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3rd 2017 Academy of Business and Emerging Markets (ABEM) Conference

*Contemporary Growth Strategies for Developing Countries
and Emerging Markets*

August 1-3, 2017

Sheraton Hotel
Santo Domingo, Dominican Republic, Caribbean Sea

Program Schedule

Conference Chair

Dr. Satyendra Singh, University of Winnipeg, Canada

Conference Co-Chairs

Dr. Darina Saxunova, Comenius University Bratislava, Slovakia
Dr. Mornay Roberts-Lombard, University of Johannesburg, South Africa

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Welcome!



A very warm welcome to you to the 3rd 2017 ABEM conference. Its mission is simple and straightforward: Knowledge generation, translation and transfer across the East and the West. This year, we received 51 submissions from 20 countries, making the conference true to its mission. However, due to capacity constraints, we selected only 26 submissions from 12 countries for presentations and publications. Each submission was double-blind peer-reviewed by at least two professors.

Organizing an international conference 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, Comenius University in Bratislava, Slovakia, University of Johannesburg, Inderscience publishers, organizing committee, program and awards committee, keynote speakers, proceedings editors, regional chairs, session chairs, discussion leaders, reviewers, presenters, typesetter, and the Sheraton Hotel professionals, who worked hard for the last few weeks to ensure a smooth, pleasant and successful conference. We do hope that your participation will have long lasting memories and enriching experience. Please do take some time to relax after the conference in the country of sun, sands and waters—Dominican Republic. Welcome again!!

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



We are pleased to present the program of the 3rd international scientific conference ABEM 2017 focused on *Contemporary Growth Strategies for Developing Countries and Emerging Markets*. The aim of the conference is to present research of experienced or starting researchers, academicians or practitioners. The growing number of international participants confirms the relevance of topics covered at this conference. The academicians present their results of the research aimed at evaluating new growth strategies that may be applicable in developed countries as well as developing countries or emerging markets. We would like to thank all who have contributed to the success of the conference, to the organizing committee for their excellent job, as well as to the authors for their trust and loyalty. Enjoy the Conference and your stay!

*Dr. Darina Saxunova, Conference Co-Chair
Comenius University Bratislava, Slovakia*



To all ABEM conference delegates, welcome to the Dominican Republic. This beautiful Caribbean destination is known for its warm and hospitable people, featuring astounding nature, intriguing history and a rich culture. Here you can dance to the pulse pounding thrill of the merengue, explore ancient relics of centuries past, delight in delicious Dominican gastronomy or enjoy ecotourism adventures in the magnificent national parks, mountain ranges, rivers and beaches that the country offers. The country overflows with fascinating history, museums and exciting cultural experiences, plus uniquely Dominican specialties such as cigars, rum, chocolate and coffee. Considering this, the beautiful Dominican Republic creates an opportunity for all delegates to academically engage on different research topics, and to network to create further co-operation. It is my wish that the conference expands your research network and may you find the beauty of the Dominican Republic a memorable experience for many years to come.

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

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Dr. Xiaozheng Zhang, Nottingham Trent University, UK

Keynote Speaker



Dr. Terje I. Vaaland

Professor, Industrial Marketing and Strategy
University of Stavanger
NORWAY

Dr. Vaaland is professor of industrial marketing, strategy and management at the Business School of University of Stavanger. In recent years, he has carried out research and consulting within resource development in emerging economies with a primary focus on local industrial participation and competence development. Resource extractive industries in African countries have been the main empirical focus of his research. He is a former business school rector and has management experience in the oil and gas, finance, and food industries. His research is published in prestigious journals such as *Industrial Marketing Management*, *European Journal of Marketing*, and *Journal of Business-to-Business Marketing*, among others.

