

Time	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7	Room 8
8:00-9:30	<i>Session 1a</i> ENTREPRENEURSHIP 1	<i>Session 2a</i> MARKETING 1	<i>Session 3a</i> FINANCE 1	<i>Session 4a</i> OPERATIONS	<i>Session 5a</i> HOSPITALITY AND TOURISM MANAGEMENT	<i>Session 6a</i> ISLAMIC BUSINESS	<i>Session 7a</i> MARKETING 2	<i>Session 8a</i> EDUCATION MANAGEMENT AND INNOVATION
	Broto Bhardwaj, Bharati Vidyapeeth University, India Keta Chepkwony, MOI University, Kenya	Madhusudhan Prasad Varanasi, Al-Yamamah University, Saudi Arabia Bhavan Narayana Kandala, Malla Reddy Engineering College for Women, Jawaharlal Nehru Technological University, India	Christopher J. Marquette, American University of Ras Al Khaimah, UAE Munim Kumar Barai, Ritsumeikan Asia Pacific University, Japan	Abdul Razak Ibrahim, Kolej Universiti Poly-Tech MARA, Malaysia Raifuk-ul-Islam, International Islamic University, Malaysia	Wambui Ng'ang'a, University of Eldoret, Kenya Eugene Seeley, Utah Valley University, United States	Zainal Abidin Mohamed, Islamic Science University, Malaysia M. Arief Mufriani, State Islamic University -- Syarif Hidayatullah Jakarta, Indonesia	Satria Bangsawan, University of Lampung, Indonesia Mahrina Sari, University of Lampung, Indonesia	Lynn L. Adams, Utah Valley University, United States Maureen Andrade, Utah Valley University, United States
10:00-11:30	<i>Session 1b</i> ENTREPRENEURSHIP 2	<i>Session 2b</i> MARKETING 2	<i>Session 3b</i> FINANCE 2	<i>Session 4b</i> INFORMATION SYSTEM MANAGEMENT	<i>Session 5b</i> MANAGEMENT 1	<i>Session 6b</i> STRATEGY 1	<i>Session 7b</i> AGRICULTURAL DEVELOPMENT	<i>Session 8b</i> ECONOMICS, TRADE AND COMMERCE 1
	Robert Otuya, University of Eldoret, Kenya Peter Robinson, Utah Valley University, United States	Len Tiu Wright, University of Huddersfield, UK Paul Sergius Koku, Florida Atlantic University, USA	Daniel Tarus, MOI University, Kenya Nathamba Bazinzi, Makerere University, Uganda	Lynn L. Adams, Utah Valley University, United States Ananth Chiravuri, United Arab Emirates University, UAE	Thomas Cheruiyot, MOI University, Kenya Jeff Peterson, Utah Valley University	Norman Wright, Utah Valley University, USA Abdul A. Rasheed, University of Texas at Arlington, USA	Ernest Salna, Moi University, Kenya Dorothy Onyango, University of Eastern Africa, Baraton, Kenya	Shehu Usman Rano Aliyu, Bayero University Kano, Nigeria Joseph Cheboi, MOI University, Kenya
11:30-1:00	<i>Session 1c</i> HUMAN RESOURCE MANAGEMENT 1	<i>Session 2c</i> MARKETING 3	<i>Session 3c</i> ECONOMICS, TRADE AND COMMERCE	<i>Session 4c</i> TECHNOLOGY MANAGEMENT	<i>Session 5c</i> STRATEGY 2	<i>Session 6c</i> BUSINESS LAW, CORPORATE SOCIAL RESPONSIBILITY AND ETHICS	<i>Session 7c</i> HEALTH SYSTEMS MANAGEMENT	<i>Session 8c</i> ISLAMIC BUSINESS 2
	Dwarika Prasad Uniyal, Indian Institute of Management at Kashipur, India Jennifer L. Schultz, Utah Valley University, United States	Dana-Nicoleta Lascu, University of Richmond, USA Gary L. Frankwick, University of Texas at El Paso, USA	Shehu Usman Rano Aliyu, Bayero University Kano, Nigeria Joseph Cheboi, MOI University, Kenya	Sushil, Indian Institute of Technology Delhi, India Nicholas Serykhan, Mount Kenya University, Kenya	Halm Hilman Bin Abdullah, University Utara Malaysia, Malaysia Sundar Venkatesh, Asian Institute of Technology, Thailand	Lynn L. Adams, Utah Valley University, United States	Maureen Andrade, Utah Valley University, United States	M. Arief Mufriani, State Islamic University -- Syarif Hidayatullah Jakarta, Indonesia
2:00-3:30	<i>Session 1d</i> ACCOUNTING	<i>Session 2d</i> MARKETING 4	<i>Session 3d</i> OPERATIONS MANAGEMENT 2	<i>Session 4d</i> FINANCE 3	<i>Session 5d</i> INTERNATIONAL BUSINESS	<i>Session 6d</i> TOURISM RESOURCE MANAGEMENT	<i>Session 7d</i> STRATEGY 3	<i>Session 8d</i> HUMAN RESOURCE MANAGEMENT 2
	Anil Jayantha Fernando, University of Sri Jayawardenapura, Sri Lanka Allan Simiyu, MOI University, Kenya	Justus Munyoki, University of Nairobi, Kenya Abdel Hafiez Ali Hasaballah, Qassim University, Saudi Arabia	Maher Itani, Lebanese American University, Lebanon Jeff Peterson, Mount Kenya University, Kenya	Michael Korir, MOI University, Kenya Jeff Peterson, Utah Valley University, United States	Oaman Bin Mohamed, Multi Media University, Malaysia Eugene Seeley, Utah Valley University, United States	Ambrose Kiprop, MOI University, Kenya Susan Bosire, Technical University of Mombasa, Kenya.	Abdul A. Rasheed, University of Texas at Arlington, USA Norman Wright, Utah Valley University, USA	Bernd Kupka, Utah Valley University, United States Jennifer L. Schultz, Utah Valley University, United States
4:00-5:30	<i>Session 1e</i> HUMAN RESOURCE MANAGEMENT 2	<i>Session 2e</i> MARKETING 5	<i>Session 3e</i> MARKETING 6	<i>Session 4e</i> FINANCE 4	<i>Session 5e</i> MANAGEMENT 2	<i>Session 6e</i> ENTREPRENEURSHIP 3	<i>Session 7e</i> FINANCE 5	
	Sorasak Tang Thong, King Mongkut Institute of Technology at Ladkrabang, Thailand Bernd Kupka, Utah Valley University, United States	Richard Afritye Owusu, Linnaeus University, Sweden Arthur Seakho-King, Australian College of Kuwait, Kuwait	Dwarika Prasad Uniyal, Indian Institute of Management at Kashipur, India Bernd Kupka, Utah Valley University, United States	Satria Bangsawan, University of Lampung, Indonesia Mahrina Sari, University of Lampung, Indonesia	Osama Sam Al-Kwiri, Qatar University, Qatar Allam K. Abu Farha, Qatar University, Qatar	Damiana Kieti, MOI University, Kenya Christophor J. Marquette, American University of Ras Al Khaimah, UAE	Christophor J. Marquette, American University of Ras Al Khaimah, UAE Munim Kumar Barai, Ritsumeikan Asia Pacific University, Japan	

Time	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7	Room 8
