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## 2<sup>nd</sup> 2016 Academy of Business and Emerging Markets (ABEM) Conference

*Growth through FDI and Regional Integration*

August 2-4, 2016  
Sunway Hotel  
Phnom Penh, Cambodia, Asia

### Program Schedule

#### Conference Chair

Dr. Satyendra Singh, University of Winnipeg, Canada

#### Conference Co-Chairs

Dr. Tapas R Dash, Build Bright University, Cambodia  
Dr. Mornay Roberts-Lombard, University of Johannesburg, S Africa

#### Sponsors and Supporters



# Welcome!



A very warm welcome to you to the 2<sup>nd</sup> 2016 ABEM conference. Its mission is simple and straightforward: Knowledge generation, translation and transfer across the East and the West. We received 45 submissions from 20 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 Winnipeg, Build Bright University (BBU), University of Johannesburg, Inderscience publishers, organizing committee, program and awards committee, keynote speakers, proceedings editor, country chairs, session chairs, discussion leaders, reviewers, presenters, and the Sunway 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 country of temples, lakes and opportunities—Cambodia. Welcome again!!

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



It is my great pleasure to welcome you all to the 2<sup>nd</sup> 2016 ABEM conference to be held in Phnom Penh, the capital city of Cambodia. The theme of this year conference is quite significant as the role of FDI in economic development is widely recognized, and regional integration has successfully widened the markets and provides tremendous opportunities to companies to grow.

I strongly believe that this year's conference will provide an excellent platform to share and exchange ideas on the latest developments and new trends in the field of FDI and regional integration. In addition, I hope that several emerging issues on the theme of the conference will be unlocked to foster cross-border collaboration to meaningfully serve the society.

*Dr. Tapas R Dash, Conference Co-Chair, Build Bright University, Cambodia*



A heartfelt welcome to Cambodia, a country of beautiful landscapes and inspirations! Cambodia has a rich culture and history that can be seen and experienced in many different ways on a trip to the country. From visiting produce markets, sampling the Cambodian cuisine and admiring the groups of saffron robe-clad monks that seem ubiquitous in the country. Against this setting, the conference provides delegates with an opportunity to deliberate on different topics, and network to secure further co-operation. May the conference provide you with an opportunity to enhance your understanding of research within an emerging economy and may you find Phnom Penh a city with interesting food experiences, people and places to visit. As they say in Cambodian: *saum rikreay cheamuoy kar snaknow robsa anak*. In English this means: *Enjoy your stay*, so have lots of fun on your visit to Cambodia.

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

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## Keynote Speaker



### **Dr. Darina Saxunova**

Associate Professor, International Finance and Accounting  
Comenius University in Bratislava  
SLOVAKIA

Dr. Darina Saxunova is an associate professor at the Comenius University in Bratislava in Slovakia, and a visiting professor at the Catholic University in Lille (France), the University of Lorraine (France) and at the Business School of Edgewood College USA. Her teaching and research interests lie in the areas of international finance and forensic accounting with particular reference to International Financial Reporting Standards, and Generally Accepted Accounting Principles. Dr. Saxunova's expertise in these areas led her to participate in several projects – sponsored by Slovak Ministry of Finance and World Bank – and serve as an auditor for the Slovak Auditing Oversight Board. Dr. Saxunova has published numerous articles in professional journals, presented several research papers at prestigious international conferences, and authored many university textbooks on Accounting.

### **Trends and Evolutions of Innovative Financing Mechanism**

Globalization has contributed positively to an endless process of searching, exploring, and assessing the ways of new sources of financing by encouraging and attracting additional international financing. The mankind faces an incredible task to tackle, which is to eradicate poverty and to respond to climate changes. The essential prerequisite of it are available capital resources. New opportunities for funding must be identified and collaboration between various actors—especially investors, entrepreneurs, and policy makers are required. Innovative financing provides capital resources characteristic with the attributes such as stability, predictability, and is supplement to official development assistance (ODA) from donor countries.

This talk is designed to explore the current status of innovative financing for development, new trends and evolutions and to analyze its main characteristics taking its vision into consideration.

## Keynote Speaker



### **Dr. Ven Sriram**

Professor, Marketing and Entrepreneurship  
University of Baltimore  
USA

Dr. Ven Sriram is a Professor and Chair of the Marketing and Entrepreneurship at the Merrick School of Business, University of Baltimore, USA. He has been a Fulbright scholar in Nepal and Turkey, a Fulbright Senior Specialist in Russia and a Visiting Fellow at the Center of International Studies at Cambridge University, UK. His research and consulting interests focus on issues relating to marketing, strategy, entrepreneurship and social enterprises in emerging markets. He has co-edited a book—*Drivers of Global Business Success: Lessons from Emerging Markets*. Dr. Sriram has published articles in leading journals such as *Thunderbird International Business Review*, *Journal of Business Research*, and *Omega*, among others, and presented papers at several international conferences and trained students, managers and executives in Nepal, Turkey, Argentina, Mexico, Ghana and Russia.

