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## Academy of Business and Emerging Markets (ABEM) Conference 2015

*Innovation, Competition and Solution*

August 4-6, 2015  
Kalahari Sands Hotel  
Windhoek, Namibia, Africa

### Program Schedule

Conference Chair  
Dr. Satyendra Singh, University of Winnipeg, Canada

Conference Co-chairs  
Dr. Sonjaya Gaur, Sunway University, Malaysia  
Dr. Mornay Roberts-Lombard, University of Johannesburg, S Africa

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## *Welcome!*



A very warm welcome to you to the first ABEM conference. Its mission is simple and straightforward: Knowledge generation, translation and transfer across the East and the West. We received 46 submissions from 22 countries—mostly from developing countries and emerging markets, making the conference true to its mission. Each submission was double-blind peer-reviewed by at least two professors.

Organizing a conference, particularly in an emerging market, is a monumental task and it could not be achieved without your support, contribution and participation. We're sincerely thankful to University of Johannesburg, California State University--San Bernardino, Inderscience publishers, organizing committee, program and awards committee, keynote speakers, proceedings editor, track chairs, session chairs, discussion leaders, reviewers, presenters, and the Hotel professionals, who worked hard for the last few months to ensure a smooth, meaningful and successful conference.

I do hope that your participation will have long lasting memories and enriching experience. Please take some time to relax after the conference in the beautiful setting of the emerging market of Africa—Namibia; here is no shortage of mountains, waters and animals! Welcome again!!

*Dr. Satyendra Singh, Conference Chair, University of Winnipeg, Canada*



On behalf of the members and supporters of the ABEM, I extend a warm and sincere welcome to you for the first ABEM conference. This conference provides a unique opportunity for us to reflect upon business practices and research in emerging markets and to consider its future growth. We face interesting times with traditionally strong economies going through rough phase and the emergence of new economies growing as socio-economic and political forces in the globe.

Please take this opportunity to have a great conference, listen, participate, learn and enjoy shops, restaurants and museums in this German-influenced capital of Namibia-- Windhoek!

*Dr. Sonjaya Gaur, Conference Co-chair, Sunway University, Malaysia*



I want to welcome you to Southern Africa, and Namibia in particular. A country characterized by the warmth of its people and its natural splendor. During this conference you will hear presentations of many great papers and experience lively discussion around the theme of Innovation, Competition and Solution. Together, these presentations and discussions will stimulate further works. Of course, the charm of Windhoek will make a great setting to accomplish your professional goals and at the same time, provide for a very pleasant environment.

May you have a most fruitful conference at the 2015 ABEM conference through active engagement and networking and may the excitement of Windhoek provide you with an African experience that will create long lasting memories.

*Dr. Mornay Roberts-Lombard  
Conference Co-Chair, University of Johannesburg, S Africa*

## ABEM Conference Committees

### Conference Chair

Dr. Satyendra Singh, University of Winnipeg, Canada

### Conference Co-chairs

Dr. Sonjaya Gaur, Sunway University, Malaysia

Dr. Mornay Roberts-Lombard, University of Johannesburg, S Africa

### Organising Committee

Dr. Tapas Ranjan Dash, Build Bright University, Cambodia

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Dr. Junwook Yoo, University of Winnipeg, Canada