8:00-9:30	<i>Session 1a</i> ENTREPRENEURSHIP 1	<i>Session 2a</i> MARKETING 1	<i>Session 3a</i> FINANCE 1	<i>Session 4a</i> OPERATIONS	<i>Session 5a</i> HOSPITALITY AND TOURISM MANAGEMENT	<i>Session 6a</i> ISLAMIC BUSINESS	<i>Session 7a</i> MARKETING 2	<i>Session 8a</i> EDUCATION MANAGEMENT AND INNOVATION
	Broto Bhardwaj, Bharati Vidyapeeth University, India Keta Chepkwony, MOI University, Kenya	Madhusudhan Prasad Varanasi, Al-Yamamah University, Saudi Arabia Bhavan Narayana Kandala, Malla Reddy Engineering College for Women, Jawaharlal Nehru Technological University, India	Christopher J. Marquette, American University of Ras Al Khaimah, UAE Munim Kumar Barai, Ritsumeikan Asia Pacific University, Japan	Abdul Razak Ibrahim, Kolej Universiti Poly-Tech MARA, Malaysia Raifuk-ul-Islam, International Islamic University, Malaysia	Wambui Ng'ang'a, University of Eldoret, Kenya Eugene Seeley, Utah Valley University, United States	Zainal Abidin Mohamed, Islamic Science University, Malaysia M. Arief Mufriani, State Islamic University -- Syarif Hidayatullah Jakarta, Indonesia	Satria Bangsawan, University of Lampung, Indonesia Mahrina Sari, University of Lampung, Indonesia	Lynn L. Adams, Utah Valley University, United States Maureen Andrade, Utah Valley University, United States
	Open Innovation Business Models: Its application in the public sector Cheruiyot, Thomas Kimeli Kenya	EMPIRICAL APPROACH TO ENDORSEMENT MARKETING AND CONSUMER FANATICISM OF TELECOM FIRMS IN RIVERS STATE, NIGERIA Akabome, Joy E. Jackson Nigeria	FINANCIAL LITERACY, FINANCIAL ATTITUDE AND SAVING BEHAVIOR OF YOUTH IN UGANDA: A CASE OF MBARARA DISTRICT Agasha, Ester Rono, Lucy Uganda and Kenya	Conceptualization of Store Selection Attributes in Relation To Type Of Layout Singla, Vikas Budhali, Manpreet Singh India	ENDOGENOUS INNOVATION BARRIERS AND PROACTIVE WORK BEHAVIOUR IN SELECTED HOTELS IN NAIROBI, KENYA Duncan, Shirandala Jacqueline Kenya	A Treatise On Socioeconomic Roles Of Zakah Aliyu, Shehu U.K. Nigeria	Determinants Of Factors Influencing Customer Loyalty: A Study For Thai Sea Freight Forwarders Narumart, Tevita Vinaai Thailand	The Secret Sauce for Business Calculus: Eliminating Failing Grades by Finding the Optimal Application of Course Design, Electronic Materials, Supplemental Instruction and Competency Based Assessment Adams, Lynn L. Hamilton, Carolyn United States
	ENTREPRENEURIAL ORIENTATION AND FIRM PERFORMANCE: THE MEDIATING ROLE OF LEADERSHIP STYLE Ali Yassin Sheikh Ali Ahmed Kenya	Model of Building Brand Identity of Canned and Processed Seafood Industry in Thailand Chenhan, Pichit Thailand	Impact of banking innovations on customers' attraction, satisfaction and retention: A case of banks in Botswana Agbola, Joseph Evans Makara, Monametsi, Gladness Botswana	A PROPOSED MODEL OF CONTINUOUS IMPROVEMENT IN TOTAL QUALITY MANAGEMENT FROM ISLAMIC PERSPECTIVE Afrin, Afrozul Bulbul Islam, Dr. Rafikul All, Dr. Md. Yusuf Fountain, Dr. Ridwan Malaysia	Developing A Hierarchical Model Based on Quality Dimensions to Enhance Business Excellence in Hotel Industry of Bangladesh Islam, Rafiqul Rahman, Mahboob War, Rohaida Wun Husin, Ahmad, Khalid Malaysia	Malaysian Case Law On Abandoned Housing Projects Involving <i>Bijah/Bijah Al-Gij</i> (Bhai Islamic Home Finance): A Disclosure Of The Prevailing Issues Dahlan, Nuarrul Hilal Md Malaysia	A Study of Shopping Malls Attractiveness in Qatar: A Segmentation Approach Althawail, Othman Shomali, Raid Qatar	Students' Perception on Service Quality of IUM: Study on International Postgraduate Students Afrin, Afrozul Bulbul Malaysia
	Materialization of Sostianownership and Performance in Kenyan Eco-Ventures Chepkwony, Cheiric Kofir, M. Kenya	Effect of User Perception on the Relationship Between Organizational Context and Adoption of Cloud Computing: Evidence from SMEs in Nairobi County, Kenya Cherujor, Emily Mworia Ridwan bin Ronald Kenya	Information and Kuwait Investors Behaviour: Analysis based on Governance Al Samhan, Nayef Ebrahim Abdullah Fahad, Ebrahim Bakar, Malaysia	Determinants of Library Service Quality: A Sri Lankan Marketing Perspective Harshani, K. R. N. Khatibi, Ali Malaysia	A Comparative Study of Safari Tourism in Africa Manral, Lalita A. Ajay K. Lascu, Dana-Nicoleta United States	Promoting Islamic Values to Encourage Labor Productivity: An Evidence from Some Indonesian Industries Rosyada, Dede Mufriani, M. Arief Shierlam, Ade Indonesia	Factors affecting the Trust of Global Airline Passengers Lainamngern, Suchat Thailand	Role Of Teachers And Quality Of Teaching Learning Process Schools In Sri Lanka V. Fernando, A. J. Lanka Sri
	Defining and Influencing the Entrepreneurial Mind Set Robinson, Peter B. United States	An Exploratory Study of Fast-Food Brand Communities from Social Media to The Egg-Food Context Gaber, Haem Rasheed Wright, Len Tiu Egypt and United Kingdom	Post-Demonstration: Transition in Indian Retail Industry Bajaj, Rishabh Gurpreet India	RELATIONSHIP BETWEEN TRAINING ON FOOD SAFETY MANAGEMENT AND PRACTICE OF FOOD SAFETY MANAGEMENT Onyangs, Dorothy Cheloti-Mapele, Isabella Kenya	Customer Relationship Management Technology effect on Performance of Selected Hotels in Kenya: Moderation Approach Ng'ang'a, Wambui E. Karanja Makomere, Julie Charles Kenya	Religiosity Level as Moderating Variable in Islamic Tourism Usage Commitment: Indonesian Tourism Perspective Riyanto, Kuncoro Budi Indonesia	Impact of Electronic Word-of-Mouth Communication on Building Brand Equity: An Indonesian Perspective Sari, Mahrina Marquette, Christopher Ahmed, Zafar U. Bangsawan, Satria Indonesia and United Arab Emirates	English Language Development for International Students: What Do Top-Hosting Business Schools Do? Andrade, Maureen United States