From Resource Curse to Resource Blessing: “Big oil” in Developing Countries

Many developing countries suffer from the *resource curse*, not at least within the oil and gas industry in which foreign international companies to a large extent control the value chain. On the other hand, natural resources can also be a blessing if properly managed. The host country's direct engagement in oil exploitation and related commercial activities, a sound taxation system and a high *local content* in the value chain represent three basic alternatives for transfer natural resources into national public wealth. *Local content* implies inclusion of existing indigenous firms, usually operating significantly below international competitive level, but also creation of new enterprises meeting industrial demand. The risk of violating industrial standards and performance calls for changes on local firm level and within and across several other related key actors.

The keynote presents the interdependencies of actors enabling local content, attached challenges and possible solutions. A combination of intra-firm improvement processes, more relevant output from universities and vocational training institutions, consolidation and adjustments of industrial structures, tighter interaction between “big oil” and local firm, and legal based local content requirements are suggested. Four sets of research avenues and important knowledge gaps conclude the keynote.

Keynote Speaker



Dr. Krishanu Rakshit

Assistant Professor, Marketing

Indian Institute of Management Calcutta

INDIA

Dr. Rakshit is assistant professor of marketing at the Indian Institute of Management Calcutta. He completed his Bachelor of Engineering at Jadavpur University, Calcutta followed by an MBA from IIM Bangalore. His research areas include analytical models in Game Theoretic Consumer Behavior, Pricing of Consumer Goods, Retail Assortment Planning, and Branding Industrial Products. Dr. Rakshit serves in editorial capacity for several journals focusing emerging markets topics. His other interests are photography, numismatics and travelling.

Research Contexts in Emerging Markets: Evolving Consumerism and Institutional Interventions

Emerging markets have captured the attention of business research for some time; largely owing to the increased stagnation in economic growth in developed markets, emerging markets like India and China have become the primary focus of the world's economic order. While experiences in Brazil and Russia and, to some extent Turkey have not really lived up to the economic expectations, these markets hold immense potential. This has given a great opportunity to bring in changes in economic thought, management philosophy and marketing research. Emerging markets not only provide the scope for testing the extant management theories largely propounded by the Western thought, but also to develop newer theories and models around these nascent superpowers.

The keynote is designed to discuss the impact of (1) the policy interventions by the government institutions on business and markets, (2) the role of technology and innovation on global supply chain with regard to developing and developed economies, (3) the new media and technologies such as mobile phones, internet, social media and e-commerce on the attitudes and behaviors of the consumers and firms in the emerging markets, and (4) the religio-cultural factors on supporting the local brands and fighting against the global brands in the era of liberalization and consumer culture.

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

Program schedule at a glance

August 1, 2017

<i>Reception Room</i>	Este I
15:00 – 17:30	Registration, Foyer
15:00 – 17:30	Opening and welcome reception

August 2, 2017

<i>Conference Room</i>	Este II + III
8:30 – 17:30	Registration, Foyer
9:00 – 10:00	Session 1 (Keynote): Dr. Terje I. Vaaland University of Stavanger, Norway
10:00 – 10:30	<i>Coffee break</i>
10:30 – 12:00	Session 2: Paper presentations
12:00 – 13:30	<i>Lunch, Casabe Restaurant</i>
13:30 – 15:00	Session 3: Paper presentations
15:00 – 15:30	<i>Coffee break & Group photograph</i>
15:30 – 17:30	Session 4: Paper presentations

August 3, 2017

<i>Conference Room</i>	Este II + III
9:00 – 17:30	Registration, Foyer
9:00 – 10:00	Session 5 (Keynote): Dr. Krishanu Rakshit Indian Institute of Management Calcutta, India
10:00 – 10:30	<i>Coffee break</i>
10:30 – 12:00	Session 6: Paper presentations
12:00 – 13:30	<i>Lunch, Casabe Restaurant</i>
13:30 – 15:00	Session 7: Paper presentations
15:00 – 15:30	<i>Coffee break</i>
15:30 – 17:30	Session 8: Paper presentations
18:30 – 21:30	<i>ABEM Banquet Dinner (Room: Da Vinci)</i>