### Proceedings Editors

Dr. Vipin Gupta, California State University - San Bernardino, USA

Dr. Satyendra Singh, University of Winnipeg, Canada

## Track Chairs

### *Consumer Behaviour*

Dr. Krishanu Rakshit, Indian Institute of Management Calcutta (IIMC), India

### *Culture and Leadership*

Dr. Vipin Gupta, California State University - San Bernardino, USA

### *Entrepreneurship and Small Business*

Dr. Domingo Ribeiro-Soriano, University of Valencia, Spain

### *Governments and International Business*

Dr. Satyendra Singh, University of Winnipeg, Canada

### *International Marketing*

Dr. Nnamdi Madichie, Canadian University in Dubai, UAE

### *Management and Strategy*

Dr. Peter M Lewa, United States International University, Kenya

### *Marketing*

Dr. Mornay Roberts-Lombard, University of Johannesburg, S. Africa

### *Nonprofit Management*

Dr. Susan M Prattis, American University of Beirut, Lebanon

### *Online Education*

Dr. Jayant Sonwalkar, University of Indore, India

### *Public Sector and Natural Resource Management*

Dr. Taposh Ghosal, Central University of Jharkhand, India

### *Research Methods*

Dr. Sonjaya Gaur, Sunway University, Malaysia

### *Social Responsibility and Community*

Mr. Humayun Kabir, Tshwane University of Technology, S. Africa

## Reviewers

Dr. Shaukat Ali, University of Wolverhampton, UK  
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Dr. Brent Mckenzie, University of Guelph, Canada  
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Dr. Bazinzi Natamba, Makerere University Business School, Uganda  
Dr. Simon G Nimako, University of Education, Ghana  
Dr. Susan Prattis, American University in Beirut, Lebanon  
Dr. Krishan Rakshit, Indian Institute of Management Calcutta, India  
Dr. Ravi Rena, UGSM-Monarch Business School, Switzerland  
Dr. Domingo Ribeiro, University of Valencia, Spain  
Dr. Mornay Roberts-Lombard, University of Johannesburg, S Africa  
Dr. Nidal R Sabri, Birzeit University, Palestine  
Dr. Rahul Singh, Birla Institute of Management Technology, India  
Dr. Ramendra Singh, Indian Institute of Management Calcutta, India  
Dr. Satyendra Singh, University of Winnipeg, Canada  
Dr. Ven Sriram, University of Baltimore, USA  
Dr. Ali Taleb, McEwan University, Canada  
Dr. Irina Vashko, The Academy of Public administration, Belarus  
Dr. Halia Valladares, Mount Royal University, Canada  
Dr. Prakash Vel, University of Dubai, UAE  
Dr. Junwook Yoo, University of Winnipeg, Canada

## Keynote Speaker



**Dr. Peter M. Lewa**

Professor, Management and Strategy  
United States International University  
Nairobi  
KENYA

Dr. Lewa, a Professor of Management at the United States International University (USIU- Kenya), is a highly respected consultant in Africa and has conducted numerous projects in Kenya, Somalia and South Africa. Dr. Lewa recently authored the National NGO Policy of Kenya that has been adopted by the Kenyan government. Dr. Lewa has also authored several books including *Developing Agricultural Trade in Poor Countries*. Dr. Lewa serves on several CBO and FBO Boards in Kenya.

### Topic

*The Critical Role of Universities in Innovation for Economic Growth and Development: Key Challenges to Overcome*

### Abstract

The term innovation derives from the Latin *innovatio*, the noun of action from *innovare* meaning "to renew or change," from in - "into" + *novus* "new". The central meaning of innovation thus relates to renewal or improvement, with novelty being a consequence of this improvement. Innovation from an organizational perspective is the successful introduction of a better thing or method. It is the embodiment, combination, or synthesis of knowledge in original, relevant, valued new products, processes, or services. It is the multi-stage process whereby organizations transform ideas into improved products, service or processes, in order to advance, compete and differentiate themselves successfully in their marketplace.

Citing the cases from Kenya and South Africa, the talk is designed to illustrate how innovation can overcome some of the challenges faced by Universities operating in emerging markets.

## Keynote Speaker



**Dr. Vipin Gupta**

Professor and Associate Dean  
California State University  
San Bernardino  
USA

Vipin Gupta is Professor of Strategy and International Business, Associate Dean and Co-director of the Center for Global Management, College of Business and Public Administration, at the California State University San Bernardino. He teaches strategy, international business, and doing business in different regions of the world courses. He is a gold medalist from IIM Ahmedabad, earned a Ph.D. from the Wharton School, and has been a Research Fellow at the University of Tokyo, and a recipient of the Society for Industrial Organizational Psychologists' coveted "Scott M. Myers Award for Applied Research—2005". Dr. Gupta has been a Chair of Strategy at Simmons College, a family business fellow at Grand Valley State University, and India program founder at Fordham University.

