



## The 14th Conference of IFEAMA, the 4th NAM at Kathmandu, Nepal



4<sup>th</sup> International Conference



14<sup>th</sup> International Conference

### International Conference on

### Knowledge Transfer and Transformation: Global and Local Business for Competitiveness and Social Justice

at Hotel Yak and Yeti, Darbarmarg, Kathmandu, Nepal

27-29 March, 2017

#### Nepalese Academy of Management

The Nepalese Academy of Management (NAM) is designed to encourage management research, education and knowledge dissemination that are of relevant to management practices regionally as well as globally. It is a leading professional institute for scholars and professionals dedicated to create and disseminate knowledge related to all disciplines required for managing organizations. The Nepalese Academy of Management frequently organizes international Conference, workshop, doctoral consortium, paper development workshop, and faculty development programs for the benefit of its members and wider communities.

The objectives of Nepalese Academy of Management are to promote the advancement of research, knowledge and education in the field of organization and management studies. It is strongly committed to create friendly academic international and national conferences where academicians and professionals present research findings, discuss novel ideas, build knowledge network, and foster to share their expertise facilitating multidisciplinary academic environment. It aimed to promote true international experience where all viewpoints, values and beliefs are welcome and respected to develop competencies to the concerned to meet the need of 21<sup>st</sup> century globally regionally as well as locally.

The Nepalese Academy of Management places a strong emphasis on multidisciplinary theoretical perspective, pluralism and research in general management, organizational behavior, strategic human resource management, knowledge management, corporate governance, finance and entrepreneurship, technological advancement, strategy and tourism development and all aspects of economics and national development agendas. Nepalese Academy of Management pursues these objectives by:

- I. Nurturing the development of knowledge locally, regionally, and globally and building wider appreciation and acceptance of knowledge in the theory and practices of management.
- II. Providing forum for presentation and publication of scholarly research and exchange of ideas and experience so as to contribute to the advancement of science and art of management.
- III. Facilitating international collaboration and network for research and development that provides professional development opportunities to scholars and practitioners from around the globe.
- IV. Promoting the development of management research capabilities and educational activities that contribute to intellectual and operational leadership the field of management.
- V. Offering assistance for young scholars and students to attain and make presentation at conference.

#### International Federation of East Asian Management Associations (IFEAMA)

International Federation of East Asian Management Associations (IFEAMA) aims to promote the research and the application of business administration in East Asia and to contribute to industrial development to advance the management practices. Some of the active members of this federation are: Japan Scholarly Association for Asian Management (JSAAM), China Academy of Management Science (CAMS), China National Economic Management Association (CNEMA), China Management Science Society (CMSS), State University of Management (Russia), Hanyang University (South Korea), National Economics University (Vietnam), National University of Mongolia, and Nepalese Academy of Management. It has already organized 13<sup>th</sup> international conferences: 1<sup>st</sup> at Senshu University, Tokyo (1993), 2<sup>nd</sup> in China (1995), 3<sup>rd</sup> in Moscow (1996), 4<sup>th</sup> at Vietnam National University (1998), 5<sup>th</sup> in Seoul (2000), 6<sup>th</sup> in China (2002), 7<sup>th</sup> at Rikko University, Tokyo (2004), 8<sup>th</sup> in China (2006), 9<sup>th</sup> in Moscow (2008), 10<sup>th</sup> in Seoul of South Korea (2010), 11<sup>th</sup> at Hohai Business School, China (2012), 12<sup>th</sup> at National Economics University, Vietnam (2014), and 13<sup>th</sup> in National University of Mongolia (2015). For 14<sup>th</sup> International Conference, it has decided to host jointly with Nepalese Academy of Management at Kathmandu, Nepal in March 27-29, 2017.

#### Brief introduction of Key Note Speakers

**Jay Barney** is a Presidential Professor of Strategic Management and Pierre Lassonde Chair of Social Entrepreneurship at the University of Utah. He previously served as the Professor of Management and held the Chase Chair for Excellence in Corporate Strategy at the Max M. Fisher College of Business, The Ohio State University. His research focuses on the relationship between costly-to-copy firm skills and capabilities and sustained competitive advantage. He is an associate editor for the *Journal of Management* and senior editor for *Organization Science* and has been published in numerous leading publications. In addition to his teaching and research, he presents executive training programs throughout the US and Europe. His consulting work focuses on large-scale organizational change and strategic analysis. Jay Barney is an SMS



Fellow as well as a fellow of the Academy of Management. He has received honorary doctorate degrees from the University of Lund, the Copenhagen Business School, and Universidad Pontificia Comillas (Madrid), and has honorary visiting professor positions in New Zealand and China.



