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*Cordially invite you to the*

**GB14 Chennai Conference**

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

**11-13<sup>th</sup> July 2014**

**Venue:**

**Hyatt Regency, 365, Anna Salai, Teynampet, Chennai, India.**

**Conference Sponsored by**

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

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

***THEME: 'TOWARDS A SUSTAINABLE TOMORROW'***

**Program Handbook**

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**Chief Patron**

**Prof. M. Selvam**  
**Conference Adviser**

**Dr. Elango Rengasamy**  
**Conference Director**

**Our Principal Academic Partner:**

**Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), Mysore, India.**

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

**11-13<sup>th</sup> July 2014**

**Hyatt Regency, 365, Anna Salai, Teynampet, Chennai, India.**

Dear & Distinguished Delegates!

A warm welcome to the City of Chennai! A peaceful and vibrant city in South India!!

My sincere thanks to you all for being a part of the Second International Conference on Global Business, Economics, Finance and Social Sciences (GB14 Chennai Conference).

As you are aware, among many emerging issues that threaten the World today, resource scarcity and sustainability have been in the limelight during the last decade. Environmental consciousness, conservation of natural resources, impact of rapid technological developments on different segments of the society, cultural preservation, climate change, energy, buildings, waste, water, rising seas, wildlife, etc., are among the most important issues/topics discussed, globally.

Scientists warn that unless all these issues/concerns are addressed, the next generation would be in grave danger and might suffer from multiple problems.

Against this backdrop, the Second International Conference on Global Business, Economics, Finance and Social Sciences is being organized jointly by the Global Business Research Journals (GBRJ) and SDMIMD, Mysore, India. SDMIMD, the leading provider of quality management education with a world-class infrastructure and state-of-the-art technology is our trusted academic partner extending great support to all our academic events and programs. A special word of thanks to them.

Of course, I am quite confident that this conference would provide a platform to economists, academicians, researchers and scholars from different parts of the world to share their insights and views on a very important issue currently threatening the globe.

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

Best regards,

Dr. Elango Rengasamy,

Conference Director,

Second International Conference on Global Business, Economics, Finance and Social Sciences (11-13th July, 2014), Hyatt Regency Hotel, 365, Anna Salai, Chennai, India.

Honorary Executive Editor, Global Business Research Journals.

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Please read the instructions given below:

## **Registration**

Upon arrival at the conference venue, please proceed to the Abbotsbury Room 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 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 11<sup>th</sup> July and 8.45 am to 9.15 am on 12<sup>th</sup> July.

Please report either to Mr. Shivam Tripathi or Mr. Senthil Nathan 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 Bag
- Gift Items

## **Conference proceedings**

Conference proceedings will be available in a disc which is also a part of the conference kit. **ISBN: 978-1-941505-14-4**

All the papers which are listed in conference handbook will be available online on our website.

## **Presentation Rooms**

On July 11, we will be using 3 presentation rooms- Abbotsbury, Studio-I and Studio-II in First floor.

On July 12, we will be using 2 presentation rooms- Abbotsbury, Studio-II in First Floor.

## **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 it 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 presentation file both in 2010/2013 versions.**

## **Tea/Coffee and Lunch Break**

Tea/coffee and snacks will be served twice (morning and evening) in Studio.  
The lunch will be served in **Studio**.

## **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 students 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 11<sup>th</sup> July 2014 for those who have already registered.

## **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.

## **Who to Contact?**

For any queries/issues regarding the conference matters, please contact Mr. Shivam Tripathi on +91 8220055162 and Mr. Senthil Nathan on +91 8220055161 (Indian Mobile Number)

## **Future Conferences**

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

## **List of Participating Countries**

GB14, Second International Conference on Global Business, Economics, Finance and Social Sciences is extremely proud to welcome delegates from the following countries. Botswana, Canada, Denmark, Ethiopia, Ghana, India, Iran, Malaysia, Nigeria, Philippines, South Africa, Thailand and USA.

## **Conference Team**

Conference Chief Patron: Prof. Dr. R. Anbalagan, SRM University, Chennai, India.

Conference Adviser: Prof. Dr. M. Selvam, Alagappa University, Karaikudi, India.

Conference Director: Dr. Elango Rengasamy, The British University in Dubai, UAE.

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

Mr. Shivam Tripathi, Business Analyst & Events Coordinator

Mr. Senthil Nathan, Business Analyst & Events Coordinator

Mrs. Manjula Kannan

Mrs. Chitra Senthil Kumar

Ms. Ranjani

Ms. Sameera Begum

## **Chair – Technical Sessions**

Dr. Antony Paulraj, University of Southern Denmark, Denmark.

Dr. Kingsley Gnanendran, University of Scranton, USA.