	Entrepreneurial Competencies and Livelihood Improvement: The Moderating Role of Gender Nasirama, Bernard Kibeti Dnyse Masanah, Jamini Masande Kenya and The Netherlands	SALES PROMOTIONAL STRATEGIES: ANALYSIS OF THEIR EFFECTIVENESS AND ETHICAL IMPLICATIONS - NIGERIA EXPERIENCE Eze, Hechukwu Bernard Nigeria	ROLE OF FINANCE INTERMEDIARIES ON DEEPENING OF FINANCIAL INCLUSION AND PROFITABILITY: A CASE STUDY OF SELECTED COMMERCIAL BANKS IN KISUMU COUNTY, KENYA Mogaka, Joshua Kengeru Kenya	A Financial Performance Cross-Efficiency Estimation: The Chinese Port System Rosas, Jose Humberto Alamudo, Mohammed, Zarah Chepkoch United States and Kenya	ASSESSMENT OF FOOD HANDLERS' KNOWLEDGE ON FOOD SAFETY MANAGEMENT IN SELECTED SEPARATE HOTELS IN ELDOROT TOWN, KENYA Onyangs, Dorothy Cheloti-Mapele, Isabella Kenya	Determinant Factors of Usage Intention Toward Zakat Institution: Indonesian Perspective Purnomowati, Indah Indonesia	ROLE OF BEHAVIORAL FACTORS IN DECISION MAKING BY DIRECT AND INDIRECT (REITS) INVESTORS IN REAL ESTATE PROPERTIES IN KENYA Byegon, Gladys Cheruiyot, Thomas Kenya	Use Of School Based Teacher Development (SBTD) And Quality Of Education: A Case Of Sri Lanka Fernando, A. J. Sri Lanka
	Training Needs Identification And Individual Development Plan In Entrepreneurship Debnath, Anamjeet India	The Implications of Hofstede Dimensions of National Culture for Consumer Behavior in Gulf Countries Togiani, Sam Kuwait	An Empirical Analysis of Insurance Provisions and Risk Management of Small and Medium Scale Enterprises in Ebonyi State, Nigeria Awike, Chigozin Florence Nigeria	Innovation Types and Performance of Manufacturing Firms in Kenya Mwambwa, Mwavita Lagat, Charles Frankwick, Gary Kenya and United States	Tourism and Hospitality Policy Strengths, Weaknesses and its Effectiveness - Lessons from Malawi Sepaha, Michael Bennett Geoffrey M. Kasuka Malawi and Kenya	Technology Acceptance of Card-Less Cash Withdrawal System Among the University Students in Colombo District Wijewardana, Piyavi U. Dharmaratne G. D. I. K. Khatibi, Ali Malaysia	Influence of Networking on Women Entrepreneurship: Determinants, Challenges and Constraints in Marketing Their Products Bhardwaj, Broto Mirra, C.B. Duncan, Shirandala Cheloti-Mapele, Isabella Kenya	Potential of Curriculum in Imparting Entrepreneurial Skills among Hospitality Students in TIVET Institutions, Kenya: A Review of Literature Duncan, Shirandala Cheloti-Mapele, Isabella Kenya
		The Influence Of Hofstede Dimensions Of National Culture On Consumer Behavior In Gulf Countries Togiani, Sam Kuwait					Determinants of Consumers' Attitudes Towards Global Luxury Car Brands: A Sri Lankan Perspective by Zafar U. Ahmed, American University of Ras Al Khaimah, United Arab Emirates, and Sumith S. De Silva, Management and Science University, Malaysia	

	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7	Room 8
10:00-11:30	<p>Session 1b ENTREPRENEURSHIP 2</p> <p>Robert Otuya, University of Eldoret, Kenya Peter Robinson, Utah Valley University, United States Effect Of Eco-Commitment On Entrepreneurial Performance Among Entrepreneurial Ventures In Western Kenya Chepkwoy, Cheruiyot, T. K. Kenya Koirir, M.</p> <p>THE ART OF START-UPS: A CASE STUDY OF INTERNATIONAL ENTREPRENEURSHIP Kaur, Kamaljit Mahajan, Geeta India</p> <p>Entrepreneurial Orientation and Performance of Small & Micro Enterprises in Kenya Catherine M. Kenya</p> <p>Entrepreneurial marketing readiness indicators in digital transition for Thai SMEs: An exploratory conceptual framework Pitayachai, Pongsakorn Hoosopon, Damsop Trukone, Siptat Thailand</p> <p>ASSESSING THE INTEGRATION OF ENTREPRENEURIAL FACTORS ON SME PROMOTION IN KENYA Nkamititi, Sarah Kenya</p> <p>Entrepreneurs' Experience and Firm Innovativeness: The Mediating Role of Entrepreneurial Competencies Nawitima, Bernard Kibiti Masashi, Jamin Maslode Kenya and The Netherlands</p>	<p>Session 2b MARKETING 2</p> <p>Len Tiu Wright, University of Huddersfield, UK Paul Sergius Koku, Florida Atlantic University, USA Determinants of Consumers' Attitudes Towards Global Luxury Car Brands: A Sri Lanka Perspective De Silva, Sumith S. Khatibi, Ali Malaya</p> <p>Marketing opportunities to position Kenya as a destination of choice for the USA leisure market: case of inbound Tour Operators Kiage, Oudabu Kenya</p> <p>ASSESSMENT OF BENEFITS AND SUPPORT OF MKES IN MEDIUM SCALE TEXTILE INDUSTRIES KIRIBABA, REDDY CYS Bhavannarayana India</p> <p>Marketing Channel Conduct and Marketing Margin on Marketing Performance of Soft Drink Distributors across Nigeria Mustapha, Bitu Oai Yeng Huda bint Abd Nigeria and Malaysia</p> <p>Exploring the Interface of Relationship Marketing and Export Performance: The Role of Trust and Commitment as Mediating Variables: A Conceptual Perspective Hasanallah, Abdel Hafiez Ali Genc, Omer Faruk Mohamed, Osman Ihs Ahmed, Zafar U. Saudi Arabia</p>	<p>Session 3b FINANCE</p> <p>Daniel Tarus, MOI University, Kenya Nathamba Bazinzi, Makerere University, Uganda BOARD INDEPENDENCE, ETHNIC COMPOSITION AND FINANCIAL PERFORMANCE OF COMPANIES LISTED AT THE NAIROBI SECURITIES EXCHANGE. Chelogi, Stephen K. Kiptum, Christopher Kenya</p> <p>Does Initial Public Offers (IPO) a game changer in Insurance in India Chennappa, D. India</p> <p>THE ROLE PLAYED BY FINANCIAL DISCLOSURES IN CORPORATE GOVERNANCE IN EMERGING ECONOMIES Cheruiyot, Thomas Kenya</p> <p>AN EMPIRICAL STUDY OF FINANCIAL PERFORMANCE OF ICICI BANK Dhillon, Atinderpreet Usha, Dharminder Singh India</p> <p>Earnings Management Practices In Commercial Banks Listed At The Colombo Stock Exchange: Evidence From Sri Lanka Fernando, A. J. Sri Lanka</p> <p>Financial Performance of Disinvested Public Sector Enterprises in India Jain, P. K. India</p> <p>Building Predictive Selection Screening And Turnover System Based On Individual Differences For Indian Software Engineers Using Artificial Neural Networks Kaur, Shivinder Sahil India</p>	<p>Session 4b