq N. Hashem, Al-Isra University, Jordan.

**ID\_T582: Investigation of the Effects of Student University activities on Children's Opinions:** Cengiz OZYUREK, Ordu University, Turkey, Erol Tas, Ordu University, Turkey & Hüseyin Kalkan, Ondokuz Mayıs University, Turkey.

**ID\_T583: The Effects on Students' Success of Classic and Web Designed Structured Grids in Science Education:** Erol Tas, Ordu University, Turkey, Hülya Altunbey, Ondokuz Mayıs University, Turkey, Cengiz OZYUREK, Ordu University, Turkey & Erdoğan Başar, Ondokuz Mayıs University, Turkey.

**ID\_T509: Method on Memorization of the Quran in Malaysia: A Study in Darul Tuba Institute, Malaysia:** Sedek Ariffin, University of Malaysia, Malaysia, Mustaffa Abdullah, University of Malaysia, Malaysia & Khadher Ahmad, University of Malaysia, Malaysia.

**ID\_T508: Managing Channel Conflict for Enhanced Organizational Performance:** Dennis Ayaga, Benue State University, Nigeria & Alabar, Timothy, Benue State University, Nigeria.

## Technical Session – 4

Saturday, 21 February 2015

14.00 – 15.45 (Pissarro Hall)

### Track: (Marketing & Others)

**Session Chair: Prof. Jesus Otoniel Sosa Rodriguez**, University of Colima, Mexico.

**ID\_T571: Marketing through Social Networks in Touristic and Gastronomy Industry in Manzanillo, Colima, Mexico:** Jesus Otoniel Sosa Rodriguez, University of Colima, Mexico, M.C.A. Nuchnudee Chaisatit, University of Colima, Mexico & M.A. Adriana Del Carmen Bautista Hernández, University of Colima, Mexico

**ID\_T502: Customer Retention in the Nigerian Banking Industry:** Alabar, Timothy, Benue State University, Nigeria.

**ID\_T544: Discriminant Analysis of Marketing Mix Factors Influence Using the Hotel Services:** Pitauk Chanchaen, Suan Dusit Rajabhat University, Thailand & Miss Maniga Thongkong, Institute of Technology Ayothaya, Thailand.

**ID\_T576: Tourism and Local Participation as a Development Strategy for the Rural Communities in Manzanillo, Colima, Mexico:** Nuchnudee Chaisatit, University of Colima, Mexico, Jesus Otoniel Sosa Rodriguez, University of Colima, Mexico & Lilia Itzel Sosa Arguez, University of Colima, Mexico.

**ID\_T5105: Development of Logistic Managed Algorithm for Optimizing Supply Chain Management in Automotive Sector:** Mr. Prakash Divakaran, JKT University, India.

**ID\_T5113: Changing Political Wave and Impact on Global Economy:** Mr. Hemant Babasaheb Tapkir, Himalayan University, India.

Saturday, 21 February 2015

15.45 – 16.00 (Pre-functionary Area)

### Coffee Break

## Technical Session – 5

Saturday, 21 February 2015

16.00 - 17.45 (Monet Hall)

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

**Session Chair: Prof. B. Jayarama Bhat**, Kuvempu University, India.

**ID\_T533: Sustainable Development Efforts in India – A Study:** B. Jayarama Bhat, Kuvempu University, India.

**ID\_T559: The Role of Foreign Direct Investment in Economic Growth of Pakistan (1970-2012): A Cointegration Analysis:** Himayatullah Khan, The University of Agriculture, Pakistan and Hasina Azad, The University of Agriculture, Pakistan.

**ID\_T585: Effectiveness of Aid-for-Trade: Are There Strings Attached?:** Ms. Jinhwan Oh, Ewha Womans University, Korea & Ms. Chanyou Kim, Ewha Womans University, Korea.

**ID\_T560: Damages in Multi-agent Contracts:** Jaehong Kim, Handong University, Korea & Heewon Moon, Seoul National University, Korea.

**ID\_T596: Performance Assessment and Optimization of Global Supply Chains:** Jagadeesh Rajashekharaiyah, SDM Institute for Management Development, India.

**ID\_T557: Input-Output Analysis and Socio-economic Impacts Applied to Miami-Dade County, Florida, U.S.A.:** Pedro F. Pellet, Nova Southeastern University, USA, Mario E. Delgado, US Department of Agriculture, USA & Antonio A. Fernández, Nova Southeastern University, USA.