Dr. Nitipon Putachote, Khon Kaen University, Thailand.

Mrs. Eva Esther Shalin Ebenezer, Pentecost University College, Ghana.

Prof. A. Jayakumar, Periyar University, Salem, India.

Prof. Dr. M. Selvam, Alagappa University, Karaikudi, India.

Prof. Dr. Roselyne Okech, Grenfell Campus, Memorial University of Newfoundland, Canada.

Prof. Farzad Karimi, Islamic Azad University, Iran.

Prof. Mohammad Mehdi Mazaheri, Islamic Azad University, Iran.

Prof. Nilakantan Narasinganallur, KJ Somaiya Institute of Management Studies & Research, India.

Prof. R. Anbalagan, SRM University, Chennai, India.

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

Dr. Anbalagan Krishnan, Curtin University, Malaysia

Dr. Anbalagan Rathinam, SRM University, India

Dr. Daniel Makina, University of South Africa, South Africa

Dr. Diroubinee Mauree Narrainen, University of Technology, Mauritius

Dr. Doan Tranh, Duy Tan University, Vietnam

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. Gilbert V. Nartea, Lincoln University, New Zealand

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. Manlio Del Giudice, Second University of Naples, Italy  
Dr. Miriam Jankalová, The University of Žilina, Slovakia  
Dr. Mohammad Qasen Ahmad Al Qarioti, Kuwait University, Kuwait  
Dr. Mohamed Tawfik Essawy, Helwan University, Egypt  
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. 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. Shu-Hsun Ho, Providence University, Taiwan  
Dr. Shahryar Sorooshian, University Malaysia Pahang, Malaysia  
Dr. Tapan Sarker, Griffith University, Australia  
Dr. Terrill Frantz, Carnegie Mellon University, USA  
Dr. Tiberio Daddi, Scuola Superiore Sant'Anna University, Italy  
Dr. Vadhindran Rao, Metropolitan State University, USA  
Dr. Venkataesh Seshamani, University of Zambia, Zambia  
Dr. Uzi Sasson, Ben-Gurion University of the Negev, Israel  
Dr. Vijayakumar Gudep, Muscat College, Oman  
Dr. Yuen Yee Yen, Multimedia University, Malaysia

## **Conference Program Outline**

**Presentation Rooms:** Abbotsbury, Studio-I and Studio-II (First Floor)

### **Friday 11<sup>th</sup> July, 2014**

<b>8.30 - 9.30</b>	: Registration
<b>9.30 -10.30</b>	: Inaugural Session
<b>10.30 -10.45</b>	: Tea/Coffee Break
<b>10.45 -12.45</b>	: Technical Sessions - Three Tracks
<b>12.45 -13.45</b>	: Lunch Break
<b>14.00-14.15</b>	: Best Paper Awards
<b>14.15-15.00</b>	: Special Invited Lecture
<b>15.00-15.15</b>	: Tea/Coffee Break
<b>15.15-17.15</b>	: Technical Sessions – Three Tracks - Students
<b>Presentation Rooms</b>	: Abbotsbury, Studio-I and Studio-II (First Floor)

### **Saturday 12<sup>th</sup> July, 2014**

<b>8.45-9.15</b>	: Registration
<b>9.15 -10.15</b>	: Special Invited Lecture
<b>10.15-10.30</b>	: Tea/Coffee Break
<b>10.30-12.45</b>	: Technical Sessions – Two Tracks
<b>12.45-13.30</b>	: Lunch Break
<b>13.30-14.30</b>	: Special Invited Lecture
<b>Presentation Rooms:</b>	Abbotsbury, Studio-II (First Floor)

**Sunday 13<sup>th</sup> July, 2014**



**Chennai City Local Tour**



*Please inform us if you are interested to participate in the Free Local Tour. Please contact Senthil Kumar to confirm your booking. ([senthil@alphabizresearch.com](mailto:senthil@alphabizresearch.com) Mobile: 00918220055161).*



**Friday 11<sup>th</sup> July, 2014**

Friday, 11 July 2014	8.30 – 9.30	(Abbotsbury)
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**Registration**

Friday, 11 July 2014	9.30 – 10.30	(Abbotsbury)
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**Inaugural Session**

**Welcome Address: Dr. Elango Rengasamy, Conference Director**

**Special Felicitation: Prof. R. Anbalagan, Chief Patron**

**Keynote Addresses on Sustainability:**

**1. Prof. Antony Paulraj,  
Dept. of Entrepreneurship and Relationship Management,  
University of Southern Denmark, Denmark.**

**2. Prof. Gopalakrishnan R. Iyer,  
College of Business, Florida Atlantic State University,  
Florida, United States of America.**

**Vote of Thanks: Prof. M. Selvam, Conference Adviser**

Friday, 11 July 2014	10.30 – 10.45	(Studio)
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**“Tea/Coffee Break”**

**Technical Session - 1**

Friday, 11 July 2014	10.45 – 12.45	(Abbotsbury)
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**Track: (Management and Marketing)**

**Session Chair: Prof. Antony Paulraj**

**ID\_CF413: A blended theoretical perspective of influence factors on triple bottom line performance:** Antony Paulraj, University of Southern Denmark, Denmark.