INFORMATION SYSTEM MANAGEMENT</p> <p>Lynn L. Adams, Utah Valley University, United States Ananth Chiravuri, United Arab Emirates Acceptance And Sustainability Issues In Information Technology-Based Banking Services: A Review Of Literature Ali, Liqat Shilpa Jaskirat India</p> <p>Effect of Knowledge Management on Firm Competitive Advantage among Commercial Banks in Kenya Cherippon, Amos Joyce Kenya</p> <p>Effect of Knowledge Management on Firm Competitive Advantage among Commercial Banks in Kenya Cherippon, Amos Joyce Kenya</p> <p>Investigating the Efficacy of Techniques Affecting Information Exchange in Virtual Teams Chiravuri, Ananth Emirates</p> <p>A Process Situational Approach to Support Development of E-Health System: An Analytical Study on UNRWA Health System Luban Iraq</p> <p>Limited Impact of Information and Communication Technologies (ICTs) on Adoption of Cashless Transactions in (Unorganized Retail) Sector- Democratization in Indian Context Venmaraja, Seetha India</p> <p>Perceptions of Leadership Style and their Effect on Job Satisfaction and Productivity in Saudi Arabia Hinck, Wolfgang Sahiani, Ahmed Ali Arabia</p> <p>Green Supply Chain Practices in Malaysia Abdullah Razak Ghapar, Farha Sundaram, Veera Pandiyani Kalliani Malaysia</p> <p>The Relationship between Distinctive Capabilities, Business Strategy, Environment and Performance: A Proposed Model for SMEs in Palestine Almad, Saari Bin Hebsen Ismail Mohammad Malaysia</p>	<p>Session 5b MANAGEMENT 1</p> <p>Thomas Cheruiyot, MOI University, Kenya Jeff Peterson, Utah Valley University Insurance and Risk Management: An Imperative Tool For Small and Medium Scale Enterprises (SMEs) Advancement in Nigeria Awode, Chigofirin Florence Nigeria</p> <p>LEADERSHIP IN PUBLIC ORGANIZATION: The Role of Transformational Leadership Abasi, Joseph Cheruiyot, Thomas Kinindi Kenya</p> <p>Does Strategic Conformity matter in Financial Distress? Evidence from listed firms in Nairobi Securities Exchange Koske, Naomi Yegon, Josephat Cheboi Kenya</p> <p>Does humanistic culture mediate the relationship between charismatic leadership and job satisfaction in national schools in Kenya? Marigat, Samuel K. Daniel K. Kenya</p> <p>Mediating Effect of Employee Satisfaction on the Relationship between Organizational Learning Culture and Employee Performance in the Banking sector in Kenya Orinda, Grace Chepkwoy, Dr. Joel Ronald Kenya</p> <p>Observing Coworkers' Violations and Managers' Discipline: The Effect of Violation and Punishment Severity on Coworker Peterson, Jeff Ph.D. United States</p> <p>Observing Coworkers' Violations and Managers' Discipline: The Effect of Violation and Punishment Severity on Coworker Peterson, Jeff Ph.D. United States</p> <p>Green Consumer Behaviour, Culture and Sustainability of Manufacturing Firms in Kenya Tanni, Emmanuel K. Bartocho, Evaline J. Kenya</p> <p>Enhancing Competitive Advantage Through Innovation Capability: The Dimension Of Market Orientation And Innovation Strategy Muniam, Prapanjan Pajakjorwak, Vinit Tangsubong, Sorasak Thailand</p> <p>ANALYZING RISKS IN SAFETY AND SECURITY OF FOOD USING GRA APPROACH Sharma, Yogesh Kumar Sachin Kumar Patil, Pravin P. India</p>	<p>Session 6b STRATEGY 1</p> <p>Norman Wright, Utah Valley University, USA Ernest Saina, Moi University, Kenya Dorothy Onyango, University of Eastern Africa, Barotsi, Kenya Participation in extraction of forest products by the rural households in the peripherals of Mt. Kenya forest: an economic analysis Mwangi, N. F. Kenya</p> <p>AN EVALUATION OF A LONG-TERM HUMAN-ELEPHANT CONFLICT MITIGATION PROJECT BY LOCAL COMMUNITIES IN THE MARA ECOSYSTEM, KENYA Makomer, Julie N'g'ang'u, Wambui E. Karanja Kenya</p> <p>IMPACT OF AGRICULTURAL OUTPUT ON ECONOMIC GROWTH IN NIGERIA AND GHANA (1985-2014) Apeh, Ajene Sunday Nigeria</p> <p>FACTORS AFFECTING THE FARMERS' DECISION TOWARDS CONTRACT FARMING: AN EMPIRICAL STUDY OF INDIAN PUNJAB Singh, Harpreet India</p> <p>EFFECTS OF SMALLHOLDERS' ON-FARM WATER APPLICATION METHODS ON TOMATO YIELDS IN BAREILONG COUNTY, KENYA Kogel, David K. Kenya</p> <p>Analysis of Socio-economic Factors Influencing the Adoption of Breeding Technologies Among Dairy Farmers in the North Rift Region of Kenya Kipkemai, Ernest Kenya</p> <p>Economic and Social Impacts on Financial Inclusion: A Case of the Underprivileged in Bangladesh Baral, Munim Kumar Japan</p>	<p>Session 7b AGRICULTURAL DEVELOPMENT</p> <p>Ernest Saina, Moi University, Kenya Dorothy Onyango, University of Eastern Africa, Barotsi, Kenya Participation in extraction of forest products by the rural households in the peripherals of Mt. Kenya forest: an economic analysis Mwangi, N. F. Kenya</p> <p>IMPACT OF AGRICULTURAL OUTPUT ON ECONOMIC GROWTH IN NIGERIA AND GHANA (1985-2014) Apeh, Ajene Sunday Nigeria</p> <p>FACTORS AFFECTING THE FARMERS' DECISION TOWARDS CONTRACT FARMING: AN EMPIRICAL STUDY OF INDIAN PUNJAB Singh, Harpreet India</p> <p>EFFECTS OF SMALLHOLDERS' ON-FARM WATER APPLICATION METHODS ON TOMATO YIELDS IN BAREILONG COUNTY, KENYA Kogel, David K. Kenya</p> <p>Analysis of Socio-economic Factors Influencing the Adoption of Breeding Technologies Among Dairy Farmers in the North Rift Region of Kenya Kipkemai, Ernest Kenya</p> <p>Economic and Social Impacts on Financial Inclusion: A Case of the Underprivileged in Bangladesh Baral, Munim Kumar Japan</p>	<p>Session 8b ECONOMICS, TRADE AND COMMERCE 1</p> <p>Shehu Usman Rano Aliyu, Bayero University Kano, Nigeria Josephat Cheboi, MOI University, Kenya A conceptual framework of innovation for economic diversification, national competitiveness and sustainable growth Agolla, Joseph Evans Makara, Tsepiso Botswana Somalia</p> <p>IMPACT OF AGRICULTURAL OUTPUT ON ECONOMIC GROWTH IN NIGERIA AND GHANA (1985-2014) Apeh, Ajene Sunday Nigeria</p> <p>FACTORS AFFECTING THE FARMERS' DECISION TOWARDS CONTRACT FARMING: AN EMPIRICAL STUDY OF INDIAN PUNJAB Singh, Harpreet India</p> <p>EFFECTS OF SMALLHOLDERS' ON-FARM WATER APPLICATION METHODS ON TOMATO YIELDS IN BAREILONG COUNTY, KENYA Kogel, David K. Kenya</p> <p>Analysis of Socio-economic Factors Influencing the Adoption of Breeding Technologies Among Dairy Farmers in the North Rift Region of Kenya Kipkemai, Ernest Kenya</p> <p>Economic and Social Impacts on Financial Inclusion: A Case of the Underprivileged in Bangladesh Baral, Munim Kumar Japan</p>