**Will Mitchell** studies business dynamics in developed and emerging markets, investigating how businesses change as their competitive environments change and, in turn, how the business changes contribute to ongoing corporate and social performance. He teaches courses in business dynamics, emerging market strategy, corporate strategy, health sector management, entrepreneurship, and pharmaceutical strategy. Will holds the John deButts Professorship of Business Administration at Duke University's Fuqua School of Business and the Anthony S. Fell Chair in New Technologies and Commercialization at the University of Toronto. Will is a faculty associate of Duke's Global Health Initiative and Center for Entrepreneurship and Innovation, as well as a faculty associate at Rotman's Center for Health Sector Strategy. Will

is a co-editor of the *Strategic Management Journal*, co-editor for online media for the *Strategic Management Society* journals, and a board member of Neuland Laboratories, Ltd. (Hyderabad).



**Garry Bruton** is a professor of entrepreneurship at the Neeley School of Business at Texas Christian University where he helped to start the entrepreneurship program. Garry's research focuses on entrepreneurship in emerging economies and he has published or has forthcoming academic articles in leading journals such as the Academy of Management Journal, Strategic Management Journal, and Journal of Business Venturing. In addition, Garry has co-authored three text books –small business management (McGraw-Hill), technology and innovation management (Cengage), and international management (Cengage). Gary is Co-director - Institute for Global Innovation and Chinese Entrepreneurship at Tongji University (China), Honorary Professor - Department of Business, Administration at Sun Yat-sen Business School (China), honorary professor at South China University of Technology (China), and serves on the international advisory board of the Entrepreneurship Center Nankai University (China). Garry is also the past president of the Asia Academy of Management and past editor of the Academy of Management Perspectives. Professor Bruton is currently an associate editor at the Strategic Entrepreneurship Journal and serves on four other editorial boards.



**Hiroshi Hoshino** is a professor of International Business and Global Logistics at Graduate School of Economics and the Yunus & Shiiki Social Business Research Center at Kyushu University, Japan as well as visiting professor at Kobe University. He currently serves as the president of Japan Society of Logistics and Shipping Economics. He has been working on the research on the collaboration between profit sector and non-profit sector in many aspects including project with the Grameen Foundation led by Dr. Muhammad Yunus and has published academic articles on the private firms' entering into emerging market in collaboration with non-profits such as UN organizations, International Development agencies and NGOs. He has been involved in several social business start-ups since the Great Hanshin Earthquake hit Kobe, Japan in 1995 and launched the NPO Management School, the first of its

kind, in Japan.



**Satish C. Sharma** is Professor and Chairman & Managing Director at Maharaja Group of Colleges, Udayapur, India has an academic and research experience of 20 years in the field of HR, OB, IR, Entrepreneurship and Educational Development. He has written books on Human Resource & Organizational Behavior. He has attended more than 100 conferences & seminars. He has published more than 50 research papers in National & International journals.

27 <sup>th</sup> March 2017	
09.00-17.00	<b>Registration at International Conference Hall of Hotel Yak and Yeti</b>
09.00-10.00	<b>Registration, networking and Kids Distribution</b>
10.00- 11.30	<b>Formal Opening at Regal Ball Room</b>
	<b>Chief Guest:</b>
	<b>Mr. Janardan Sharma:</b> Honorable Minister: Ministry of Energy, Government of Nepal.
11.30-12.00	<b>Tea/ Cookies and Networking opportunities</b>
	<b>Key Note Speech</b>
	<b>Room: Regal Ball Room – II</b>
	<b>Co- Chairs:</b>
12.00-13.30	<b>Prof. Dev Raj Adhikari</b> (President of Nepalese Academy of Management)
	<b>Prof. Geoffrey Wood</b> (Dean of International Business, Essex Business School, UK)
	<b>Key Note Speech by:</b>
	<ul style="list-style-type: none"> <li>• <b>Prof. Jay Barney: University of Utah, USA</b></li> <li>• <b>Prof. Garry D. Bruton</b> (Texas Christian University, Neeley School of Business, USA).</li> </ul>
13.30- 14.30	<b>Lunch and Networking Opportunities</b>
14.30-16.30	<b>Technical Sessions: I; II, III</b>
	<b>Technical Session: I</b>
	<b>Room: Regal Ball Room: I</b>
	<b>Technology and Knowledge for institutional Transformation</b>
14.30-16.30	<b>Co-Chairs:</b>
	<b>Prof. Dr. Madhav Raj Koirala-</b> Director, Tribhuvan University, School of Business
	<b>Prof. Satish C. Sharma-</b> Executive Director, Maharaja Group of Colleges, Udaypur, India
14.30-16.30	<b>Janardan Paudel</b> (Research Scholar, Tribhuvan University, Nepal), <b>“Knowledge Transformation in Higher Education through E-Governance Today”</b> .
	<b>Felicity Wood</b> (Professor, University of Fort Hare, South Africa), <b>“Beyond the Market University: perceptions of the market, the marketisation of higher education, and its consequences”</b> .
	<b>Vu Cuong</b> (Associate Professor, National Economics University in Hanoi, Vietnam), <b>“Capital Financing from State Budget for Higher Education in Vietnam: Recommendations for Reform”</b> .
	<b>Sanjiv Udash and Monil Adhikari</b> (Faculty, Islington College, Nepal), <b>“Technology incorporation in Higher Education for Nepal: Guideline generation template consideration”</b> .
	<b>Nguyen Van Hau</b> (National Economics University), <b>‘Measures to improve efficiency of public investment in the North Central region’</b> .
	<b>Nguyen Thi Hien</b> (Director of Vietnam Japan Human Resources Cooperation Center (VJCC) Head of Money and Banking Department, Foreign Trade University), <b>“Exploring the acceptance and use of internet banking by small and medium enterprises”</b> .