**ID\_C405: Brand Consciousness of Women Consumers:** R. Sundari, St. Joseph’s College of Engineering, India.

**ID\_C427: An exploratory study on online travel trends and travel behavior of employees working in I.T. organizations in Bengaluru, India:** Narayan B. Prabhu M., Manipal University, India.

**ID\_C431: A Comparative Study on Green Marketing Effectiveness: A Data Envelopment Approach:** Dipa Mitra, Bharatiya Vidya Bhavan Institute of Management Science, India.

**ID\_CF459: On Solving a Linear Programming Model for Material Requirements Planning:** Kingsley Gnanendran, University of Scranton, USA and Rangaraja P. Sundarraj, Indian Institute of Technology—Madras, India.

**ID\_CF463: Consumer behavior in Indo-china Market in Mukdahan Province, Thailand:** Nitipon Putachote, Khon Kaen University, Thailand.

**ID\_C4103: Round Hole Organization and Square Peg Employees? Re-adjusting Strategies for a better fit:** Akshat Bhargava, The State Trading Corporation of India Ltd, India.

## Technical Session - 2

Friday, 11 July 2014

10.45 – 12.45

(Studio-I)

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

**Session Chair: Prof. Mohammad Mehdi Mazaheri**

**ID\_CF412: Developing Culinary Tourism: The Role of Food as a Cultural Heritage in Kenya:** Roselyne N. Okech, Memorial University of Newfoundland, Canada.

**ID\_C449: Sustainable Development in Respect of Authentic Corporate Social Responsibility:** Manjula R., Bharata Mata College, India and L.P. Ramalingam, Sourashtra College, India.

**ID\_CF416: The Growing Prominence of Turkey in the Global Sukuk Market: An Overview:** Saim Kadibi, International Islamic University Malaysia (IIUM), Malaysia, IrfanTunc, International Islamic University Malaysia, Malaysia, Abdul-Hamid Abdul-Wahab, International Islamic University Malaysia, Malaysia and Omer Kayadibi, University of Sakarya, Turkey.

**ID\_CF472: Which values should be taken into account in the arts? The tension between economic influences and cultural values:** Mohammad Mehdi Mazaheri and Mohammad Motiee Lahromi Islamic Azad University, Iran.

### Technical Session - 3

Friday, 11 July 2014

10.45 – 12.45

(Studio-II)

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

**Session Chair: Mrs. Eva Esther Shalin Ebenezer**

**ID\_CF440: Accounting in the Cloud: How Cloud Computing can Transform Businesses (The Ghanaian Perspective):** Eva Esther Shalin Ebenezer, Pentecost University College, Ghana, K. B. Omane-Antwi, Graduate School, Ghana and Michael Effah Kyei, Pentecost University College, Ghana.

**ID\_CF454: A New Method of Analysing Financial Data – Market Sentiment Approach and its Measures:** K .S. Madhava Rao, University of Botswana, Botswana, K. K. Moseki, University of Botswana, Botswana.

**ID\_C492: Are Smaller Private Sector Commercial Banks in India a likely target for takeover in India? An Investigation:** N. R. Parasuraman and Ullas Rao, Shri Dharmasthala Manjunatheshwara Institute for Management Development, India.

**ID\_C437: Corporate Governance Practices, Issues and Challenges in Sri Lanka:** Koperunthevy Kalainathan, Annamalai University, India and Vijayarani, Annamalai University, India.

Friday, 11 July 2014

12.45 – 13.45

(Studio)

**“Lunch Break”**

Friday, 11 July 2014

14.00 – 14.15

(Abbotsbury)

**Best Paper Awards**

Friday, 11 July 2014

14.15 – 15.00

(Abbotsbury)

**Special Lecture:** Dr. N. R. Parasuraman, Director, SDMIMD, Mysore, India.

**Topic:** Strategic Aspects of Finance in the Multinational Context

Friday, 11 July 2014

15.00 – 15.15

(Studio)

**“Tea/Coffee Break”**

## Technical Session – 4 (For Students)

Friday, 11 July 2014

15.15 – 17.15

(Abbotsbury)

**Track: (Management and Marketing)**

**Session Chair: Prof. R. Anabalagan**

**Observer: Prof. Dr. M. Selvam**

**ID\_C410: An Empirical Research on Misleading Advertisements and Its Impact on Consumer Buying Behaviour:** Imran Sayed, Pillai's Institute of Management Studies & Research, India.