11:30-1:00	<p>Session 1c HUMAN RESOURCE MANAGEMENT 1</p> <p>Dwarika Prasad Uniyal, Indian Institute of Management at Kashipur, India Jennifer L. Schultz, Utah Valley University, United States EMPLOYEE PERFORMANCE MEASUREMENT AND MANAGEMENT IN AFRICAN PUBLIC SECTOR Mbeu, Clement Karani Thomas Kenya</p> <p>Effect of Self Regulation on Employee Performance in Almasi Beverages Limited, Kenya Romo, Leah C. Koirir, Michael K. Kenya</p> <p>THE MODERATING EFFECT OF PSYCHOSOCIAL WORK ENVIRONMENT ON THE RELATIONSHIP BETWEEN TEAM LEARNING AND EMPLOYEE PERFORMANCE IN THE KENYAN ISLAMIC BANKING PRACTICE Sabani, Mohamed Shakel Lofee, Maru Kenya</p> <p>Developing Employee Effectiveness with Workplace Social Networks for Working Mothers' Schultz, Jennifer L. United States</p> <p>A Study of Interorganizational Transmission of Factors Among the Women Working in the Unorganized Sector Rana, Rachita Kamaljit India</p>	<p>Session 2c MARKETING 3</p> <p>Dana-Nicoleta Lasca, University of Richmond, USA Gary L. Frankwick, University of Texas at El Paso, USA DETERMINANTS OF LEAFPROGGING, CONSUMER KNOWLEDGE AND THE INTENTION TO LEAFPROG IN THE CELLPHONE INDUSTRY IN KENYA Mae, Chepkoch Charles Kenya and United States</p> <p>STAKEHOLDER POLICIES INFLUENCING THE CHOICE OF CONFERENCE DESTINATIONS IN MALAWI: THE CASE OF RESORTS AT SENGA BAY Mhang, Geoffrey M. Kasaka Kietel, Nepal Kenya</p> <p>Stakeholder Policies Influencing the Choice of Conference Destinations in Malawi: The Case of Resorts at Senga Bay Mhang, Geoffrey M. Kasaka Kietel, Nepal Kenya</p> <p>Impact of Relationship Marketing Practices on Customer Loyalty: A Case Study of Awash Bank Dire Dawa, Ethiopia Paranka, Kameswarra Rao and Ethiopia India</p> <p>Impact of Relationship Marketing Practices on Customer Loyalty: A Case Study of Awash Bank Dire Dawa, Ethiopia Paranka, Kameswarra Rao and Ethiopia India</p>	<p>Session 3c ECONOMICS, TRADE AND COMMERCE</p> <p>Shehu Usman Rano Aliyu, Bayero University Kano, Nigeria Josephat Cheboi, MOI University, Kenya Economic Determinants of Exchange Rate Volatility in Kenya Kogel, David K. Kenya</p> <p>Impact of remittance on economic growth and poverty alleviation in Nepal Bhadur, Yezya Bahadur K.C Nepal</p> <p>Inflation And Economic Growth: An Empirical Analysis Sri Lanka Economy Wijewardana, W. Percy Debon, H. Malaya</p> <p>AN EMPIRICAL INVESTIGATION OF THE TWIN DEFICIT HYPOTHESIS: EVIDENCE FROM NIGERIA (1986-2015) Hussaini, Mustapha Sheks, Garba I Nigeria</p> <p>How New Technology and Social Media is Redefining Shop, Shopping and Shopper? Uniyal, Dwarika Prasad India</p> <p>Impact of Reverse Logistics On Perceived Customer Value In Mobile Smart Phone Industry Sri Lanka Pemerathan, Athulgamage Hasantha S. Sri Lanka</p> <p>How New Technology and Social Media is Redefining Shop, Shopping and Shopper? Uniyal, Dwarika Prasad India</p>	<p>Session 4c TECHNOLOGY MANAGEMENT</p> <p>Sushil, Indian Institute of Technology Delhi, India Nicholas Serykhan, Mount Kenya University, Kenya Attitude towards counterfeit in Kenya. A threat to fair trade and future development Muta, Bernard Muta Cheruiyot, T. Kenya</p> <p>Impact of subjective norms on the purchase intention of counterfeit mobile phones in Kenya Muta, Bernard Muta Cheruiyot, T. Kenya</p> <p>THE NEXUS BETWEEN EMOTIONAL INTELLIGENCE, TRANSFORMATIONAL LEADERSHIP AND ORGANIZATION PERFORMANCE Obers, Oyangonyo Mutali, Kenya</p> <p>THE NEXUS BETWEEN EMOTIONAL INTELLIGENCE, TRANSFORMATIONAL LEADERSHIP AND ORGANIZATION PERFORMANCE Obers, Oyangonyo Mutali, Kenya</p> <p>MODERATING EFFECT OF ENTREPRENEURIAL ORIENTATION ON THE RELATIONSHIP BETWEEN EAST AFRICAN COMMUNITY STRATEGIC LEVERS AND PERFORMANCE OF EXPORT ORIENTED HORTICULTURAL SMEs IN KENYA Onditi, Pamela Ama Otiero, Oyangonyo Kenya</p> <p>Theoretical and Empirical Analysis of a Team and its Sponsor: A Case of Indian Premier League Singh, Apur India</p> <p>Corporate Governance in Emerging Nations: The Impact of corruption and broader ethical culture Cheruiyot, Thomas Oyoiko, Joshiash Otiemo Kenya</p> <p>THE EFFECT OF PROFESSIONAL BACKGROUND ON PERCEIVED PERFORMANCE OF SAUDI HEALTHCARE ADMINISTRATORS Hinck, Wolfgang Marzuq, Abdufrahman H. Sudi Arabia</p>	<p>Session 5c STRATEGY 2</p> <p>Haim Hilman Bin Abdullah, University Utara Malaysia, Malaysia Sundar Venkatesh, Asian Institute of Technology, Thailand THE NEXUS BETWEEN EMOTIONAL INTELLIGENCE, TRANSFORMATIONAL LEADERSHIP AND ORGANIZATION PERFORMANCE Obers, Oyangonyo Mutali, Kenya</p> <p>IMPACT OF TRACK AND TRACE SYSTEM ON ILLICIT TRADE OF TOBACCO PRODUCTS IN KENYA Anel, Santino Muong Kenya</p> <p>How Do Managers in Professional Public Organizations Respond to Environmental Change? The Case of Healthcare Reform in Thailand Rattanasura, Durrant Venkatesh, Sutarat Thailand</p> <p>EFFECT OF TOBACCO LAWS ON SMOKING INTENTION: A CASE STUDY OF CENTRAL RIFTFULLY COUNTIES OF VAIN GUSHI, ELGEYO MAREKWEI AND NANDI Kangogo, Hilary Kiplagat Kibet, Dr. Yusuf Said, Dr. Patrick Kenya</p> <p>HALAL LOGISTIC MANAGEMENT OF SUPPLY CHAIN Abdullah, Abdul Razak Ibrahim, Abdul Razak Said, Muhammad Matrain, M. Arif Malaysia</p>	<p>Session 6c BUSINESS LAW, CORPORATE SOCIAL RESPONSIBILITY AND ETHICS</p> <p>Nuarrual Hilal Md. Dahlan, University Utara Malaysia, Malaysia Lynn