	<b>Dhruba Karki</b> (Professor, Tribhuvan University), “ <b>The Spectacle of the Pop Culture Icon in the Marketplace</b> ”.
14.30- 16.30	<b>Technical Session: II</b> <b>Room: Regal Ball Room: II</b> <b>Human Capital and Work life Balance for Competitive Advantages</b>
14.30- 16.30	<b>Co-Chairs:</b> <b>Prof. Karina R. Jensen</b> (Global Innovation and Leadership, NEOMA Business School, Paris/Reims/Rouen, France). <b>Prof. Tamiko Kasahara</b> (University of Shizuoka, Japan).
	<b>Nguyen Ngoc Son</b> (National Economics University), “ <b>Development of Industrial cluster: New approach for industrial policy in Vietnam</b> ”.  <b>Tran Anh Ngoc</b> (National Economics University, Hanoi), “ <b>Integrated Reporting –the changing factor in organization’s presentation toward sustainability: observations from the world and Vietnam</b> ”.  <b>Tetsuro Saisho</b> (Professor, Faculty of Business, Kokushikan University, Japan), “ <b>Realities and Challenges of Integrated Industry in Myanmar – A Review of Business Development and the Logistics Service Industry in the Thilawa Special Economic Zone</b> ”.  <b>Do Thi Dong</b> (Faculty of Business Management, National Economics University), <b>Truong Minh Duc</b> (University of Economics and Business, Hanoi National University, Vietnam), and <b>Trinh Mai Van</b> (National Economics University, Department of Academic Research), “ <b>Industry 4.0 and its Expected Influences to Future of Jobs in Vietnam</b> ”.  <b>Lijun Chai</b> (Faculty of Economic and Management of Qingdao University of Science & Technology, Qingdao City) and <b>Jiawei Liu</b> (Faculty of Economic and Management of Qingdao University of Science & Technology, Qingdao City), “ <b>Evaluation of innovation capacity of SMEs BP Artificial Neural Network</b> ”.  <b>Veena Keshav Pailwar</b> (Institute of Management Technology, Nagpur, India), “ <b>Service Trade Structure of BRICS: A Comparative Analysis</b> ”.  <b>Le Thu Hoa</b> (Dean, Faculty of Urban – Environmental Economics and Management National Economics University, Hanoi, Vietnam), “ <b>Green Growth and Training for Green Growth in Vietnam</b> ”.
14.30- 16.30	<b>Technical Session III</b> <b>Hall: Regency</b> <b>Learning from Context Specific: National Issues</b>
14.30- 16.30	<b>Co-Chairs:</b> <b>Prof. Simon Price</b> (Professor, Essex Business School, UK)  <b>Prof. Ichida Yozi</b> (Professor, College of Commerce, Nihon University, Tokyo, Japan)
	<b>Banavath Hari Krishna Prasad Naik</b> (Research Scholar , Dept. of HRM, Andhra University, Visakhapatnam, A.P, India), “ <b>A critical overview of Demonetization in India now</b> ”.  <b>Sunidro L.S. Akoijam</b> (Assistant Professor, Department of Management, North-Eastern Hill University (NEHU), Tura Campus, Meghalaya, India) and <b>Gino A Sangma</b> , (Assistant Professor, Department of Agri Business Management & Food Technology, North-Eastern Hill University (NEHU), Tura Campus, Meghalaya, India), “ <b>Destination marketing of tourist spots: A study of Garo Hills in Meghalaya, India</b> ”.  <b>Le Thi Lan Huong</b> (Assoc. Prof, Dean of Business, School, National Economics University, Business School, Viet Nam) “ <b>Factors Influencing Consumer Purchase Decision toward Condominium</b> ”.  <b>Nguyen Thi Ngoc Huyen</b> (National Economics University), “ <b>Development of the Public-Private Partnership in investing in transport infrastructure in Vietnam</b> ”.  <b>Tran Thi Van Hoa</b> (Associate Professor, Doctor, Vice president, National Economics University, Vitnam), “ <b>Tourism Development linkage in Vietnam, (Case study of Northern midland and mountainous)</b> ”.  <b>Nobuo Hirohata</b> (Professor, Yamaguchi University, Japan), “ <b>FinTech contribute to the advantage of backwardness - a case study of Cambodia</b> ”.  <b>Hoa Nguyen Quynh</b> (National Economics University in Hanoi, Vietnam), “ <b>Impact of Remittances on the Economic Growth in Vietnam</b> ”.
16.30-17.00	<b>Tea and net working</b>
	<b>Plenary: I</b>  <b>Selling Dreams for Entrepreneurship and Sustainability</b>  <b>Room: Regal Ball Room II</b>
17.00-18.30	<b>Co-Chairs:</b> <b>Prof. Al Rosenbloom</b> (Professor, Dominican University, River Forest, IL, USA), <b>Prof.,</b>
	<b>Prof. Matthias A. Tietz</b> ; <b>Prof. Sandos Abdelgawad</b> ; and <b>Martina Pasquini</b> (IE Business School / IE University, Madrid, Spain) on: “ <b>Cognitive Frames of Corporate Sustainability as Indicators of Sustainable Entrepreneurship</b> ”.  <b>Rajendra P. Adhikari</b> (Professor, Tasmanian Institute of Agriculture, University of Tasmania); <b>Laurie Bonney</b> (Professor, Tasmanian Institute of Agriculture, University of Tasmania), and <b>Morgan P. Miles</b> (Professor, University of Canterbury, New Zealand) on: “ <b>When Can a Farmer Be an Entrepreneur? Taking Entrepreneurship Back to the Future.</b> ”