**ID\_C432: A case study approach for evaluation of Employee Training effectiveness and Development program:** Neeraj S. Borate, Manipal institute of Technology, India, Gopalkrishna, Manipal Institute of Technology, India, Mr. Sanjay L Borate, CIL, India.

**ID\_CF453: Intention to report sexual harassment behaviour – using the Theory of Reasoned Action:** Ponmalar N Alagappan, University of Malaya, Malaysia and Sabitha Marican, University of Malaya, Malaysia.

**ID\_C4100: Quality of Work Life of Agents in Life Insurance Corporation of India- A Study at Salem Division in Tamilnadu:** A. Jayakumar, Periyar University, India and K. Kalaiselvi, Periyar University, India.

**ID\_C4107: An Analysis on Consumer Perception towards Corporate Social Responsibility Practices in Salem City:** A. Jayakumar, Periyar University, India and K. Geetha, Periyar University, India.

**ID\_C474: A Study on Performance Appraisal Errors of Public Sector Bank Managers in Chennai City:** M. S. Vijaya Rao, Bharathiar University, India and S. Sheela Rani, MEASI Institute of Management, India.

**ID\_C4110: An Analysis of Impact of Tax Reforms among Salaried Assesseees of Major Corporations in Tamil Nadu-An Empirical Study:** A. Jayakumar, Periyar University, India and R. Elavarasan, Periyar University, India.

## Technical Session – 5 (For Students)

Friday, 11 July 2014	15.15 – 17.15	(Studio-I)
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**Track: (Global Business, Economics and Sustainability & Finance, Accounting and Banking)**

**Session Chair: Prof. Farzad Karimi**

**Observer: Prof. Dr. Roselyne Okech**

**ID\_C455: Sustainable Approach for Conserving and Managing for Urban water bodies:** Sarika Bahadure, Visvesvaraya National Institute of Technology, India and Pulluri Sangeetha, Visvesvaraya National Institute of Technology, India.

**ID\_C469: Decentralised Planning and Its Impact on Rural Development in Kerala State:** Renu Krishnan. G, University of Kerala, India.

**ID\_C481: A self- sustaining Social Security Model for the Poor:** Piyush Ghosh, Institute for Excellence in Higher Education (IEHE), India and Vikramaditya Awasthy, Institute for Excellence in Higher Education (IEHE), India.

**ID\_C484: Is Only Management Responsible for Rising NPAs of Public Sector Banks in India:** Abhay Korde, University of Mumbai, India and Kavita Laghate, University of Mumbai, India.

**ID\_C4109: Banking in 21st Century: Challenges of Innovative Banking Technology of the Banking Industry – Modern Approach:** A. Jayakumar, Periyar University, India and G. Anbalagan, Periyar University, India.

## Technical Session- 6

Friday, 11 July 2014	15.15 – 17.15	(Studio-II)
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**Track: (Management & Marketing)**

**Session Chair: Dr. Kingsley Gnanendran**

**ID\_CF470: Considering Impacts of Short-Term and Long-Term Production Capacity Utilization Rate on Manufacturing Total Factor Productivity Growth Rate in Iran:** Farzad Karimi, Islamic Azad University, Iran, Mohamad Reza Ghasemi, Isfahan Management and Planning Organization, Iran and Fatemeh Amiri, Ashrafi Esfahani University, Iran.

**ID\_C496: A Study of Anthropometric Measures as a Determinant of Health of the Households in Chennai, Tamil Nadu:** Aleykutty Robert, Loyola College, India.

**ID\_CF494: Change Management Model Building by Markov Chain Methods:** R Sivasamy, University of Botswana, Botswana and S Sivachandran, Annamalai University, India.

**ID\_CF4102: A Cross-National Examination of Impulsivity and Impulse Buying Behaviors:** Sarah Xiao, Durham University Business School, UK and Gopalkrishnan R. Iyer, Florida Atlantic University, USA and Michael Nicholson, Durham University Business School, UK

**ID\_CF471: Customer satisfaction with services: putting perceived value into the equation:** Mohammad Mehdi Mazaheri, Islamic Azad University, Iran and Mohammad Motiee Lahromi, Islamic Azad University, Iran

**ID\_CF461: Knowledge Intensive Business Services (KIBS) in the NCER Region of Malaysia:** Mechanisms for the Corridor's Economic Growth: Sharifah R.S. Dawood, Universiti Sains Malaysia, Malaysia and Khoo Suet Leng, Universiti Sains Malaysia, Malaysia.