L. Adams, Utah Valley University, United States IMPACT OF TRACK AND TRACE SYSTEM ON ILLICIT TRADE OF TOBACCO PRODUCTS IN KENYA Anel, Santino Muong Kenya</p> <p>Environmental Context, User Perception and Adoption of Cloud Computing Among Small and Medium Enterprises in Nairobi County, Kenya Chenjeji, Emily Mworia Kenya</p> <p>Corporate Social Responsibility (CSR) Reporting In Emerging Economies: A Survey Of Listed Companies In Sri Lanka Fernando, A. A. J. Hettiarachchi, D. C. Sri Lanka</p> <p>Economic Burden On Household With People With Non-Communicable Diseases With Special Reference To Cancer: Priorities For Policy Options Pertaining To The Sri Lankan Context Jayasinghe, Rajapaksa Pathirathage Chamara Kancharana Thumrongthayawong, Sombhat Thailand</p> <p>Corporate Social Responsibility (CSR) Reporting In Emerging Economies: A Survey Of Listed Companies In Sri Lanka Fernando, A. A. J. Hettiarachchi, D. C. Sri Lanka</p> <p>Economic Burden On Household With People With Non-Communicable Diseases With Special Reference To Cancer: Priorities For Policy Options Pertaining To The Sri Lankan Context Jayasinghe, Rajapaksa Pathirathage Chamara Kancharana Thumrongthayawong, Sombhat Thailand</p> <p>Effect of Government Effectiveness, Rule of Law and Corruption Control on Tax Payment Compliance Marellina Prayoyo, Tri Juko Indonesia</p>	<p>Session 7c HEALTH SYSTEMS MANAGEMENT</p> <p>Mabel Nangami, MOI University, Kenya Maureen Andrade, Utah Valley University, United States How Do Managers in Professional Public Organizations Respond to Environmental Change? The Case of Healthcare Reform in Thailand Rattanasura, Durrant Venkatesh, Sutarat Thailand</p> <p>EFFECT OF TOBACCO LAWS ON SMOKING INTENTION: A CASE STUDY OF CENTRAL RIFTFULLY COUNTIES OF VAIN GUSHI, ELGEYO MAREKWEI AND NANDI Kangogo, Hilary Kiplagat Kibet, Dr. Yusuf Said, Dr. Patrick Kenya</p> <p>HALAL LOGISTIC MANAGEMENT OF SUPPLY CHAIN Abdullah, Abdul Razak Ibrahim, Abdul Razak Said, Muhammad Matrain, M. Arif Malaysia</p> <p>EMERGING ISSUES IN HALAL CONSUMERISM Ibrahim, Abdul Razak Abdullah, Abdul Aziz Malaysia</p>	<p>Session 8c ISLAMIC BUSINESS 2</p> <p>Zainal Abidin Mohamed, Islamic Science University, Malaysia M. Arif Mufraini, State Islamic University – Syarif Hidayatullah Jakarta, Indonesia Potency and Prospect of Halal Market in Global Industry – An Empirical Comparative Analysis of Indonesia and United Kingdom Hamid, Abdul Said, Muhammad Prasyowati, Riya Ahsah Kurniasigih, Prilla Indonesia</p> <p>EMERGING ISSUES IN HALAL CONSUMERISM Ibrahim, Abdul Razak Abdullah, Abdul Aziz Malaysia</p>

Pilot-Testing the Measures of HPWS and Firm Performance Abdussalam Iyanda Abdul-Halim Malaysia	A Comparative Study of Network Marketing Companies: An Indian Perspective Ismail, Mohd-Majid, Ahmed, Zafar U. Joarder, Mohd-Hasanur India, Kuwait and United Arab Emirates	Media and Education: Domestic Tourists' Perspective Mkwin, Kezia Herman Nayana, Atazarew, Caroline Tanzania and Uganda	NETWORK CAPABILITY AND PERFORMANCE: LINK IN TRIVAL EVENT MANAGEMENT VENTURES IN KENYA Korir, Jacqueline Chetepkeny Kenya	Strategic Orientation, Entrepreneurial Innovativeness And Of Women-Owned Small And Medium Enterprises In North Rift Economic Block, Kenya Ngali, Judith N. Daniel K. Kenya	Exploring Procurement Compliance Challenges and Remedies in Educational Public Institutions: Evidence From Makerere University Oguno, Vincent Matama, Rogers Uganda
---	--	---	---	--	--

Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7	Room 8
Session 1d ACCOUNTING	Session 2d MARKETING 4	Session 3d OPERATIONS MANAGEMENT 2	Session 4d 3	FINANCE Session 5d INTERNATIONAL BUSINESS	Session 6d TOURISM RESOURCE MANAGEMENT	Session 7d STRATEGY and ENTREPRENEURSHIP 3	Session 8d HUMAN RESOURCE MANAGEMENT 2
2:00-3:30							
Anil Jayantha Fernando, University of Sri Jayewardenepura, Sri Lanka Alan Simiyu, MOI University, Kenya	Justus Muryoki, University of Nairobi, Kenya. Abdel Hafiez Ali Hasaballah, Qassim University, Saudi Arabia The Moderating Effect of Store Image on the Indirect Relationship between Emotional Experience and Purchase Intention via Social Value Nashua, Clement Gichunge Saina, Ernest Kenya	Maher Itani, Lebanese American University, Lebanon Evans Mwiti, Mount Kenya University, Kenya SUPPLY CHAIN LINKAGES AND ITS EFFECT ON SUPPLY CHAIN PERFORMANCE IN KENYAN LISTED FLOWER FIRMS Kimiti, Edwin K. Kapuya, Collins K. Kenya	Michael Korir, MOI University, Kenya Jeff Peterson, Utah Valley University, United States TECHNOLOGY ADVANCING AND FINANCIAL PERFORMANCE OF COMMERCIAL BANKS IN EAST AFRICAN COMMUNITY PARTNER STATES Miyomumbo, S. Alne P.D. Scholer Post. Odunga, Pius P.D. Odunga, Robert Mukoswa PhD Kenya	Oaman Bin Mohamed, Multi Media University, Lebanon Eugene Seeley, Utah Valley University, United States Rapid Internationalization of Companies from Emerging Economies AL-KWIFI, Oaman Farha, Allam K Abu Qatar	Susan Bosire, Technical University of Nairobi, Kenya. Nature And Magnitude Of Tourist Harassment: An Exploratory Study In Sri Lanka Nyanjira, A. A. J. Fernando, A. A. J. Edirisinghe, Mhore, Clement Kenya	Abdul A. Raabeed, University of Texas at Arlington, USA Norman Wright, Utah Valley University, USA MANAGING STRATEGIC KNOWLEDGE, TECHNOLOGY AND INNOVATION IN BUSINESS FIRMS IN AFRICA Mhore, Clement Kenya	Bernd Kupka, Utah Valley University, United States Jennifer L. Schultz, Utah Valley University, United States Impact of Psychological Contract on Employee Intention to Leave: An Employee Perspective of Insurance Industry in Sri Lanka Arachchige, Bhadra J.H. Sri Lanka