		<b>Arvind Ashta</b> (Professor, Banque Populaire Chair in microfinance, Univ. Bourgogne-Franche Comté, Burgundy School of Business) on: <b>Towards a Realistic Theory of Social Entrepreneurship: Selling dreams to society.</b>
18.30-20.20		<b>Welcome Dinner</b>
		<b>Second Day March 28, 2017 International Conference Block</b>
		<b>Key Note Speech</b>
		<b>Room: Regal Ball Room – II</b>
9.45-11.30	<b>Co-Chairs:</b>	<b>Prof. EB Khedkar</b> (Vice Chancellor, Ajeenkya DY Patil University, Maharashtra, India). <b>Prof. Rajendra P. Adhikari</b> (Tasmanian Institute of Agriculture, University of Tasmania, Australia)
		<b>Key Note Speech by:</b>
		<b>i. Prof. Will Mitchell</b> (University of Toronto, Canada)
		<b>ii. Prof. Hiroshi Hoshino</b> (Kyushu University, Japan).
		<b>iii. Prof. Satish C. Sharma</b> (Director- Maharaja Group of College, India).
11.30- 12.00		<b>Tea and networking opportunities</b>
		<b>Technical Sessions IV, V, VI, VII.</b>
12.00- 14.00		<b>Technical Session: IV Room: Regal Ball Room: I</b>
		<b>Human Capital and Work life Balance for Competitive Advantages</b>
12.00- 14.00	<b>Co-Chairs:</b>	<b>Prof. Laurie Bonney</b> (Tasmanian Institute of Agriculture, University of Tasmania, Australia) <b>Prof. Kanako Negishi</b> (National Institute of Technology, Ube College).
		<b>Kirsten Foss</b> (Professor- Norwegian School of Economics, Norway), <b>Lasse B. Lien</b> (Professor- Norwegian School of Economics, Norway), and <b>Sujit Pandey</b> (Research Scholar- Norwegian School of Economics, Norway), on: <b>“Hiring during Recessions to Gain Competitive Advantage”</b> .
		<b>Deepmala Shrestha Gurung</b> (Assistant Professor, Pokhara University, Nepal), <b>“Consequences of Demographic Characteristics on Affective Commitment”</b> .
		<b>Pei Xiong</b> (Nihon University, College of Commerce, Japan), and <b>Katsuhiko Hirasawa</b> (Professor- Nihon University, College of Commerce, Japan), <b>“Perspectives on Work-Life-Balance in Analysis”</b> .
		<b>Prakash Kumar Gautam</b> , (Asst. professor, Tribhuvan University, Faculty of Management), <b>“Training Culture and Employees Performance in Nepalese Banking Sector”</b> .
		<b>Sapta Sagar Nallamothe</b> (Research Scholar, Dept. of Human Resource Management, Acharya Nagarjuna University, India), <b>“A Study on Talent Management and Service Quality and its Impact on Health Care Sector (With reference to NRI Hospitals, Andhra Pradesh)”</b> .
		<b>Banavath. Hari Krishna Prasad Naik</b> (Research Scholar, Dept. of HRM, Andhra University, Visakhapatnam) and <b>Buridi. Surendra</b> (Research Scholar, Dept. of HRM, Andhra University, Visakhapatnam), <b>“Training Programs as a part of CSR Initiatives in Hyderabad, India (With Reference to Dr. Reddy’s Foundation)”</b> .
		<b>Rupa Shrestha</b> (Associate Professor; Geetanjali College, Kathmandu), <b>“Impression Management Strategies and Employee Commitment in Service Sector Organization of Nepal”</b> .
12.00- 14.00		<b>Technical Session: V Room: Regal Ball Room: II</b>
		<b>Micro finance, Remittance and Entrepreneurship</b>
12.00- 14.00	<b>Co-Chairs:</b>	<b>Prof. Arvind Ashta</b> , Banque Populaire Chair in microfinance, Univ. Bourgogne-Franche Comté, Burgundy School of Business <b>Prof. Fumio Yoshino</b> (Takushoku University, Japan)
		<b>Mathias A. Tietz</b> , (Assistant Professor of Entrepreneurship, IE Business School Madrid – Spain), <b>“Getting your hopes up but not seeing them through? The Role of Different Types of Experience on Expectations and Persistence in the Start-up Process.</b>
		<b>Muthyala, sivakumar</b> (Lecturer, Ratnagiri Degree College, kollapur, India), <b>“Some reflections on the social neutrality of microfinance”</b> .
		<b>Yuvaraja Seegodu Eshwarappa</b> (Islington College, Kathmandu) and <b>Ashok Dhungana</b> (Islington College, Kathmandu), <b>“A Descriptive Study on Prospective Nature of Health Care Industry for New Entrants in Nepal: In Case of Private Hospitals - Perception versus Performance”</b> .
		<b>Sudip Kranti Tiwari</b> (Research Scholar- Nord University Business School, Bodø-Norway), <b>“Exporting by experiential knowledge: A study of micro firms in Nepal”</b> .
		<b>Bharat Ram Dhungana</b> (School of Business, Pokhara University, Nepal), <b>“Micro-finance Intervention and Women Empowerment in Nepal”</b> .
		<b>Saurabh Sharma</b> (Assistant Prof. School of Business and Commerce, Manipal University, Jaipur), <b>“Study on Futures Markets Price Discovery and Risk Management Strategies adopted for commodities market in India”</b> .