**Saturday, 12 July 2014**

Saturday, 12 July 2014	8.45 – 9.15	(Abbotsbury)
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**Registration**

Saturday, 12 July 2014	9.15 – 10.15	(Abbotsbury)
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**Special Lecture:** Dr. Kingsley Gnanendran, University of Scranton, USA.

**Topic:** “Supply Chains Today: The Challenges & Opportunities”

Saturday, 12 July 2014	10.15 – 10.30	(Studio)
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**“Tea/Coffee”**

**Technical Session- 7**

Saturday, 12 July 2014	10.30 – 12.45	(Abbotsbury)
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**Track: (Management & Marketing)**

**Session Chair: Prof. A. Jayakumar**

**ID\_CF402: The Study of Relationship among Organization Justice, Individual Conflict and Organizational Citizenship Behavior (Case Study in Iranian Banks):** Malikeh Beheshtifar, Islamic Azad University, Iran, Mahmood Nekoie Moghadam, Kerman University of Medical Sciences: Iran and Gholam Reza Hesani, Islamic Azad University, Iran.

**ID\_C483: Effective Extension Approach - Front Line Demonstration on Transfer of Groundnut production Technologies in Vellore District of Tamil Nadu:** P. Sumathi, Tamil Nadu Agricultural University, India.

**ID\_C466: Art of Marketing Handicrafts; A case Study of Andhra Pradesh:** P. Siva Sankara Reddy, GVR Government Degree College, India and P. Aparna, GNITS, India.

**ID\_C476: A Step Towards Enhancing Employment Policies for Better Prospect of Youth 2025:** Neha Arora, Shri Ram Murti Smarak Institute of Engineering & Technology, India.

**ID\_C482: Impact of on Campus Trainings Conducted By the KVK, Vellore in Tamil Nadu on the Knowledge Level of Famers on Precision Farming Technologies:**

P. Sumathi, Tamil Nadu Agricultural University, India.

**ID\_C4112: Reflections of the Past: Footprints of the Desi tradition in dnace sculptures of Karnatak:** Vidya Kumari Shimladka, Jain University, India.

**ID\_C4104: Impact of tourism on revival of diminishing handicrafts: A Case Study of Channapatna Handicrafts:** Avin Thaliath, Christ University, India and Anson K. J, Christ University, India.

**ID\_C486: A Study on the role of Tourism in promoting Arts and Crafts – A Case Study on Channapatna Toys:** Suja John, Christ University, India.

### Technical Session- 8

Saturday, 12 July 2014	10.30 – 12.45	(Studio-II)
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**Track: (Global Business, Economics and Sustainability and Finance Accounting and Banking)**

**Session Chair: Prof. Nilakantan Narasinganallur**

**ID\_C462: Options Pricing with Skewness and Kurtosis Adjustments:** N. S. Nilakantan, KJ Somaiya Institute of Management Studies & Research, India and Achal Jain, KJ Somaiya Institute of Management Studies & Research, India.

**ID\_C422: Small Scale Industry in the Darjeeling Hills: Problems and Prospects:** Sandip Kumar Santra, Kurseong College, India.

**ID\_C477: Self Help Group-Bank Linkage Programme Impact on Livelihood Improvement in Andhra Pradesh:** Vachya L, School of Economics, University of Hyderabad, India.

**ID\_C445: Sustainable Industrial Development - A Study on Granite Industry in Khammam District of Telangana Region:** M. Pushpa Latha, Kakatiya University, India and R. Anand, Kakatiya University, India.

Saturday, 12 July 2014	12.45 – 13.30	(Studio)
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### “Lunch Break”

Saturday, 12 July 2014	13.30 – 14.30	(Abbotsbury)
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**Special Lecture:** Dr. Elango Regasamy, The British University in Dubai, UAE.

**Topic:** Towards A Sustainable Tomorrow! - The Road Ahead!

Saturday, 12 July 2014	14.30 – 15.00	(Studio)
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### “Tea/Coffee”



**Sunday 13 July, 2014 (8.30 am to 3.30 pm)**



### Chennai City Local Tour



★ **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)