The Adoption Of Environmental Management Accounting Practices Among Manufacturing Companies In Sri Lanka Wijewardana, W. Percy Dedura, H. Malaysia	EXPERIMENTS WITH EMAIL CAMPAIGN IN LEAD GENERATION Pongodi, B. Pravin, K. Venkataraman, Raghu Raman India and Oman	Effect of Supplier Relationship Management on the Effectiveness of Supply Chain Management in Nigerian Public Sector Mahmoud, Madi Nigeria	FINANCIAL INCLUSION: MEDIATOR OF MANAGERIAL COMPETENCES AND ACCESS TO FINANCIAL SERVICES IN UGANDA Nataba, Buzaid Tarus, Daniel Kijakirong, Cheruyot, Thomas Kimiti Kenya and Kenya	Determining the differences in Expenditure between Domestic and International Tourists Chehoi-Mapieto, Isabella Kenya	Creating Competitive Tourism Industry in Ethiopia: Challenges Ahead Girma, Asafa Sechalo Chawla, Arvind S. Kaur, Navjit India	Examining Student Satisfaction With Higher Education Services in The Gulf Cooperation Council Region Seakho-King, Arthur Taglan, Sam Kenwit India	Implementation of an Effective Performance Appraisal System: Implications for Organizational Performance Tripathi, Prasson Mani India
Accrual Accounting in Public Institutions as a Customary Issue: Evidence from Developed Countries Lagat, Carolyn Kenya	Assessment of Benefits and Support of Marketing Information Systems in Medium Scale Textile Industries Reddy, Krishna C.Y.S Kandala, Bhavan Narayana India	Effective Total Quality Management Systems and Performance in Kenyan Universities Makan, Scholastica Lagat, Charles Kenya	INFLUENCE OF INTERNAL EQUITY FINANCING ON GROWTH OF CRAFT MICRO ENTERPRISES IN KENYA Nyanambu, Steve Ondeki Nyankiri, Benjamin Kenya	Do Free Trade Agreements help Small and Medium Enterprises to internationalize? The case of the China-Switzerland FTA Zyziak, Dr. Nikola Poncet, Julien China	CONTRIBUTION OF ECOTOURISM TOWARDS SUSTAINABLE LIVELIHOOD OF THE COMMUNITIES LIVING ON WASINI ISLAND, KWALE COUNTY, KENYA Koki, Jaraman Kenya	EFFECT OF BOARD SIZE, BOARD INDEPENDENCE ON CORPORATE SOCIAL RESPONSIBILITY OF FIRMS LISTED IN NAIROBI SECURITY EXCHANGE IN KENYA Ngetich, Willy Kiptoo Bosa, Dr. Lucy Prof. Thomas K. Kenya	A REVIEW OF FACTORS AFFECTING EMPLOYEE ATTRITION Jain, Esha India
Quality Of Financial Reporting On Shareholders Satisfaction: A Case Of Commercial Banks Listed At The Nairobi Securities Exchange Moooi, Jared Mubisa Kenya	Thai Government Administration Organization Tourism Promotion Responsibility Effectiveness: An Analysis from the Local Sub-District to the Provincial Level Pratyammettham, Thapanuphat Jarwanano, Wanchut Thailand	Reverse Service Quality Gap of 3PL (Third Party Logistics) Market in Sri Lanka Malkanthie, Asoka Kelum, W. G. S. Sri Lanka	THE PECKING ORDER OF FINANCING AND THE EFFECT OF FREE CASH FLOW ON IMPLIED OVER-INVESTMENT OF PUBLICLY TRADED KENYAN FIRMS Torris, Kimutai Joseph Kenya	Sustainable Smart Cities in Developing Countries: Future Role of ICT Silale, Jasal Joseph Kenya	Antecedents and Loyalty of International Tourists Toward National Parks in Thailand: A Structural Analysis Chooori, Kritipon Thailand	Influence of Learning Organization and Innovation Towards Organizational Performance in the Automotive Parts Industry of Thailand Suepantrakun, Winit Sorarak Thailand	HRM Practice Issues of Multinational Service Industry In Thailand After Effects By AEC Tanghong, Sorarak Buranaak, Sorapol Thailand
	Exploratory and Confirmatory Analysis for the Jakarta's Customer Decision Toward Product and Services of Islamic Banks M. Arief Mufriani Indonesia	SMALL AND MEDIUM SIZED ENTERPRISES: PRODUCTION OF SALTED ANCHOVY AT PASARAN ISLAND ON LAMPUNG PROVINCE IN INDONESIA Rahli, Arifin Harsono, Sigit Indonesia	Bank Financing and Industrial Growth: Issues and Considerations Shobande, Olanuji A. Nigeria	Challenges to Build, Operate, and Transfer Projects to Provide Infrastructure for African Economy Omon, Richard A Samuel Sweden and Ghana	A MOBILE PHONE PROTOTYPE FOR RESEARCH KNOWLEDGE MANAGEMENT AT THE NATIONAL MUSEUM OF KENYA David Too, Samson Ebit, Kenya	Determinants of Female Entrepreneurship Success Across Saudi Arabia --- Zafar U. Ahmed United Arab Emirates and Oama Sam Al-Kwiffi Qatar	Choice Between Of Personal Life And Education & Career: An Inquiry On The Question Of Domestic Duty Vs. Self Interest Of Learning And Career Based From Female Postgraduate Students Of Aston Institute Of Technology, Thailand Kritsadee, Prakaydas A.A.J. Thailand and Sri Lanka
	Network Marketing format of Entrepreneurship Development - An Empirical Analysis Kandala, Bhavan Narayana Vijayalakshmi, K. India	Ensuring Competitive Advantage Through Integrating Supply Chain Of Oil Palm Industry: SEM Approach Phengham, Phattanthanpong Rojnrittikul, Nutawat Thailand	Effect of Board Capital on Firm Innovativeness in the Banking Industry in Kenya Nthuma, Nazam Kenya	WHY SUSTAINABILITY OF BUSINESS IN THE DEVELOPING COUNTRIES IS IN DOUBT? - AN EMPIRICAL STUDY OF KENYAN SCENARIO Nyaboga, Yobes Benjamin Kenya	Culture and Art in Tanzania's Tourism Thing's, Maiba Erica, Hando Bernard Tanzania		

Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7	Room 8
Session 1e HUMAN RESOURCE MANAGEMENT 2	Session 2e MARKETING 5	Session 3e 6	Session 4e FINANCE 4	Session 5e MANAGEMENT 2	Session 6e ENTREPRENEURSHIP 3	Session 7d FINANCE 5	
4:00-5:30							
