



## 4<sup>TH</sup> ABEM 2018 CONFERENCE

*Inclusive Growth in Developing Countries  
and Emerging Markets*

August 1-3, 2018

H2O Hotel  
Manila, Philippines

### Program Schedule

#### Conference Chair

Dr. Satyendra Singh, University of Winnipeg, Canada

#### Conference Co-Chair

Dr. Darina Saxunova, Comenius University Bratislava, Slovakia

#### Communications Chair

Dr. Luis Camacho, SUNY Empire State College, USA

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## Welcome!



A very warm welcome to you to the 4<sup>th</sup> ABEM 2018 conference. Its mission is simple and straightforward: Knowledge generation, translation and transfer across the East and the West. This year, we received 66 submissions from 26 countries, making the conference true to its mission. However, due to the capacity constraints, we selected only 27 submissions from 16 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. 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 chairs, reviewers, presenters, typesetter, and the H2O 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.

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



Academy of Business and Emerging Markets convenes its 4<sup>th</sup> international conference on the theme *Inclusive Growth in Developing Countries and Emerging Markets* in Manila, the Philippines during Aug 1-3, 2018. We are glad and honored that it has caught the interest of many social scientists, academics, practitioners and government officials. After holding successful conferences in Namibian Windhoek, Cambodian Phnom Penh and Caribbean Santo Domingo, we continue to engage researchers in dialogue aimed at obstacles precluding developing countries to grow economically to achieve positive results, and developing policies that can expand the knowledge and capacities of developing countries to design, implement and evaluate effective policies to attain inclusive growth.

We believe that organizing a conference of this kind helps contribute to understanding the problems surrounding economic development and inclusive growth, and to building mutual confidence and fostering cooperation among all parties to accomplish the common goal—inclusive growth in developing countries and emerging markets.

I am convinced that the friendly nature of our conference and the pleasant ambience of the venue in this megacity, called the *Pearl of the Orient*, will prove to be ideal to discuss the papers, exchange the ideas, and debate the findings. Welcome to the Philippines and enjoy yourself in Manila.

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



It is an honor and privilege for me to welcome all ABEM participants to our 2018 conference on *Inclusive Growth in Developing Countries and Emerging Markets*. You have traveled from all regions of the world to be present at this important academic event where new researches, theories and empirical studies help build and implement strategies that improve emerging markets economic realities and populations. During these three days, we have the opportunity to get together in Manila, the Philippines, a city that represents a perfect example of diversity and intercultural activities with an outstanding history and rich culture. Welcome and Enjoy!

*Dr. Luis Camacho, Assistant Professor and Conference Communications Chair  
SUNY Empire College, USA*

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## Keynote Speaker



### **Dr. Marius Potgieter**

Professor, Marketing  
North-West University  
SOUTH AFRICA

Dr. Marius Potgieter is a Professor of Marketing in the School of Management Sciences at the North-West University (Mafikeng Campus), South Africa. Dr. Potgieter has keen interests in tourism, aviation and African culture and consumer behavior which led him to travel extensively for consultancy purposes in South Africa and overseas. Dr. Potgieter strongly believes that networking with role players in the public and private sectors is of utmost importance to disseminate research to whom and where it matters. Dr. Potgieter is a prolific writer and has published numerous articles in academic journals, book chapters and general magazines.

### **Barriers to the Inclusive Growth in Africa as a Developing and Emerging Continent**

Africa is the second largest continent, sadly to say, not the second most developed due to numerous barriers in its path of development and emergence, leaving Africa as one of the world's most unequal regions. The sectors posing potential to transform Africa are agriculture and industry. Also needed are critical policy interventions addressing specifically income inequality, women's participation, and gainful employment for young Africans. One major barrier to inclusive growth in Africa is its structural transformation which is still at an early stage, resulting in urban migrants being absorbed into informal activities that offer little prospect of advancement. Africa has to improve its production capabilities and the productivity of its human and physical capital. *The High Five* key operational objectives for developing Africa as an emerging force are: feeding Africa; powering and lighting; regional integration; industrializing Africa; and, improving the quality of life of Africans. The year 2015 marked the conclusion of the Millennium Developmental Goals and the adoption of a new global development agenda, Sustainable Developmental Goals, calls for government-private sector partnerships and research to turn the goals into reality.

## Keynote Speaker



### **Dr. Sungsoo Kim**

Professor, Political Economy  
Hanyang University  
SOUTH KOREA

Dr. Kim is a Professor of Political Science and International Studies at Hanyang University in Seoul, South Korea. He is also a director of the Hanyang University Institute for Euro-African Studies (IEAS) which aims to expand the cooperation with African countries and provide guidelines for Korean enterprises on issues relating to urbanization, infrastructure, technology, official development assistance and public diplomacy. Professor Kim specializes in mediating the conflicts between democracy and capitalism, and has written several books and journal articles. Recently, he received the 2017 best achievement scholar award from the Ministry of the Department of Korean Education.