	<b>Ramesh Dangol; G. Jay Kerns; and Goergte Yates</b> (Williamson College of Business Administration, Youngstown State University, Youngstown OH, USA), <b>“Ex-ante Firm - Factors, Competitive-cooperative Relationship and Appropriation of Benefits”</b> .
12.00- 14.00	<b>Technical Session: VI</b> <b>Room: Regency</b> <b>Financial Inclusion and Portfolio Management</b>
12.00- 14.00	<b>Co-Chairs:</b> <b>Prof. Dr. Radhe Shayam Pradhan</b> ( Director of Uniglobe College, Kathmandu) <b>Prof. Robert Moussetis</b> , (Chair Department of Mgmt and Marketing, School of Business and Entrepreneurship, North Central College Naperville, IL, USA)
	<b>Elangbam Binodini Devi</b> (Assistant Professor, Department of Business Management, H.N.B.Garhwal (A Central University), Srinagar-Garhwal, Uttarakhand, India), <b>“Financial Inclusion &amp; its Challenges in India”</b> .  <b>Andrew Wood</b> ( Professor, Essex Business School, University of Essex), <b>“Investors’ propensity to hold losers – the role of emotions”</b> .  <b>Mamoru Takahashi</b> (Professor, Tokoha University Japan, Japan), <b>“Corporate Finance in Asia”</b> .  <b>John Walsh</b> (Shinawatra University, Thailand), <b>“East Asia, Economic Development and Finance Capitalism”</b> .  <b>Prem Prasad Silwal</b> (Senior lecturer- Nepal College of Management, Kathmandu, University), <b>“ A Survey Analysis of Capital Structure Practices in Nepal”</b> .  <b>Simon Price</b> (Professor, Essex Business School), <b>“A UK financial conditions index using targeted data reduction: forecasting and structural identification”</b> .  <b>Bigendra L. Shrestha</b> (Department of Business, Islington College, Kathmandu), and <b>Krishna Maya Shrestha</b> (Department of Business, Ace Institute of Management, Kathmandu), <b>“Sectorial Portfolio optimization of risky assets in Nepalese market”</b> .
12.00- 14.00	<b>Technical Session: VII</b> <b>Room: Darbar Hall</b> <b>Business Strategies and Competitive Advantages</b>
12.00- 14.00	<b>Co-Chairs:</b> <b>Prof. Marc Goergen</b> (Cardiff Business School, UK) <b>Prof. Yutaka Takakubo</b> (Professor, Nihon University, Tokyo)
	<b>Yang, Hui-xin</b> (School of Mgmt. Shandong University, Jinan, China) and <b>Li Jiao</b> (School of Mgmt. Shandong University, Jinan, China), <b>‘Analysis of Top 100 Chinese Enterprises during 2010-2014’</b> .  <b>Motohiro Kurokawa</b> (Professor, Takasaki City University of Economics, Japan), <b>“Product &amp; Service Localization in Developing Economies, Implication from UNIQLO in Bangladesh”</b> .  <b>Yukari Mizuno</b> (Associate Professor, Faculty of Business, Kokushikan University, Japan), <b>“Making use of proprietary technologies: Implementing technological extension strategy”</b> .  <b>Hiroshi Shioji</b> (Professor, Faculty of Economics, Kyoto University, Japan), <b>“Examining the Realignment Strategies of Automobile Production Bases in Southeast Asia: The Case of Japanese Automakers”</b> .  <b>Ichida, Yozi</b> (Professor, College of Commerce, Nihon University, Tokyo, Japan), <b>“Competitive Advantage of Additive Manufacturing Strategy in the Design Phase for Automotive Suppliers”</b> .  <b>A.Suryanarayana</b> (R. G. Kedia College, Hyderabad), <b>“Developing HRM Competencies for Business Competitiveness”</b> .  <b>Tomohiro Uchida</b> (Kansai Gaidai University), <b>“The Relationship between Human Resource Management and Skill Formation: The Case of Garment Industries in the Three Emerging Economies”</b> .
14.00-15.00	<b>Lunch and Networking opportunities</b>
	<b>Technical Session: VIII, IX, X, XI</b>
15.00-17.00	<b>Technical Session: VIII</b> <b>Room: Regal Ball Room: I</b> <b>Research on Diversity and Culture for Innovation</b>
15.00-17.00	<b>Co-Chairs:</b> <b>Prof. Lasse B. Lien</b> (Professor- Norwegian School of Economics, Norway) <b>Prof. Masashi Arai</b> (Asia University, Japan)
	<b>Marc Goergen</b> (Professor- Cardiff Business School, Cardiff University, UK), <b>“Why Board Gender Diversity Matters: The Role of Female Directors in Reining in Male CEO Overconfidence”</b> .  <b>Nagaraju Battu</b> (Head-Dept. of HRM, Director-Centre for HRD, Acharya Nagarjuna University, Guntur, Andhra Pradesh, India), <b>“A Positive Work Culture Fosters Psychological Wellbeing of employee’s perspectives”</b> .  <b>Annamaria Inzelt</b> (Founding Director, IKU Innovation Research Centre at Financial Research Co., H-1023 Budapest), <b>“The approach of the business sector to Responsible Research and Innovation (RRI)”</b> .  <b>Zhou Haiwei</b> (Professor of management at Hohai University, China), and <b>Zheng Aixiang</b> ( Research scholar Hohai University, China), <b>“Research on Acquisitions of Professional Reputation Strategies of Chinese Engineering Consulting Firms under the Background of Strategic Evolution”</b> .