### Topic

*Socially-Responsible Leadership in the Emerging Markets*

### *Abstract*

There are growing demands for socially-responsible leadership around the world. The need for such leadership is particularly salient in the emerging markets, where there is a significant need for ecological stewardship, social inclusion, cultural trusteeship, and integrated economic development. This talk discusses alternative models of socially-responsible leadership, and different ways of connecting with the base of the pyramid population for power development. Using examples of an Indian firm, we will learn how a firm may enact socially-responsible leadership, overcome challenges, and identify solutions in an emerging market context.

**ABEM Conference Mission**  
 Knowledge Generation, Translation and Transfer across the East and the West

**Program schedule at a glance**

August 4, 2015

13:00 -- 17:00	Registration, Foyer
14:00 - 17:00	Opening and welcome reception, Room: <i>Moringa</i>

August 5, 2015

<i>Rooms</i>	<i>Moringa</i>	<i>Elephant</i>
8:30 - 10:00	Keynote by Dr. Lewa, Room: <i>Moringa</i>	
10:00 - 10:30	<i>Coffee break</i>	
10:30 -12:00	Paper presentations	Paper presentations
12:00 - 13:30	<i>Lunch, Dunes Restaurant</i>	
13:30 - 15:00	Paper presentations	Workshop on mgmt. consultancy By Dr. Lewa
15:00 - 15:30	<i>Coffee break</i>	
15:30 - 17:00	Paper presentations	

August 6, 2015

<i>Room</i>	<i>Moringa</i>	<i>Elephant</i>
8:30 - 10:00	Keynote by Dr. Gupta, Room: <i>Moringa</i>	
10:00 - 10:30	<i>Coffee break</i>	
10:30 -12:00	Paper presentations	Paper presentations
12:00 - 13:30	<i>Lunch, Dunes Restaurant</i>	
13:30 - 15:00	Paper presentations	Meet-the-Editors session
15:00 - 15:30	<i>Coffee break</i>	
15:30 - 17:00	Reflections and Awards, Room: <i>Moringa</i>	
18:00 - 21:00	<i>ABEM Banquet Dinner, Dunes Restaurant</i>	



## Tuesday, August 4, 2015

13:00 – 17:00 Registration, Hotel Foyer  
14:00 – 17:00 Opening and Welcome reception  
Room: Moringa  
Satyendra Singh, Conference Chair  
Sonjaya Gaur, Conference Co-chair  
Mornay Roberts-Lombard, Conference Co-chair

## Wednesday, August 5, 2015

8:30 – 17:00 Registration, Foyer

8:30 – 10:00

**Session 1.1** Plenary Keynote: *The Critical Role of Universities in Innovation for Economic Growth and Development: Key Challenges to Overcome*

Room: *Moringa* Peter Lewa, United States International University, Kenya  
**Introduction** Satyendra Singh, University of Winnipeg, Canada

10:30 – 10:30 Coffee break, Foyer

10:30 – 12:00

**Session 2.1** Consumer Behaviour in Emerging Markets

Room: *Moringa*

**Session Chair:** Krishanu Rakshit  
Indian Institute of Management Calcutta, India

*Customer Experience Management in an Emerging Economy: A Case Study Perspective*

-Mornay Roberts-Lombard, University of Johannesburg, South Africa

*Investigating the Influence of Home Language on Online Shopping Behaviour*

-N Cunningham, University of Johannesburg, South Africa

-CF De Meyer-Heydenrych, University of Johannesburg, South Africa

*The Influence of Service Failure Severity on the Behavioural Intention of Banking Industry Consumers*

-N Rheeder, University of Johannesburg, South Africa

-N Mashaba, University of Johannesburg, South Africa

*Discussion Leader:* Darina Saxunova, Comenius University, Slovakia

**Session 2.2** Effectiveness of Social Enterprises  
Room: *Elephant*  
**Session Chair:** Susan M Prattis  
American University of Beirut, Lebanon