### List of Participants

<b>Paper Id.</b>	<b>Name</b>	<b>University/Instiuion</b>	<b>Country</b>
CF402	Prof. Malikeh Beheshtifar	Islamic Azad University	Iran
C405	Dr. R. Sundari	St. Joseph's college of Engineering	India
C410	Mr. Imran Sayed	Pillai's Institute of Management Studies & Research	India
CF412	Prof. Dr. Roselyne Okech	Grenfell Campus, Memorial University of Newfoundland	Canada
CF413	Prof. Antony Paulraj	University of Southern Denmark	Denmark
CF416	Prof. Saim Kadibi	International Islamic University Malaysia	Malaysia
C422	Mr. Sandip Kumar Santra	Kurseong College, North Bengal University	India
C427	Prof. Narayan B. Prabhu M	Manipal University	India
C431	Dr. Dipa Mitra	Bharatiya Vidya Bhavan Institute of Management Science	India
C432	Mr. Neeraj Borate	Manipal Institute of Technology	India
C437	Mrs. Koperunthevy Kalainathan	Annamalai University	India
CF440	Mrs. Eva Esther Shalin Ebenezer	Pentecost University College	Ghana
C445	Dr. M. Pushpa Latha	Kakatiya University PG College	India
C449	Prof. Manjula R	Bharata Mata College	India
CF453	Ms. Ponmalar N Alagapppar	University of Malaya	Malaysia
CF454	Moseki. K K	University of Botswana	Botswana
C455	Ms. Sangeeta pulluri	Visvesvaraya National Institute of Technology	India
CF459	Dr. Kingsley Gnanendran	University of Scranton	USA
CF459	Prof. Rangaraja P. Sundarraj	Indian Institute of Technology, Madras	India
CF461	Prof. Sharifah Rohayah Sheikh Dawood	Universiti Sains Malaysia	Malaysia
C462	Prof. Nilakantan Narasinganallur	KJ Somaiya Institute of Management Studies & Research	India
CF463	Dr. Nitipon Putachote	Khon Kaen University	Thailand
C466	Dr. P. Siva Sankara Reddy	GVRs Govt. Degree College	India
C469	Mrs. Renu Krishnan. G	University of Kerala	India

CF470	Prof. Farzad Karimi	Islamic Azad University	Iran
CF471	Prof. Mohammad Mehdi Mazaheri	Islamic Azad University	Iran
CF472	Prof. Mohammad Mehdi Mazaheri	Islamic Azad University	Iran
C474	Mr. Vijaya Rao. M. S	Bharathiar University	India
C476	Dr. Neha Arora	Shri Ram Murti Smarak Institute of Engineering & Technology	India
C477	Mr. Vachya L	University of Hyderabad	India
C481	Mr. Piyush Ghosh	Institute for Excellence in Higher Education (IEHE)	India
C481	Mr. Vikramaditya Awasthy	Institute for Excellence in Higher Education (IEHE)	India
C482	Dr. P. Sumathi	Tamilnadu Agricultural University	India
C483	Dr. P. Sumathi	Tamilnadu Agricultural University	India
C484	Mr. Abhay Yeshwant Korde	University of Mumbai	India
C486	Dr. Suja John	Christ University	India
C492	Dr. Ullas Rao	SDMIMD	India
C492	Dr. N R Parasuraman	SDMIMD	India
CF494	Prof. R Sivasamy	University of Botswana	Botswana
CF494	Prof. S Sivachandran	Annamalai University	India
C496	Dr. Aleykutty Robert	Loyola College	India
C4100/ C4107	Dr. A. Jayakumar	Periyar University	India
CF4102	Prof. Gopalkrishnan R. Iyer	Florida Atlantic University	USA
C4100	Ms. Kalai Selvi	Periyar University	India
C4103	Mr. Akshat Bhargava	The State Trading Corporation of India Ltd	India
C4104	Mr. Avin Thaliath	Christ University	India
C4107	Ms. K. Geetha	Periyar University	India
C4109	Mr. G. Anbalagan	Periyar University	India
C4110	Mr. R. Elavarasan	Periyar University	India
C4112	Ms. Vidya Kumari Shimpladka	Jain University	India

## Our Future Conferences

You are cordially invited to attend our International Conferences happening globally!  
Please visit the conference websites listed below for further information:

### **Asia Pacific Conference on Global Business, Economics, Finance and Social Sciences – Singapore.**

**Conference Dates:** 1-3<sup>rd</sup> August 2014

**Venue:** Village Hotel Albert Court, Singapore.

**Full Paper Submission Deadline:** 25<sup>th</sup> July 2014

**Website:** [http://globalbizresearch.org/Singapore\\_Conference/](http://globalbizresearch.org/Singapore_Conference/)

### **First Middle East Conference on Global Business, Economics, Finance and Banking- Dubai, UAE.**

**Conference Dates:** 10-12<sup>th</sup> October 2014

**Venue:** Al Murooj Rotana Hotel (Opp. to Dubai Mall), Dubai, United Arab Emirates.

**Abstract Deadline (250 words):** 31<sup>st</sup> July 2014

**Full Paper Submission Deadline:** 31st August 2014

**Website:** [http://globalbizresearch.org/Dubai\\_Conference/](http://globalbizresearch.org/Dubai_Conference/)

### **Third International Conference on Global Business, Economics, Finance and Social Sciences – Mumbai, India.**

**Conference Dates:** 19 – 21<sup>st</sup> December 2014

**Venue:** Ramada Powai Hotel & Convention Centre, Mumbai - India.

**Abstract Deadline (250 words):** 15<sup>th</sup> July 2014

**Full Paper Submission Deadline:** 15<sup>th</sup> September 2014

**Website:** [http://globalbizresearch.org/Mumbai\\_Conference/](http://globalbizresearch.org/Mumbai_Conference/)

### **International Symposium on Advanced Research Techniques in Business Studies and Social Sciences – Chennai, India.**

**Conference Dates:** 3 – 5<sup>th</sup> April 2015

**Venue:** Hyatt Regency, Chennai - India.

**Abstract Deadline (250 words):** 5<sup>th</sup> January 2015

**Full Paper Submission Deadline:** 5<sup>th</sup> February 2015

**Website:** Will be updated soon.

### **European Conference on Global Business, Economics, Finance and Social Sciences – Zurich.**

**Conference Dates:** 3 – 5<sup>th</sup> July 2015

**Venue:** Steigenbeger Bellerive Au Lac Hotel, Zurich - Switzerland.

**Abstract Deadline (250 words):** 5<sup>th</sup> February 2015

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

**Website:** Will be updated soon.

### **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.

**Abstract Deadline (250 words):** 5<sup>th</sup> March 2015

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

**Website:** [http://globalbizresearch.org/Vietnam\\_Conference/](http://globalbizresearch.org/Vietnam_Conference/)

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

11-13 July 2014 (ISBN: 978-1-941505-14-4)

**Venue:** Hyatt Regency, 365, Anna Salai, Teynampet, Chennai - 600 018, India.

**Hotel Phone:** +91 44 61001234

### **How to Reach the Conference venue? (Hotel Hyatt Regency)!**

Hyatt Regency Chennai is the epitome of 5 star luxury in the heart of Chennai on the iconic Anna Salai. This contemporary abode is the first foray of Hyatt International in South India. The hotel is easily accessible from the Chennai Domestic and International Airports and is also in close proximity to consulates, business districts, Chennai's IT corridor, Chennai Trade Centre and prime residential areas, including Boat Club Road and Poes Garden. Situated on the iconic Anna Salai (also known as Mount Road), the hotel is a 327 luxury room contemporary business hotel in Chennai (Madras) providing authentic hospitality to the discerning business and leisure travelers. This luxury hotel in Chennai has a sun-filled atrium lobby with soothing water features and extensive theme-based art work created by some of India's best-known contemporary artists.

#### **1. From Chennai Airport!**

Head towards **Kamarajar Street** which is north-east on Grand Southern Trunk Rd/National Highway 45, then exit onto Marmalong Bridge. Please ask for Hyatt Regency, Mount Road, Tenampet, just next to Sun TV/Anna Arivalayam. **The distance is approximately, 13 kms.**

##### **Mode 1.1- By Taxi!**

If you are coming to the conference venue directly from the airport, you can take a prepaid taxi outside the Arrivals Hall at the Chennai Anna International Airport. It would take approximately 25-30 minutes to reach the Venue. Prepaid Taxi Counters are also available outside the airport. Prepaid Taxis charge approximately \$10 to \$12 dollars which is equivalent to Rs.620 to Rs.780, approximately.

##### **Mode 1.2- By Sub-Urban Train!**

If you are coming to the conference venue by Sub Urban Train, Head towards **Kamarajar Street** which is north-east on Grand Southern Trunk Rd/National Highway 45, then pass by **Palani Water Tank** (on the left) and Make a U-turn, Pass by **Vijaya Bank** (on the left) Destination will be on the left i.e. Reach **Tirusulam Railway Station** and board the Chennai sub-urban local trains that go towards **Beach** and get down at **Mambalam Railway Station**. It would take (approximately) 15-20 minutes. From Mambalam Railway Station you may either take a Taxi/Auto which will head towards Hotel Hyatt Regency (**Teynampet**). The distance is approximately 5 kms. Prepaid Taxi's may charge approximately Rs.120 which is equivalent to \$2 approximately and prepaid autos may charge approximately Rs.60 which is equivalent to \$1, approximately. It's just fifteen minute drive from Mambalam Railway Station.