	<p><b>Nobuyuki Tokoro</b> (Professor, Department of Commerce, Nihon University, Japan), “Sustainable Urban Development and Value Creation : The Panasonic Challenge”.</p> <p><b>Takehiko Yasuda</b> (Professor, College of Commerce, Nihon University, Tokyo, Japan), “Sustainable Community Development and the Role of International Art Festivals – Cultural Strategy of Benesse Holdings –”</p> <p><b>Raju Kumar Rai</b> (Saraswati Multiple Campus, Tribhuvan University), “HR Practices and Employee Commitment: A study of Insurance Companies”.</p>
15.00-17.00	<p align="center"><b>Technical Session: IX</b> <b>Room: Regal Ball Room II</b> <b>Brand Awareness and Consumer Decisions</b></p>
15.00-17.00	<p><b>Co-Chairs:</b> <b>Prof. Hiroshi Hoshino</b>, (Kyushu University, Japan). <b>Prof. Veselina Vracheva</b>, (North Central College, Department of Management &amp; Marketing, Naperville, IL, USA</p>
	<p><b>Sharmila Sharan</b> (Kathmandu College of Management, Nepal), and <b>Vibhuti Jha</b> (Kathmandu College of Management, Nepal), “Study of Impacting brand preference factors”.</p> <p><b>Narender Singh Bhati</b> (Assistant Professor, School of Business &amp; Commerce, Manipal University, Jaipur, India), “The Effect of Electronic Service Quality on Customer’s Online Purchase Intention”.</p> <p><b>Sunny Dawar</b> (Assistant Professor, School of Business &amp; Commerce, Manipal University, Jaipur, India), “Impact of Demographic Variables on Consumer’s Impulse Buying Behavior”.</p> <p><b>Tommi Mahlamäki</b> (Tampere University of Technology, Finland), “The Challenges of Adopting Digital Sales and Purchasing Tools”.</p> <p><b>Sajeeb Kumar Shrestha</b> (Lecturer Tribhuvan University, Shanker Dev Campus, Kathmandu), “Determinants of Brand Equity with Mediating Effect of Promotion in the Noodles Markets”.</p> <p><b>Darkhijav Bayanjargal</b> (Professor, School of Applied Science and Engineering, National University of Mongolia), and <b>Batsukh Davaasuren</b> (Professor, Business School, National University of Mongolia), “Numerical Approach to the Consumer Lifetime Value”.</p> <p><b>Sanita Mastran</b> (Sea-bird International College), “Spousal role in family purchase decision making”.</p>
15.00-17.00	<p align="center"><b>Technical Session: X</b> <b>Room: Regency Hall</b> <b>Small Business and Economic Development: Japanese Experience</b></p>
15.00-17.00	<p><b>Co-Chairs:</b> <b>Prof. Yu Jin</b> (Professor, Business School of Hohai University, Japan) <b>Prof. Takao Nuki</b> ( Chair of Tohren Japan)</p>