Sorarak Tang Thong, King Mongkut Institute of Technology at Ladkrabang, Thailand Bernd Kupka, Utah Valley University, United States Stress as a Mediating Effects of Personality and Job Satisfaction: Service Experience in Malaysia Butamam, Farah Lyana Heahin, Abdul Razak Abdullah, Fakhri Zaman Malaysia and Saudi Arabia	Richard Afrilye Owusu, Linnaeus University, Sweden Arthur Seakho-King, Australian College of Kuwait, Kuwait Devising Google Glass Marketing Strategies Using Social Media Analytics Raj, Sahil Kajla, Tanveer India	Dwarika Prasad Uniyal, Indian Institute of Management at Kashiipur, India Bernd Kupka, Utah Valley University, United States Identification Of New Post-Paid Channel Partners For Vodafone Singh, Gargpreet Sekhon, Shalinder Singh, Rajwinder India Kenya	Satriya Bangsawan, University of Lampung, Indonesia Mahrina Sari, University of Lampung, Indonesia Financial Ideosyncratic Deals, Interaction Perceived Organizational Justice and Innovative Work Behavior among Top Life Insurance Agents in Kenya Kimwoko, Andrew Kimutai Cheruyot, Thomas Kimosop, Joyce Kenya	Osama Sam Al-Kwiffi, Qatar University, Qatar Allam K. Abu Farha, Qatar University, Qatar Free Education Policy and its Emerging Challenges in Lank Alawattegama, Kingsley Karanaratne Fernando, A. A. J. China and Sri Lanka	Damiana Kieti, MOI University, Kenya Peter Robinson, Utah Valley University, United States A Structural Model of the Determinants on Innovation Behavior of Thai Feed Mill Industry Sintaparatarnop, Supadok Sungroeng, Ammy Punjakajornak, Vinit Thailand	Christopher J. Marquette, American University of Ras Al Khaimah, UAE Munim Kumar Barar, Ritsumeikan Asia Pacific University, Japan Usage Intention in E-Banking: Indonesian Perspective Nurbaiti Indonesia	
Efficacy of Reward Strategy on Employee Retention: A case of Commercial Banks in Eldoret Town, Kenya. Chepkwony, Dr. Joel Ronald Orinda, Grace Kenya	Electronic Word-of-Mouth (eWOM) Model in Building Brand Equity Toward Indonesian and Foreign Restaurants Sari, Mahriana, MS Bangsawan, Satria Indonesia	Imagining Shopping with Tween Shoppers Uniyal, Dwarika Prasad India	The Financial Effect of the Patient Protection and Affordable Care Act on For-Profit Hospitals in the United States Koku, P. Sergius Chuen Yusoff, Wan Fadilah Wan Malaysia	Organizational Control Role in Shaping Firm Ambidexterity among SMEs Owner-Managers in Malaysia Muhamad, Oaman Poom Wai India and Oman	INTELLECTING FACTORS OF WOMEN SOCIAL ENTREPRENEURSHIP Tamilajayothi, K. Venkataraman, Raghu Raman India and Oman	Corporate social responsibility and its impact on financial performance of Nepalese insurance companies Pradhan, Radhe S. Des, Preeti Nepal	
INFLUENCE OF EMPLOYEE ENGAGEMENT ON KNOWLEDGE CREATION Caroline Jelagat Sitenei Kenya	The influence of online shopping risk and weakness towards online shopping customer's behavior in Bangladesh Uddin, Md. Bashir Afira, Alruza Bulbul Malaysia	Relationship between Customer Responsiveness, Service Performance and Satisfaction among Airline Passengers in Kenya Uyoga, Diane Chelagat Kenya	SALESMAN COMPENSATION STRUCTURE AND PERFORMANCE IN THE BANKING INDUSTRY Othoro, Oyangwo Mutali, Emily Kenya	Creating Real life through Belief systems Kaur, M.Gagandeep India	Entrepreneurial Orientation and Innovation Type: Competitive Advantage of Furniture Industry Tangki, Kitipon Punjakajornak, Vinit Thailand	How Do Acquisitions Affect CEO Compensation? A Comparison Of International And Domestic Deals GENC, Omer Faruk Turkey	
Validating the Relationship Between HR Practices and Employee Performance in Nigeria Ibraheem-Bida, Mohammed Abdul Joarder, Mohd Hasanur Ismail, Abdussalam Iyanda Malaysia	Brand Loyalty Building through Product and Service Quality in The Indonesian Insurance Industry Perspective Purnanto, Wahyu Dani Indonesia	A Study on Impact of Brand Loyalty Type on Customer's Purchase Loyalty Across Organized Retail Formats in Jeans Wear Retailing Venarajai, Sathia India	The Impact of Industrial Design on the Malaysia Firms' Financial Performance Yazants, Nur Karitika Elani Ghajar, Farha Abdul Ismail, Norashikin Sundram, Veera Pandiyani Kalliani Malaysia	Empirical Study of Transformational Leadership, Quality Culture, And Performance of Top Universities: Accreditation Perspective Abdullah, Haini Hilman Abubakar, Ahmed Fazal Kamal Yeop Yunus Malaysia and Nigeria	Entrepreneurial Support Systems for the Development and Sustainment of the Biotech Industry Varamani, Madhusudhan Prasad Sandi Arabia	Demographic Factors, Financial Literacy And Tolerance Levels Of Financial Risk: A Study Of Potential Investors In Indonesia Hendrawaty, Ernie Indonesia	
The Application of Social and Value Marketing in Performance Management & Human Resource Development: The Case of KAYRA Fashion Taglan, Sam Kuwait	MEDIATING EFFECTS OF BEHAVIOUR INTENTIONS ON THE FACILITATION CONDITIONS AND USER ACCEPTANCE OF E-HEALTH ADOPTION AMONG NURSES IN PUBLIC HOSPITALS, KENYA Ng'ugi's, Moses Oetiko Omar Mumbo, Alex Kenya	Does Consumers' Restaurant Experience Trigger Electronic Word of Mouth (eWOM) and Purchase Intentions for Indonesian and Western Restaurants? Sari, Mahriana, MS Satria Indonesia	ASSESSING THE PROFITABILITY EFFECTS OF FORCED BANK MERGERS VERSUS VOLUNTARY BANK MERGERS: EVIDENCES FROM NIGERIA Yusuf, Haskan Nigeria	Dynamics of Outsourcing in India's Service Sector Madhavi, Chaita Narayana K. Venugopatl, J. Bhavan India	The Effects of Intellectual Capital and Innovation on Thailand's Creative Food Industry Yakht, Pimara Sivanun, Chaita Sivanun, Ogal Thailand	SUSTAINABILITY AGENDA: FINANCIAL SECTOR PLAYERS THE ROLE OF LEADERSHIP BEHAVIOUR Nyachwaya, Thomas O. Cheruyot, Thomas Kenya	

<p>FACTORS INFLUENCING CUSTOMER ORIENTATION OF FRONTLINE EMPLOYEES IN PUBLIC UNIVERSITIES: A CASE OF KENYATTA UNIVERSITY Mwaniki Kisipi, David</p>	<p>Creating Brand Equity Model for Thai Restaurants Based in U.K. Thailand Njagi, Elind Omondi, Nancy Kiragu Kenya</p>	<p>An Exploratory Case Study Of Malaysian Banks On Market Orientation And Organizational Characteristics Of New Service Development Tah, Yusoff Hasan, Syed Tajuddin Syed Zurina Malaysia</p>	<p>AN EMPIRICAL STUDY ON FACTORS AFFECTING THE FARMERS' PERCEPTION TOWARDS CONTRACT FARMING IN PUNJAB Singh, Harpreet India</p>	<p>The Ogre and the Onion: A Systems Approach to Understanding Entrepreneurship Peter B. United States</p>	<p>Implications of Rural Market Dynamics on Poverty Incidence in Rano Local Government, Kano State, Nigeria Adam, I.M. Nigeria</p>
--	--	---	---	--	--