### **Governance in Developing Countries and Emerging Markets**

Governments in developing countries and emerging markets often struggle to increase economic growth while maintaining social and cultural standards due to the conflicting economic and political systems of governance. Although economic growth can be achieved through activities (e.g. capital investment in manufacturing industry, human resource development, entrepreneurship and management skills development, technical and vocational skills, technology implementation, security and social development, corruption reduction and the promotion of public private sectors), government interventions in these activities may not necessarily directly support the economic excellence of developing countries and emerging markets.

The keynote address is designed to focus on the importance of expanding human capital by providing education, health and security for economic development, followed by a plan for the development of infrastructure, urban and rural areas.

In sum, good governance is necessary to institutionalize human and social capital, and global focus should be on developing human and social capital in the developing countries and emerging markets.

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

**Program schedule at a glance**

**August 1, 2018**

<i>Reception Room</i>	<i>Marina VIP</i>
15:00 – 17:00	Registration
16:00 – 18:00	Opening and Welcome Reception

**August 2, 2018**

<i>Conference Room</i>	<i>Bay Venue</i>
8:30 – 12:00	Registration
9:00 – 10:00	Session 1 (Keynote): Dr. Marius Potgieter North-West University, South Africa
10:00 – 10:30	<i>Coffee break</i>
10:30 – 12:00	Session 2: Paper Presentations
12:00 – 13:30	<i>Lunch, Bay Venue</i>
13:30 – 15:00	Session 3: Paper Presentations
15:00 – 15:30	<i>Coffee break &amp; Group Photograph</i>
15:30 – 17:00	Session 4: Paper Presentations

**August 3, 2018**

<i>Conference Room</i>	<i>Bay Venue</i>
9:00 – 10:30	Registration
9:00 – 10:00	Session 5 (Keynote): Dr. Sungsoo Kim Hanyang University, South Korea
10:00 – 10:30	<i>Coffee break</i>
10:30 – 12:00	Session 6: Paper Presentations
12:00 – 13:30	<i>Lunch, Bay Venue</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 – 22:00	<i>ABEM Banquet Dinner, Room: Arctic</i>



## Wednesday, August 1, 2018

Room: Marina VIP

15:00 – 17:00      Registration  
16:00 – 18:00      *Opening and Welcome Reception*  
Satyendra Singh, Conference Chair  
Darina Saxunova, Conference Co-Chair  
Luis Camacho, Communications Chair

## Thursday, August 2, 2018

Room: Bay Venue

8:30 – 12:00      Registration

9:00 – 10:00  
**Session 1**      *Plenary Keynote: Barriers to the Inclusive Growth in Africa as a Developing and Emerging Continent*  
Dr. Marius Potgieter, North-West University, South Africa

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

10:00 – 10:30      Coffee break, *Bay Venue*  
10:30 – 12:00  
**Session 2**      *Marketing and Consumer Behavior*  
**Session Chair**      Greg Clydesdale, Lincoln University, New Zealand

*Exploring Spillover Effects of Brand Transgressions: Impact of Brand Failures on Brand Portfolio*

Manpreet Singh Mokha, Indian Institute of Management Calcutta, India  
Kunal Suraiya, Indian Institute of Management Calcutta, India  
Krishanu Rakshit, Indian Institute of Management Calcutta, India

*Consumer Xenocentrism in Russia: Analysis of a Moderator and Consequences*  
José I. Rojas-Méndez, Carleton University, Canada  
Julia Kolotylo, Carleton University, Canada

*Do Emerging Market Firms Benefit from Acquisitions? A Marketing Perspective*  
Mahabubur Rahman, Rennes School of Business, France

*Korean Wave in Tanzania: How Does it Affect Korea Image, Purchasing Tendency and Tourism?*

Lee Chung-Hee, Hanyang U Institute for Euro-African Studies, South Korea

Ben Katoka, Hanyang U Institute for Euro-African Studies, South Korea

Shim Seung-Woo, Hanyang U Institute for Euro-African Studies, S Korea

Shim Sung-Eun, Hanyang U Institute for Euro-African Studies, South Korea

Kim Sungmin, Hanyang University, South Korea

*Discussion Chair:* Luis Camacho, SUNY Empire State College, USA

12:00 – 13:30          Lunch, *Bay Venue*

13:30 – 15:00

**Session 3**                  *Innovation and Entrepreneurship*

**Session Chair**          Johan W. de Jager, Tshwane U of Tech, South Africa

*The Challenges of Business Angel Investing in Emerging Markets*

William Scheela, Bemidji State University, USA

*Gender and Entrepreneurship in Ethiopia*

Ven Sriram, University of Baltimore, USA

Tigineh Mersha, University of Baltimore, USA

*Acceleration of Training Management Innovation Process: Conceptual Framework on Theorization and Labeling*

Michael Bigol Pasco, San Beda University, Philippines

*Ethical Leadership Influence on Organizational Innovation through Organizational Learning*