	<p><b>Kunihiko Mochizuki</b> (Vice Chair of Tohren, Japan).</p> <p><b>Yutaka Takakubo</b> (Professor, Nihon University, Tokyo), <b>Xiong Pei</b> (Graduate School, Nihon University) <b>Katsuhiko Hirasawa</b> (Professor, Nihon University, Tokyo), “Economic Development and Small Businesses in Japan”.</p> <p><b>Katsuhiko Hirasawa</b> (Professor, Nihon University, Tokyo),and <b>Xiong Pei</b> (Graduate School, Nihon University) “Problems Facing Japan’s Small and Medium Enterprises Venturing Overseas and Localizing”</p> <p><b>Yu Xiao Jun</b> (Professor, Nagoya University of Foreign Studies, Japan), “Statistical Analysis of Differences in the Effect of FDI on China’s Poverty-stricken and Affluent Regions”.</p> <p><b>Junko Hirasawa</b> (Kawaguchi Junior College), “Norms of Parties in Dismissal Conflicts in Japan”.</p>
15.00-17.00	<p align="center"><b>Technical Session: XI</b> <b>Room: Darbar Hall</b> <b>Trade, Supply chain and Balance score card for Economic Development</b></p>
15.00-17.00	<p><b>Co-Chairs:</b> <b>Prof. Andrew Wood</b> (Professor, University of Essex, Essex Business School, UK) <b>Prof. Takabumi Hayashi</b>, (Kokushikan University, Japan)</p>
	<p><b>Dakshata Rana</b> (Faculty, Islington College, Kamalpokhari, Nepal), and <b>Chendooran Pathmanathan</b>, “Supply Chain Management Mapping: Learning from hospitality sector in Kathmandu”.</p> <p><b>Rudra Pd. Ghimire</b> (DAV Business School, MBA Programme, Purbanchal University, Nepal), “An analysis of measuring economic growth of Nepal”.</p> <p><b>Ting Ren</b> (Peking University HSBC Business School), <b>Hongyan Yang</b> (Lingnan University), and <b>Xingke Lu</b> (China Banking Regulatory Commission), “Corporate Social Responsibility and the Cost of Equity Financing of Chinese Firms”.</p> <p><b>Mihail Kitanovski</b> (International management consultant- D2EM Consulting, Macedonia), “Financial Planning and Balance Scorecard Implementation in Modern Business World”.</p> <p><b>Lijun Chai</b> (Faculty of Economic and Management of Qingdao University of Science &amp; Technology, Qingdao City), and <b>Chenyang Xu</b> (Faculty of Economic and Management of Qingdao University of Science &amp; Technology, Qingdao City), “Planning and Design of A Transaction Platform of Energy-Savings”.</p> <p><b>Reena Tuladhar</b> (Associate Professor, Padma Kanya M. College, Department of Economics, Tribhuvan University), “Handicrafts Export in Nepal and the Labour Force in the Industry”.</p>
17.00-17.15	<p align="center"><b>Tea and networking</b></p>
17.15- 18.45	<p align="center"><b>Plenary: II</b></p>