### **Assessing Social Enterprise Impact in Emerging Markets**

Social enterprises, which have characteristics of both for-profits and non-profits, are hybrid organizations that are driven by their mission to provide social value. They engage in revenue generation activities that cover part or all of their costs and any profits they earn are used to fund their mission. In emerging markets in particular, these enterprises have the potential to fill important market gaps as financial stresses, caused partly by pressure on governments to cut public spending, have resulted in the reduction or elimination of the social services once provided by the government.

In recent years, given the pressure on social enterprises to manage resources efficiently and develop robust and appropriate performance metrics, this talk first introduces a framework for social enterprise performance measurement and, based on case data from Ethiopia and India, applies this framework and suggests some future paths for assessing the impact of social enterprise activity in the emerging market context.

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

**Program schedule at a glance**

**August 2, 2016**

<i>Room</i>	<i>Wat Phnom III</i>
14:00 – 17:00	Registration, Foyer
14:30 – 17:00	Opening and welcome reception

**August 3, 2016**

<i>Room</i>	<i>Wat Phnom III</i>
8:30 – 8:50	Inaugural address by Dr. In Viracheat Chairman, Build Bright University Council, Cambodia
8:50 – 10:00	Session 1: Keynote by Dr. Darina Saxunova Comenius University, Slovakia
10:00 – 10:30	<i>Coffee break</i>
10:30 – 12:00	Session 2: Paper presentations
12:00 – 13:30	<i>Lunch, Sun Cafe Restaurant</i>
13:30 – 15:00	Session 3: Paper presentations
15:00 – 15:30	<i>Coffee break</i>
15:30 – 17:00	Session 4: Paper presentations

**August 4, 2016**

<i>Room</i>	<i>Wat Phnom III</i>
8:30 – 10:00	Session 5: Keynote by Dr. Ven Sriram University of Baltimore, USA
10:00 – 10:30	<i>Coffee break</i>
10:30 – 12:00	Session 6: Paper presentations
12:00 – 13:30	<i>Lunch, Sun Café Restaurant</i>
13:30 – 15:00	Session 7: Paper presentations
15:00 – 15:30	<i>Coffee break</i>
15:30 – 17:00	Session 8: Reflections and Awards
18:00 – 21:00	<i>ABEM Banquet Dinner (Room: Mekong II)</i>



## Tuesday, August 2, 2016

14:00 – 17:00 Registration, Hotel Foyer

Room: Wat Phnom III

14:30 – 17:00 Opening and Welcome reception  
Satyendra Singh, Conference Chair  
Tapas R Dash, Conference Co-Chair  
Mornay Roberts-Lombard, Conference Co-Chair

## Wednesday, August 3, 2016

8:30 – 17:00 Registration, Foyer

Room: Wat Phnom III

8:30 – 8:50 Inaugural Address: *Higher Education Trends in Cambodia*  
Dr. In Viracheat, Chairman, BBU Council, Cambodia  
**Introduction** Satyendra Singh, University of Winnipeg, Canada

8:50 – 10:00

**Session 1** Plenary Keynote: *Trends and Evolutions of Innovative Financing Mechanism as a Complement of the Official Development Assistance*  
Darina Saxunova, Comenius University, Slovakia  
**Introduction** Satyendra Singh, University of Winnipeg, Canada

10:00 – 10:30 Coffee break, Foyer

10:30 – 12:00

**Session 2** Marketing in Emerging Markets  
**Session Chair** Krishanu Rakshit  
Indian Institute of Management Calcutta, India

*Digital Marketing for a Premier Business*

-Rajendra V Nargundkar, Indian Institute of Management Indore, India

*Market Research in Africa: Challenges, Trends and Implications*

-William K Darley, King Abdulaziz University, Saudi Arabia

*Consumers' and Vendors' Acceptance and Behavior on Pork Branding with Preferred Quality Indicators in Selected Wet Markets in Metro Manila*

-Michael Bigol Pasco, De La Salle University, Philippines

*The Institutional Support for Tourism Development in Austria*

- Jarmila Weffers, Comenius University, Slovakia
- Hans Weffers, Comenius University, Slovakia
- Rita Szarkova, Comenius University, Slovakia
- Manuel Santos, CSJ Slovakia, Slovakia

*Discussion Leader:* Basanta Kumar, Utkal University, India

12:00 – 13:30          Lunch, Sun Café Restaurant

13:30 – 15:00

**Session 3**                  Learning Organization  
**Session Chair**              Greg Clydesdale  
Lincoln University, New Zealand

*Exploring South African Employees' Reward Preferences*

- Kevin Muiruri, University of Johannesburg, South Africa
- Cashandra Jasson, University of Johannesburg, South Africa