Atif Hassan, University of Management and Technology, Pakistan

*Discussion Chair:* Sven Dahms, James Cook U Singapore, Singapore

15:00 – 15:30          Coffee break, *Bay Venue*

15:30 – 17:00

**Session 4**                      *Financing and Banking*

**Session Chair**                William Scheela, Bemidji State University, USA

*One Nation, One Tax, One Market in India: An Analysis*

Neelam Chawla, Guru Govind Singh University, India

Promod Kumar Nanda, Chartered Accountant, India

Basanta Kumar, Freelance Academician and Advocate, India

*An Empirical Analysis of South African Bank Profitability*

Marno Booyens, University of Johannesburg, South Africa

Keshiv Nayagar, University of Johannesburg, South Africa

Corlise L. le Roux, University of Johannesburg, South Africa

*High Quality Cash Management as a Tool of Removing Barriers to Inclusive Economic Growth*

Darina Saxunova, Comenius University in Bratislava, Slovakia

*Precious Metals as Safe Haven Assets in the South African Market*

David A. Hunt, University of Johannesburg, South Africa

Corlise L. le Roux, University of Johannesburg, South Africa

Niël Oberholzer, University of Johannesburg, South Africa

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

Dinner on your own

Friday, August 3, 2018

Room: Bay Venue

9:00 – 10:00

**Session 5**                      *Plenary Keynote: Governance in Developing Countries and Emerging Markets*

Dr. Sungsoo Kim, Hanyang University, South Korea

**Introduction**                Darina Saxunova, Comenius U in Bratislava, Slovakia

10:00 – 10:30                Coffee break, Bay Venue

10:30 – 12:00

**Session 6**                      *Sales and Sustainability*

**Session Chair**                Krishanu Rakshit, Indian Inst of Mgmt Calcutta, India

*Young South African Consumers versus FMCG Reward Programs*

Marius Potgieter, North-West University, South Africa

Thuto Mandlasi, North-West University, South Africa

*The Effects of Hunger Marketing on Special Event Dinner*

Jim Shih-Chiao Chin, Nanya Institute of Technology, Taiwan

Lily Shui-Lien Chen, Tamkang University, Taiwan

Yung-Hsin Lee, CTBC Business School, Taiwan

Ling-Yi Chen, Tamkang University, Taiwan

*Sustainability of Food Vending Machines in Singapore*

Lim Wan Qin, Singapore University of Social Sciences, Singapore

Ameen Talib, Singapore University of Social Sciences, Singapore

*Triggers to Sales of Independent Drugstores: Who Knows Best?*

Randall Bigol Pasco, Dalubhasaan ng Lunsod ng San Pablo, Philippines

Michael Bigol Pasco, San Beda University, Philippines

*Discussion Chair:* José I. Rojas-Méndez, Carleton University, Canada

12:00 – 13:30                Lunch, *Bay Venue*

13:30 – 15:00

**Session 7**                      *Demography and Economy*

**Session Chair**                Corlise L. le Roux, U of Johannesburg, South Africa

*Culture and Economic Growth: The Role of Parenting*

Greg Clydesdale, Lincoln University, New Zealand

*Demographic Differences in Higher Education Institutions (HEI): A Comparison between a Selection of Southern African and Indonesian Students Based on Student-Customer Orientation Questionnaire (SCOQ)*

Johan W. de Jager, Tshwane University of Technology, South Africa

Nuri Wulandari, Indonesia Banking School, Indonesia

*Teleworking—New Business Paradigms*

Michael Beno, VSM/CITY University of Seattle, Slovakia

Darina Saxunova, Comenius University in Bratislava, Slovakia

*Cantonal Business Structure in Costa Rica: Old and New Economy, Gender, informality, and ICT Access Analysis*

Agustin Gómez-Meléndez, Open State University, Costa Rica

Lizette Brenes-Bonilla, Open State University, Costa Rica

Ligia Bermudez-Mesén, Open State University, Costa Rica

*Discussion Chair:* Basanta Kumar, Freelance Academician and Advocate, India

15:00 – 15:30          Coffee break, Bay Venue

15:30 – 17:30

**Session 8**                  *Productivity and Performance*

**Session Chair**          Ven Sriram, University of Baltimore, USA

*Performance in Service Sector Subsidiaries: Is it About Who You Know or What You Know?*

Sven Dahms, James Cook University Singapore, Singapore

*Productivity Linkages Policies: Case Costa Rica and the Dominican Republic*

Luis Camacho, SUNY Empire State College, USA

Velia Govaere, Universidad Estatal a Distancia (UNED), Costa Rica

*Developing Weights for PPP Performance Indicators in Emerging Countries: An Application of Analytical Hierarchy Process (AHP)*

Mohammad Hossain, Griffith University, Australia

Ross Guest, Griffith University, Australia

Christine Smith, Griffith University, Australia

*A Research on Online Direct Accommodation Sales Unsuccess*

Ridvan Kozak, Anadolu University, Turkey

*Beekeeping Commercialization in Tanzania through Business Model Structure: A Critical Review of the Literature*

Nicholaus Tutuba, Mzumbe University School of Business, Tanzania

Jasinta Msamula, Mzumbe University School of Business, Tanzania

*Discussion Chair:* Michael Pasco, San Beda University, Philippines

Room: Arctic

18:30 – 22:00

ABEM Banquet dinner

Dress: Formal, National, or Business Casual

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

Participants comments...

Concluding remarks...

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D: Discussion Chair; I: Introducer)

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