Tuesday, August 1, 2017

Room: Este I

- 15:00 – 17:30 Registration, Foyer
15:00 – 17:30 *Opening and Welcome reception*
Satyendra Singh, Conference Chair
Darina Saxunova, Conference Co-Chair
Mornay Roberts-Lombard, Conference Co-Chair

Wednesday, August 2, 2017

Room: Este II + III

- 8:30 – 17:30 Registration, Foyer
- 9:00 – 10:00
Session 1 Plenary Keynote: *From Resource Curse to Resource Blessing: "Big Oil" in Developing Countries*
Terje I. Vaaland, University of Stavanger, Norway
Introduction Satyendra Singh, University of Winnipeg, Canada
- 10:00 – 10:30 Coffee break, Foyer
- 10:30 – 12:00
Session 2 *Research and Interpretation*
Session Chair Vipin Gupta
California State University San Bernardino, USA

Entrepreneurship Research in Emerging Markets: New Theoretical Approach
Ven Sriram, University of Baltimore, USA
David Lingelbach, University of Baltimore, USA

An Integrated Fuzzy AHP-TOPSIS Approach to Evaluation of Mobile Service Operators
Funda Samanlioglu, Kadir Has University, Turkey
Bilge Akkaya, Kadir Has University, Turkey
Hayrettin Guler, Kadir Has University, Turkey
Tugce Meric, Kadir Has University, Turkey

The Interpretation of Guanxi

Xiaozheng Zhang, Nottingham Trent University, UK

*Opportunity-Based Approach Versus Administrative Control Approach:
Comparison between Unstable Tunisia and Stable Japan*

Koichi Nakagawa, Osaka University, Japan

Dora Abidi, Osaka University, Japan

Discussion Leader: Tigineh Mersha, University of Baltimore, USA

12:00 – 13:30 Lunch, Casabe Restaurant

13:30 – 15:00

Session 3 *Competency and Efficiency*

Session Chair Stephen Mark Rosenbaum

University of Southern Denmark, Denmark

Efficiencies of In-house Manufacturing and Outsourcing

Chiang Kao, National Cheng Kung University, Taiwan

An Investigation into the Budding Sharing Economy in an Emerging Market

Cashandra Jasson, University of Johannesburg, South Africa

Kevin Muiruri, University of Johannesburg, South Africa

Lack of African Competitiveness: Who to Blame?

Giuseppe Calignano, University of Stavanger, Norway

Terje I. Vaaland, University of Stavanger, Norway

*A Critical Perspective on Firm Sponsored Transportation Policies: Lessons from
the Pinjra Tod Movement*

Grishma Shah, Manhattan College, USA

Kristen Ferguson, Manhattan College, USA

Discussion Leader: Cookie M. Govender, University of Johannesburg, S. Africa

15:00 – 15:30 Coffee break, Foyer

15:30 – 17:30

Session 4 *Consumer Behavior in Emerging Markets*

Session Chair Dina Clark

Bloomsburg University of Pennsylvania, USA

Rising Ethno-Nationalism and Consumer Narratives: Experiences from and Emerging Economy

Krishanu Rakshit, Indian Institute of Management Calcutta, India
Bhupesh Manoharan, Indian Institute of Management Calcutta, India

Factors Influencing Young African Consumers' Inclination for Branded Products

Marius Potgieter, North-West University, South Africa
Farikai Mapanga, North-West University, South Africa

Balancing Corporate Profit and Planet Earth Protection: An Examination of How Harrah's Uses Multi-Media and Messages to Persuade Employees and Customers to Embrace its "Code Green" Sustainability Program

William Berry, Bethune-Cookman University, USA

Ethnic Food in Global Markets: The New Venue for International Business in Latin America, Mexican Food in the Dominican Republic