## **Networking & Conference Dinner**

**19.00 -21.30**

**Conference & Networking Dinner at Grand Hyatt Erawan Bangkok**

494 Rajdamri Road Bangkok 10330 Thailand

TELEPHONE +66 2254 6250

**Sunday, 22 February 2015**

Sunday, 22 February 2015

8.45 – 9.30 (Monet Hall)

Registration

Sunday, 22 February 2015

9.30 – 10.30 (Monet Hall)

**Special Invited Lecture 2:** Prof. R. Jagadeesh, Professor – Operations Management and Quantitative Techniques, SDM Institute for Management Development, India.

**Topic:** "Operations Strategies for Global Competitiveness"

**Special Invited Lecture 3:** Prof. Shah Alam, Professor, Dept. of Business Administration, University of Asia Pacific, Dhaka, Bangladesh.

**Topic:** "Globalization and Emerging Economies: Lessons from Bangladesh"

Sunday, 22 February 2015

10.30 – 10.45 (Pre-functionary Area, Monet Hall)

Coffee Break

Technical Session – 6

Sunday, 22 February 2015

10.45 – 12.30 (Monet Hall)

**Track: (Management)**

**Session Chair: Prof. Marko Grünhagen,** Eastern Illinois University, USA.

**ID\_T531: HR and Franchising in an Emerging Economy: Preliminary Insights from an Interview Study in Vietnam:** Marko Grünhagen, Eastern Illinois University, USA, Thanh Phuong Le, National Cheng Kung University, Taiwan & Chen Ho, Ming Chuan University, Taiwan.

**ID\_T539: Business Transaction - An Islamic Perspective:** Ziaurrahman Azmi, Manipal University, UAE.

**ID\_T541: Natural Science and Female Wage Premium:** Mamiko Takeuchi, Kyushu University, Japan.

**ID\_T5118: Students' perception on the effectiveness of Industrial Internship Programme:** Kingsley Karunarathne, University of Sri Jayewardenepura, Sri Lanka & Niroshani Perera, University of Sri Jayewardenepura, Sri Lanka.

## Technical Session – 7

Sunday, 22 February 2015

10.45 – 12.30 (Pissarro Hall)

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

**Session Chair: Dr. William J. Cosgrove**, California Polytechnic University-Pomona, USA.

**ID\_T527: Policy Response on Sustained Thailand Ageing Population Growth:** Yodying Kongtong, Assumption University, Thailand & Suppanunta Romprasert, Assumption University, Thailand.

**ID\_T592: From Standard Jobs to Green Jobs in Thai Tourism:** Alexis Sergio Esposto & Tomi Winfree, Swinburne University of Technology, Australia.

**ID\_T507: Analysis of the Effect of Inflation, Interest Rates, and Exchange Rates on Gross Domestic Product (GDP) in Indonesia:** Hatane Semuel, Petra Christian University, Indonesia and Stephanie Nurina, Petra Christian University, Indonesia.

**ID\_T588: Sustainable Development in Manufacturing Sector in India:** Sharad Kadam & Milind Pandey, MIT Arts, Commerce and Science College, Pune. India.

**ID\_T5121: Budget Deficit and Economic Growth-Case of Albania:** Dr. Fatbardha Kadiu Universiteti Alekander Moisiu Durres, Albania

Sunday, 22 February 2015

12.30 – 13.30 (Monet Hall)

Lunch Break

Sunday, 22 February 2015

13.30 – 14.30 (Monet Hall)

**Special Invited Lecture 4: Dr. Elango Rengasamy,**

**Head of Finance Program, The British University in Dubai, UAE.**

**Topic: "Emerging Trends in Global Trade and Competitiveness"  
Opportunities & Challenges for Asian Economies!**

Sunday, 22 February 2015

14.30 – 15.00 (Pre-functionary Area, Monet Hall)

Coffee Break

### ***Free City Local Tour (15:10 hrs to 19:00 hrs)***

The City tour will start from Novotel Bangkok on Siam Square at 15.10 hours and the delegates will be dropped back at the hotel at 19.00 hours. So, please plan your ticket booking, accordingly.