*Inter-Firm Learning and Local Participation in Emerging African Oil Nations*

- Giuseppe Calignano, University of Stavanger, Norway
- Terje I Vaaland, University of Stavanger, Norway

*A Study on the Activation of Industry-University Co-operation—Focused on the Case of Gtec in South Korea*

- Seung-Joon Oh, GTEC, Industrial Management, South Korea
- Tae-Kang Kim, GTEC, Industrial Management, South Korea

*Video Surveillance System: Clients, Employees and Supervisors Perspectives*

- Rodrigo C Licayan, Jr., Monkayo College of Arts, Sciences and Technology, Philippines

*Discussion Leader:* Glenda A Rebutas, Quezon City Polytechnic University, Philippines

15:00 – 15:30          Coffee break, Foyer

15:30 – 17:00

**Session 4**

Finances in Emerging Markets

**Session Chair**

Boo Ho Voon

Universiti Teknologi MARA, Malaysia

*Joint Determinants of Capital Structure and Dividend Policy: Evidence from Emerging Market of Bangladesh*

-Faieza Chowdhury, American International University-Bangladesh (AIUB), Bangladesh

*Glass Ceiling Syndrome in Turkish Finance Sector: The Case of Women Working in Banks*

-Omer Caha, Yildiz Technical University, Turkey

*Financial Market Signalling by Indian E-Commerce Companies*

-Krishanu Rakshit, Indian Institute of Management Calcutta, India

-Nikhil Aremanda, Indian Institute of Management Calcutta, India

*Fair Taxation as a Regional Development Driver*

-Peter Malach, Comenius University, Slovakia

-Jan Heinrichs, Comenius University, Slovakia

-Darina Saxunova, Comenius University, Slovakia

*Discussion Leader:* Rodrigo C Licayan, Jr., Monkayo College of Arts, Sciences and Technology, Philippines

Dinner on your own

Thursday, August 4, 2016

8:30 – 17:00 Registration, Foyer

Room: Wat Phnom III

8:30 – 10:00

**Session 5**

Plenary Keynote: Assessing Social Enterprise Impact in Emerging Markets

Ven Sriram, University of Baltimore, USA

**Introduction**

Tapas R Dash, Build Bright University, Cambodia

10:00 – 10:30

Coffee break, Foyer

10:30 – 12:00

**Session 6** Corporate Social Responsibility  
**Session Chair** Igor Makienko  
University of Nevada, USA

*The Demographic Dividend and Sustainability*  
-Greg Clydesdale, Lincoln University, New Zealand

*Level of Corporate Awareness and Involvement on the Environment and Community Sustainability Practices of Selected Food Manufacturing Companies in the National Capital Region, Philippines*  
-Glenda A Rebutas, Quezon City Polytechnic University, Philippines

Consumer Rights Protection in Digital Age: A Study of India and Philippines  
-Basanta Kumar, Utkal University, India

Does Firm Characteristics and Entrepreneurial Profile Affect Performance of Micro and Small Enterprises in Cambodia? — An Empirical Study  
-Tapas R Dash, Build Bright University, Cambodia  
-Samath Houy, Build Bright University, Cambodia

*Discussion Leader:* Michael Bigol Pasco, De La Salle University, Philippines

12:00 – 13:30 Lunch, Sun Café Restaurant

13:30 – 15:00

**Session 7** Market Research  
**Session Chair** Terje I Vaaland, University of Stavanger, Norway

*Quality Cues in Evaluation of Foreign Products*  
-Igor Makienko, University of Nevada, USA

*Measuring Tourist Experience for Homestay Tourism in an Emerging Market*  
-Boo Ho Voon, Universiti Teknologi MARA, Malaysia  
-Jamil Hamali, Universiti Teknologi MARA, Malaysia  
-Patricia Melvin Jussem, Universiti Teknologi MARA, Malaysia  
-Ai Kiat Teo, SMK DPHA Gapor, Malaysia  
-Agnes Kanyan, Universiti Teknologi MARA, Malaysia

*Exploring the Entrepreneurial Condition of Street Food Vendors in Poblacion, Monkayo, Compostela Valley: A Mixed Method Research*

-Rodrigo C Licayan, Jr., Monkayo College of Arts, Sciences and Technology, Philippines

*Africa in Research Publication Citation and Internet/Web Presence Growth through Foreign Direct Investment*

-Ranjith K Gladstone, Adventist International Institute of Advanced Studies, Philippines

*Discussion Leader:* Rajendra V Nargundkar, Indian Institute of Management Indore, India

15:00 – 15:30      Coffee break, Foyer

15:30 – 17:00

**Session 8**              Reflections and Awards

Sponsored by Inderscience Publishers, UK

**Session Chairs**

Satyendra Singh, University of Winnipeg, Canada

Tapas R Dash, Build Bright University, Cambodia

Mornay Roberts-Lombard, U Johannesburg, S Africa

Room: Mekong II

18:00 – 21:00      ABEM Banquet dinner

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# Notes

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