*Social Enterprise Impact Assessment in Emerging Markets*

-Ven Sriram, University of Baltimore, USA  
-Tigineh Mersha, University of Baltimore, USA

*CSR Practices: South African Listed Companies*

-Humayun Kabir, Tshwane University of Technology, South Africa

*Discussion Leader:* Claire Grant, University of the West Indies, Jamaica

12:00 – 13:30 Lunch, Dunes Restaurant

13:30 – 15:00

**Session 3.1** Compatibility, Culture and Marketing Tools  
Room: *Moringa*  
**Session Chair:** Vipin Gupta  
California State University--San Bernardino, USA

*Exploring Cultural Context Congruency in Television: A Conceptual Framework for Assessing the Impact of Media Context on Advertising Effectiveness in an Emerging Market*

-Claire Grant, University of the West Indies, Jamaica  
-Arlene Bailey, University of the West Indies, Jamaica  
-Alphonso Ogbuehi, Clayton State University, USA

*Dizi Gui and Employee Well-being*

-Xiaozheng Zhang, Nottingham Trent University, UK  
-Weili Teng, Nottingham Trent University, UK

*Environmental Strategies as Marketing Tools for South African Banks*

-Tamlyn Barker, University of Johannesburg, South Africa  
-Alex Peitch, University of Johannesburg, South Africa  
-Cashandra Jasson, University of Johannesburg, South Africa

*Discussion Leader:* Boaz Barak, Western Galilee College, Israel

**Session 3.2**      Workshop: How to Succeed as a Management Consultant in Africa

Room: *Elephant*

**Workshop**      Peter Lewa

**Leader:**      United States International University, Kenya

15:00 – 15:30      Coffee break, Foyer

15:30 – 17:00

**Session 4.1**      Innovation and Technology in Retailing

Room: *Moringa*

**Session Chair:**      Mornay Roberts-Lombard  
University of Johannesburg, South Africa

*Innovative Trends of Financing in Global Environment–Experience of Slovakia and its Inspiration for Namibia*  
-Darina Saxunova, Comenius University, Slovakia

*E-Tailing in India Comes of Age: The Flipkart Story*  
-Krishanu Rakshit, Indian Institute of Management Calcutta, India

*Integrating Sustainability into Supply Chains of Small and Medium Scale Manufacturing in Ghana*  
-Edward S Fekpe, Ghana Inst. of Mgmt. and Public Administration, Ghana  
-Y Y A Delaporte, Ghana Inst. of Mgmt. and Public Administration, Ghana  
-M E Fiagbey, Ghana Inst. of Mgmt. and Public Administration, Ghana

*Discussion Leader:* Ven Sriram, University of Baltimore, USA

**Session 4.2**      Workshop continued: How to Succeed as a Management Consultant in Africa

Room: *Elephant*

**Workshop**      Peter Lewa

**Leader:**      United States International University, Kenya

Dinner on your own

## Thursday, August 6, 2015

8:30 – 17:00 Registration, Foyer

8:30 – 10:00

**Session 5.1** Plenary Keynote: Socially-Responsible Leadership in the Emerging Markets

Room: *Moringa* Vipin Gupta

California State University, San Bernardino, USA

**Introduction:** Satyendra Singh, University of Winnipeg, Canada

10:30 – 10:30 Coffee break, Foyer

10:30 – 12:00

**Session 6.1** Entrepreneurs, Businesses and Performance

Room: *Moringa*

**Session Chair:** Peter Lewa

United States International University, Kenya

*Women Entrepreneurs in Africa: Motivation, Constraints and Performance*

-Tigineh Mersha, University of Baltimore, USA

-Ven Sriram, University of Baltimore, USA

*The States and the Business Groups in Globalizing India: A Historical Perspective*

-Vipin Gupta, California State University, San Bernardino, USA

Performance Measurement of Supply Chains: A Review

-Edward S Fekpe, Ghana Inst. of Mgmt. and Public Administration, Ghana

-Vivian Osei, Ghana Inst. of Mgmt. and Public Administration, Ghana

-Juliet Twumasi, Ghana Inst. of Mgmt. and Public Administration, Ghana

*Discussion Leader:* Cashandra Jasson, University of Johannesburg, S Africa

**Session 6.2** Not-for-Profit and Business Organisations

Room: *Elephant*

**Session Chair:** N Cunningham

University of Johannesburg, South Africa

*Funding Paradigms and New Health Professions–Program Opportunities in Developing Countries*