### ★ **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)

### **GB15Thai Conference**

#### **List of Participants**

<b>Paper Id.</b>	<b>Name</b>	<b>University/Instiuion</b>	<b>Country</b>
T502/508	Dr. Alabar, Timothy	Benue State University	Nigeria
T504	Dr. Tareq Hashem	Al-Isra University	Jordan
T507	Dr. Stephanie Nurina	Petra Christian University	Indonesia
T509	Mr. Sedek Bin Ariffin	University of Malaya	Malaysia
T518	Dr. Christo Selvan	Nilai University	Malaysia
T522	Prof. Ebru ÇAGLAYAN AKAY	Marmara University	Turkey
T527	Dr. Yodying Kongtong	Assumption University	Thailand
T531	Prof. Marko Grünhagen	Eastern Illinois University	USA
T533	Prof. B.Jayarama Bhat	Kuvempu University	India
T539	Dr. Ziaurrahman Azmi	Manipal Unversity	UAE
T540	Dr. Youan Robert Lin	California State University, East Bay	USA
T541	Prof. Mamiko Takeuchi	Kyushu University	Japan
T543	Dr. Shah Alam	University of Asia Pacific	Bangladesh
T544	Ms. Maniga Thongkong	Institute of Technology	Thailand
T548	Prof. Farzad Farsio	Zayed University	UAE
T548	Dr. Shokoofeh Fazel	Montana State University, Billings	USA
T553	Prof. Marcus Dittrich	Chemnitz University of Technology	Germany
T554/555	Dr. Saswatee Mukherjee	Presidency University	India
T557	Dr. Pedro F. Pellet	Nova Southeastern University	USA



T559	Prof. Himayatullah Khan	The University of Agriculture	Pakistan
T560	Prof. Jaehong Kim	Handong University	South Korea
T560	Ms. Heewon Moon	Seoul National University	Korea
T567	Prof. Hamid Saremi	Islamic Azad university	Iran
T569	Dr. Lubos Komarek	University of Finance and Administration	Czech Republic
T570	Dr. Michal Hlavacek	Charles University	Czech Republic
T571	Prof. Jesus Otoniel Sosa Rodriguez	Universidad De Colima	Mexico
T574	Mr. Martin Motl	The University of Finance and Admn	Czech Republic
T576	Prof. Nuchnudee Chaisatit	University of Colima	Mexico
T582	Dr. Cengiz OZYUREK	Ordu University	Turkey
T583	Dr. Erol Tas, Huseyin Kalkan	Ordu University	Turkey
T585	Ms. Chanyou Kim	Ewha Womans University	Korea
T588	Prof. Sharad Kadam	MIT Arts, Commerce & Science College	India
T592	Dr. Alexis Sergio Esposto	Swinburne University of Technology	Australia
T593	Dr. William J. Cosgrove	California State Polytechnic University	USA
T596	Dr. R. Jagadeesh	SDMIMD, Mysore	India
TD599	ONYEFULUCHI EZEKIEL UNCHENNA & Other Delegates	National Mentorship Office, Federal Secretariat Office, Abuja	Nigeria
TD5100	Mr. Apisit Charitsue	Sukhothai Thammathirat University	Thailand
TD5101	Mr. Sakgul Rimmagulsup	Sukhothai Thammathirat University	Thailand
TD5102	Mr. Somjai Sittirak	Sukhothai Thammathirat University	Thailand
TD5103	Mr. Wivat Sasiwannapong	Sukhothai Thammathirat University	Thailand
TD5104	Mr. Chananun Praditbatuka	Srinakarintawiroth University	Thailand
T5105	Mr. Prakash Divakaran	JIT University	India
T5113	Mr. Hemant Babasaheb Tapkir	Himalayan University	India
TD5114	Ms. Sarinwadee Kuciyu	Sukhothai Thammathirat Open University	Thailand
TD5115	Ms. Jaksina Poolsawat	Sukhothai Thammathirat Open University	Thailand
TD5117	Pol.Lt. Gen Werapong Chuenpagdee	Sukhothai Thammathirat Open University	Thailand
T5118	Mr. Kingsley Karunaratne	University of Sri Jayewardenepura	Sri Lanka

TD5119	Dr. Suree Khemthong	Sukhothai Thammathirat Open University	Thailand
TD5120	Dr. Chow Rojanasang	Sukhothai Thammathirat Open University	Thailand
TD5121	Dr. Fatbardha Kadiu	Aleksander Moisiu University	Albania

### 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 - Danang City, Vietnam.**

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

**Venue:** Duy Tan University, Danang - Vietnam.

**Full Paper Submission Deadline:** 15<sup>th</sup> April 2015

**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.

**Abstract Deadline (250 words):** 31<sup>st</sup> March 2015

**Full Paper Submission Deadline:** 15<sup>th</sup> May 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:** Kuala Lumpur, Malaysia (G-Tower Hotel, Kuala Lumpur, Malaysia)