Luis Camacho, SUNY Empire State College, USA

A People Rejuvenation Strategy for Multiculturalism in the Emerging South Africa

Cookie M. Govender, University of Johannesburg, South Africa

Discussion Leader: Victoria Geyfman, Bloomsburg U of Pennsylvania, USA

Dinner on your own

Thursday, August 3, 2017

Room: Este II + III

9:00 – 17:30 Registration, Foyer

9:00 – 10:00

Session 5

Plenary Keynote: *Research Contexts in Emerging Markets: Evolving Consumerism and Institutional Interventions*

Krishanu Rakshit, Indian Institute of Mgmt Calcutta, India

Introduction

Darina Saxunova, Comenius U Bratislava, Slovakia

10:00 – 10:30 Coffee break, Foyer

10:30 – 12:00

Session 6 *Ethics in Emerging Markets*
Session Chair Ven Sriram
University of Baltimore, USA

Accounting Ethics Education in Developing Countries: The Extent of Accounting Ethics Education in Turkey
Evren Dilek Sengur, Istanbul University, Turkey

Business Ethics in Government Sector in Russia
Dina Clark, Bloomsburg University of Pennsylvania, USA

Understanding the Determinants of Bribery: How Can Lab Experiments Inform Practitioners Operating in Emerging Markets?
Stephen Mark Rosenbaum, University of Southern Denmark, Denmark

The Effects of Neuroticism and Emotional Bonding on Cooperation Dishonesty
Jose Brache, Universidad Nacional Andres Bello, Chile
Alejandro Cordova, Universidad Nacional Andres Bello, Chile
Andrea Zuniga, Universidad Nacional Andres Bello, Chile

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

12:00 – 13:30 Lunch, Casabe Restaurant

13:30 – 15:00

Session 7 *Strategy and Innovation*
Session Chair Maheshkumar P. Joshi, George Mason University, USA

Firm as a Knowledge Enterprise and its Environmental Performance
Vipin Gupta, California State University San Bernardino, USA
Yi Zhang, Zayed University, UAE

New Strategies for Tourism in Austria
Jarmila Wefers, Comenius University Bratislava, Slovakia
Darina Saxunova, Comenius University Bratislava, Slovakia
Rita Szarkova, Comenius University Bratislava, Slovakia

The Concept of "Jugaad": Evidence from Innovations at the Bottom of the Pyramid in India

Abhinav Chaturvedi, Bennett University, India
Smitu Malhotra, XLRI Jamshedpur, India
Mukesh Chaturvedi, NIFTEM Sonapat, India

The Implications of Increasing Operations Management Content in Entrepreneurship Training in Africa

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

Discussion Leader: Marius Potgieter, North-West University, South Africa

15:00 – 15:30 Coffee break, Foyer

15:30 – 17:30

Session 8 *Entrepreneurial Education*

Session Chair Luis Camacho, SUNY Empire State College, USA

Banks and Public Capital Markets in Transition Economies

Victoria Geyfman, Bloomsburg University of Pennsylvania, USA

Green Bonds as a Component of the Sustainable Financing and their Performance

Darina Saxunova, Comenius University Bratislava, Slovakia

Entrepreneurship Education and Entrepreneurial Intention: A Comparative Study of Students from India and the USA

Maheshkumar P. Joshi, George Mason University, USA

Shalini Rahul Tiwari, IMT Ghaziabad, India

Deepak Pandit, Indian School of Entrepreneurship Gurgaon, India

Preparing a Global Workforce: Developing Digital Competencies to Prepare Students for Post-Graduation Employment

Miriam Russell, SUNY Empire State College, USA

Constance Rodriguez, SUNY Empire State College, USA

Lorette Pellettiere Calix, SUNY Empire State College, USA

Patrice Prusko, Cornell University, USA

Fostering Organizational Capabilities through Soft Skills: A Strategic Imperative for a VUCA World

Dora Abidi, Osaka University, Japan

Discussion Leader: William Berry, Bethune-Cookman University, USA

Room: Da Vinci

18:30 – 21:30

ABEM Banquet dinner

Award Announcements Dr. Darina Saxunova, Conference Co-Chair
Dr. Luis Camacho, Conference Proceedings Editor

Concluding remarks...

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