##### **Mode 1.3- By MTC Bus!**

If you are coming through MTC bus to reach the conference venue, first head towards **Kamarajar Street** which is north-east on Grand Southern Trunk Rd/National Highway 45, then Pass by **Palani Water Tank** (on the left) you will find **Meenambakkam Bus Stand**, then you have to catch the following numbered buses to reach **Teynampet** and get down at either **DMS** or **Anna Arivalayam** Bus Stop. Charges will be approximately Rs.10.

XE18, S01B, 18ANS, SD18, XB18, 60, 52B, SE18, S500B, XA18, SB18, X01B, SA18, Z500B, 60A, X579, 18A, 52, 60D, 60H, X60C, 52D, 52G, L18, 52E

S- Indicates Deluxe Bus

X- Indicates Express

## **2. From Chennai Central Railway Station!**

Just come out of the Chennai Central Railway Station. You have plenty of options. **Distance is approximately, 7 kilometers.**

### **Mode 2.1- By Auto!**

If you are coming to the conference venue directly from Chennai Central Railway Station, you can take an Auto. Prepaid autos are available as you come out of the Railway Station. You would take approximately 20-25 minutes to reach the Conference Venue. Prepaid autos may charge approximately Rs.90 which is equivalent to \$1.5 approximately. Metered taxis, please pay as per the meter.

### **Mode 2.2- By Taxi!**

If you are coming to the conference venue directly from Chennai Central Railway Station, you can take a Prepaid Taxi, which would take (approximately) 15-20 minutes to reach the Conference Venue. Taxi Fare will be approximately, Rs. 200/- which is equivalent to \$2.75 approximately

### **Mode 2.3- By Bus!**

If you want to take a bus to reach the conference venue, from Chennai Central go through a **Sub way** and come towards **GH Hospital Bus Stop** and get on to the following numbered buses and get down at **either DMS or Anna Arivalayam** (which is just 200 meters away from Hotel Hyatt Regency)

18K, 11A, 54, XE18, S01B, 18ANS, SD18, XB18, 60, 52B, SE18, S500B, XA18, SB18, X01B, SA18, Z500B, 60A, X579, 18A, 52, 60D, 60H, X60C, 52D, 52G, L18, 52E

S- Indicates Deluxe Bus X- Indicates Express

## **3. From Chennai Egmore Railway Station!**

Head towards Gandhi Irwin Road and Turn left onto Gandhi Irwin Road and at the roundabout, take the 2nd exit (onto Whannels Rd), then Turn right onto Pantheon Road At the roundabout, take the 2nd exit (onto Rukmani Lakshmi pathi Road) then Turn left

onto Ethiraj Salai and Continue onto Binny Road then Turn right onto Pattulos Road then Turn right onto Whites Road and Turn left onto Anna Salai and Turn left you will find **Hyatt Regency**. **Distance is approximately, 5- Kms.**

### **Mode 3.1- By Auto!**

If you are coming to the conference venue directly from Chennai Egmore Railway Station, you can take an Auto. It would take approximately 12-15 minutes to reach the Conference Venue. Auto Fare will be as per the meter not exceeding Rs.60 which is equivalent to \$1 approximately, in the normal route.

### **Mode 3.2- By Taxi!**

If you are coming to the conference venue directly from Chennai Egmore Railway Station, you can take a Taxi, it would take approximately 12-15 minutes to reach the Conference Venue. Taxi Fare will be approximately Rs.130/- which is equivalent to \$2 approximately

### **Mode 3.3- By Bus!**

If you want to take a bus to reach the conference venue, from Chennai Egmore Railway Station take a bus that goes to Chennai Central and from Chennai Central you may follow any of the steps mentioned in **Mode 2**

## **4. From Koyambedu Bus Terminus!**

**Take Kodambakkam High Road- Reach Usman Road – Panagal Park – Teynampet Signal – Reach Anna Salai** will find **Hyatt Regency**. The distance is approximately 11 kms.

### **Mode 4.1- By Auto!**

If you are coming to the conference venue directly from Koyambedu Moffusil Bus Terminus, you can take an Auto; it would take approximately 25-30 minutes to reach the Conference Venue. Prepaid autos may charge approximately Rs.80 which is equivalent to \$1.33/ approximately.

### **Mode 4.2- By Taxi!**

If you are coming to the conference venue directly from Koyambedu Bus Terminus, you can take a Taxi. It would take approximately 25-30 minutes to reach the Conference Venue. Prepaid Taxi may charge approximately Rs.250 which is equivalent to \$4 approximately.

### **Mode 4.3- By Bus!**

If you want to take a bus to reach the conference venue, from Koyambedu Bus Stop, then get on to the following numbered buses (15F, M15F Cut, M17A) that goes to Chennai Central from Chennai Central you may follow any of the steps mentioned in **Mode 2**

**Wishing You All the Very Best!**