**Abstract Deadline (250 words):** 31<sup>st</sup> March 2015

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

**Website:** [http://globalbizresearch.org/Malaysia\\_Conference/](http://globalbizresearch.org/Malaysia_Conference/)

#### Middle East & North Africa

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

**Conference Dates:** 22 – 24<sup>th</sup> May 2015

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

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

**Website:** [http://globalbizresearch.org/Dubai\\_Conference2015\\_May/](http://globalbizresearch.org/Dubai_Conference2015_May/)

##### **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/)

## Europe

### **First European Academic Research Conference on Global Business, Economics, Finance and Social Sciences – Milan, Italy**

**Conference Dates:** June 30- July 1-2, 2015  
**Venue:** Milan-Italy (Milan Marriott Hotel)  
**Abstract Deadline (250 words):** 31<sup>st</sup> March 2015  
**Full Paper Submission Deadline:** 10<sup>th</sup> May 2015  
**Website:** [http://globalbizresearch.org/Italy\\_Conference/](http://globalbizresearch.org/Italy_Conference/)

### **Second European Academic Research Conference on Global Business, Economics, Finance and Banking – Zurich, Switzerland**

**Conference Dates:** 3 – 5<sup>th</sup> July 2015  
**Venue:** Steigenbeger Bellerive au Lac Hotel, Zurich - Switzerland.  
**Abstract Deadline (250 words):** 31<sup>st</sup> March 2015  
**Full Paper Submission Deadline:** 10<sup>th</sup> May 2015  
**Website:** [http://globalbizresearch.org/Swiss\\_Conference/](http://globalbizresearch.org/Swiss_Conference/)

## India

### **First International Symposium on Emerging Trends in Social Science Research – Chennai, India.**

**Conference Dates:** 3 – 5<sup>th</sup> April 2015  
**Venue:** Chennai – India. (Hotel Royal Regency, Chennai-India).  
**Full Paper Submission Deadline:** 28<sup>th</sup> February 2015  
**Website:** [http://www.globalbizresearch.org/Chennai\\_Symposium/](http://www.globalbizresearch.org/Chennai_Symposium/)

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

**Conference Dates:** 18 – 22<sup>nd</sup> December 2015  
**Venue:** Kolkata, India. (Hyatt Regency, Kolkata)  
**Abstract Deadline (250 words):** 15<sup>th</sup> July 2015  
**Full Paper Submission Deadline:** 15<sup>th</sup> October 2015

## **Our Upcoming Conferences – 2016**

**Port Louis - Mauritius, Jan 21-23, 2016**  
**Bangkok - Thailand, February 18-20, 2016**  
**Chennai - India, April 1-3, 2016**  
**Dubai - UAE, May 13-15, 2016**  
**New York – United States of America, May 25-28, 2016**  
**Paris - France, July 1-3, 2016**  
**Zurich - Switzerland, July 7-9, 2016**  
**Kuala Lumpur - Malaysia, July 15-17, 2016**  
**Singapore, July 21-23, 2016**  
**Kathmandu - Nepal, August 11-13, 2016**  
**Dubai - UAE, October 14 -16, 2016**  
**Istanbul - Turkey, December 15-17, 2016**

International Conference on Global Business, Economics, Finance and  
Social Sciences (GB15Thai Conference)  
20-22 February 2015 (ISBN: 978-1-941505-22-9)

**Venue: Novotel Bangkok on Siam Square,  
392/44 Siam Square Soi 6, Rama I Road, Pathumwan,  
Bangkok 10330, Thailand.**

**Hotel Phone: +66 (0) 2 209 8888 Fax: +66 (0) 2 2551824**

**How to Reach the Conference venue? (Novotel Bangkok on Siam Square Hotel)!**

- Novotel Bangkok on Siam Square is located in the heart of Bangkok's shopping, entertainment, and business districts.
- Suvarnabhumi airport is located 40 km east of Novotel Bangkok on Siam Square.
- From the Airport, take the Bangna Trat highway and follow signs to Bangkok, then take the Bangna To Din Daeng expressway and take exit Rama
- Turn right onto Henry Dunant road and then left onto Siam Square. The hotel is on left hand side.

**Location map!**

<http://www.novotel.com/gb/hotel-1031-novotel-bangkok-on-siam-square/index.shtml>

**Our Address:**

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

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

Ph: LL: 00914426840639

Mobile: 00918220055161/62/63

**Local Thailand Contact Number: +66930285334 (will be active from 20<sup>th</sup> February evening 5 pm on wards).**

**Have a Safe and Pleasant Conference Trip to Thailand!  
Thank you!**