-Susan M Prattis, American University of Beirut, Lebanon

*Accounting for Environmental Awareness in Social Rate of Time Preference Discount Rate Methodology*

-Boaz Barak, Western Galilee College, Israel

*Discussion Leader:* Humayun Kabir, Tshwane U of Technology, S Africa

12:00 – 13:30 Lunch, Dunes Restaurant

13:30 – 15:00

**Session 7.1** Strategic Management

Room: Moringa

**Session Chair:** Humayun Kabir, Tshwane U of Technology, S Africa

*The Role of African Universities in Innovation for Economic Growth and Development: Strategies to Overcome Existing Challenges*

-Susan Lewa, Jomo Kenyatta U of Agriculture and Tech. (JKUAT), Kenya

-Peter Lewa, United States International University, Kenya

*The Influence of Service Failure Severity on Perceived Justice by Consumers in the Banking Industry*

-C F DeMeyer, University of Johannesburg, South Africa

-I Lubbe, University of Johannesburg, South Africa

-L M Welthagen, University of Johannesburg, South Africa

*Does CEO Power Moderate the Relationship between Board Leadership and Strategic Involvement in Private Firms*

-Joel Kiplagat Tuwey, Moi University, Kenya

-Daniel Kipkirong Tarus, Moi University, Kenya

*Discussion Leader:* Tigineh Mersha, University of Baltimore, USA

**Session 7.2** Panel Discussion: Meet-the-Editors Session

Room: *Elephant*

**Session Chair:** Satyendra Singh, University of Winnipeg, Canada

*International Journal of Business and Emerging Markets, UK*

-Satyendra Singh, University of Winnipeg

*Acta Commercii, South Africa*

-Mornay Roberts-Lombard, University of Johannesburg, South Africa

15:00 – 15:30 Coffee break, Foyer

15:30 – 17:00

**Session 8.1** Reflections and Awards

Sponsored by Inderscience Publishers, UK

Room: *Moringa*

**Session Chairs:** Satyendra Singh, University of Winnipeg, Canada

Sonjaya Gaur, Sunway University, Malaysia

Mornay Roberts-Lombard, U Johannesburg, S Africa

18:00 – 21:00 ABEM Banquet dinner, Dunes Restaurant

Authors, Sessions (C: Session Chair; D: Discussion Leader)

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Bailey, Arlene, 3.1  
Barker, Tamlyn, 3.1  
Cunningham, N, 2.1, 6.2 (C)  
Delaporte, Y Y A, 4.1  
Fekpe, Edward S, 4.1, 6.1  
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Gaur, Sonjaya, 8.1  
Grant, Claire, 2.2 (D), 3.1  
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Jasson, Cashandra, 3.1, 6.1 (D)  
Kabir, Humayun, 2.2, 6.2 (D) 7.1 (C)  
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Lubbe, Isolde, 7.1  
Mashaba, N, 2.1  
Mersha, Tigineh, 2.2, 6.1, 7.1 (D)  
Meyer-Heydenrych, C F de, 2.1, 7.1  
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Osei, Vivian, 6.1  
Peitch, Alex, 3.1  
Prattis, Susan, 2.2 (C) 6.2  
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Rheeder, N, 2.1  
Roberts-Lombard, Mornay, 2.1, 4.1 (C), 7.2, 8.1 (C)  
Saxunova, Darina, 2.1 (D), 4.1  
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Sriram, Ven, 2.2, 4.1 (D), 6.1  
Tarus, Daniel Kipkirong, 7.1  
Teng, Weili, 3.1  
Tuwey, Joel Kiplagat, 7.1  
Twumasi, Juliet, 6.1  
Welthagen, L M, 7.1  
Zhang, Xiaozheng, 3.1

## Contact

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