<b>Regal Ball Room II</b>	
17.15- 18.45	<p><b>Co-Chairs:</b></p> <p><b>Prof. Katsuhiko Hirasawa</b> (Nihon University, Japan)</p> <p><b>Dr. Dhruba Kumar Gautam</b> (Tribhuvan University, Nepalese Academy of Management).</p>
	<p><b>Takabumi Hayashi</b>, (Professor, Kokushikan University, Japan); <b>Chie Iguchi</b>, (Associate Professor, Keio University, Japan); and <b>Masashi Arai</b> (Lecturer, Asia University, Japan) on: <b>Base-of-Pyramid business strategies to tackle poverty in emerging countries: Strategic management in economic development”</b>.</p> <p><b>Karina R. Jensen</b> (Professor, Global Innovation and Leadership, NEOMA Business School, Paris/Reims/Rouen, France on: <b>“Leading Global Innovation and Multicultural Collaboration”</b>.</p> <p><b>Marc Goergen</b> (Professor, Cardiff Business School); and <b>Geoffrey Wood</b> (Dean and Professor of International Business, at Essex Business School) on: <b>“Sovereign Wealth Funds, Productivity and People: The Impact of Norwegian Government Pension Fund-Global Investments in the UK”</b>.</p>
<p><b>Third Day</b>  <b>March 29, 2017:</b>  <b>International Conference Block</b></p>	
9.45-11.45	<b>Plenary: III at Regal Ball Room II</b>
9.45-11.45	<p><b>Co-Chairs</b></p> <p><b>Prof. Garry D. Bruton</b> (TCU, Neeley School of Business, USA)</p> <p><b>Prof. Will Mitchell</b> (University of Toronto, Canada)</p>
	<p><b>Zhang Yang</b> (Professor, Business school of Hohai University, China), and <b>Yu Siyuan</b> (PhD student, Business school of Hohai University), on: <b>“Strategic improvisation, organizational memory and competitive advantages: Text analysis based on data from Southwest Airlines”</b>.</p> <p><b>Veselina Vracheva</b>, (Professor, North Central College, Department of Management &amp; Marketing, Naperville, IL, USA on: <b>“Organizational an Institutional Identity Orientation Explanations of the Enterprise Strategy for Multinational Firms”</b>.</p> <p><b>Robert Moussetis</b>, (Professor, Chair Department of Mgmt and Marketing, School of Business and Entrepreneurship, North Central College Naperville, IL, USA) on: <b>“A strategic view of the geopolitical posture of international firms: Research proposal”</b>.</p> <p><b>Al Rosenbloom</b> (Professor, Dominican University, River Forest, IL, USA), <b>“The Socially Responsible Business School: Integrating the Sustainable Development Goals into Business Curricula”</b>.</p>
11.45-12.00	<b>Tea and net working</b>
12.00- 13.30	<p><b>Valedictory Session</b></p> <p>(IFEAMA Announcement; NAM announcement) and Valedictory.</p>
13.30- 14.30	<b>Lunch</b>
14.30-15.50	<p style="text-align: center;"><b>Special session for Industrial division of IFEAMA</b></p> <p><b>Kunihiko Mochizuki</b> (Vice Chair of Tohren, Japan) and other Japanese Industrial Division Professors and Professionals will lead the session.</p> <p>Members of Federation of Nepalese Chamber of Commerce and Industry and other Professors will actively participate to discussion issues.</p> <p>Members youth entrepreneurs of Nepal will share their views on the discussion forum.</p>
15.50- 16.00	<b>Tea and Cookies</b>