



MTMI-TRU

2010 INTERNATIONAL CONFERENCE

June 12 - June 13, 2010

Emerging Paradigms and Practices in Business Management and Technology

School of Business and Economics

Thompson Rivers University

900 McGill Road, Kamloops

British Columbia, Canada

THOMPSON RIVERS  UNIVERSITY





Thompson Rivers University is proud to host the Modern Technology and Management Institute – Thompson Rivers University (MTMI–TRU) 2010 International Conference on ‘Emerging Paradigms and Practices in Business Management and Technology’ in association with MTMI Inc., USA. I am pleased to note that the conference has attracted contributions from 130 authors from 15 countries across the globe. I welcome all the participants to Thompson Rivers University. I am confident that the conference will provide an intellectually stimulating experience to all the participants and enrich the knowledge base in the areas of Management, Technology and Economics. While you are in Kamloops, I encourage you to explore Thompson Rivers University and also beautiful British Columbia.

I wish you all the very best for a successful conference.

Roger H. Barnsley

President and Vice-Chancellor (Interim)
Thompson Rivers University, BC, Canada



Thompson Rivers University, Open Learning (TRU-OL) is pleased to welcome you to the MTMI-TRU 2010 International Conference.

For us at Open Learning, the theme of this conference – ‘Emerging Paradigms and Practices in Business Management and Technology’ – is extremely pertinent to our objective to remain relevant, current and cutting edge in our practices and offerings as an online and distance education provider. We welcome all of the more than 130 academicians, practitioners, business leaders, researchers and students from over 15 different countries who have gathered at TRU’s Kamloops campus, to present and discuss their research-based knowledge surrounding topics from Business Strategy and Entrepreneurship to Information Technology and Finance. In particular, we are excited to absorb the emerging concepts and practices surrounding the field of Open Learning and Distance Education, one of the main topics slated to be discussed at the MTMI-TRU 2010 International Conference.

Phenomenal changes have been taking place globally in the area of Online and Distance Education in the past few decades which have resulted in technological advancements that affect an array of issues such as the form and impact of different modalities of delivery as well as the use and effectiveness of using technology in education from a facilitator, support worker and student’s perspective. These are all areas of interest to us at TRU-OL which we hope to ponder and advance in as a result of the ground-breaking research and discussions which are sure to result from this year’s conference proceedings.

Judith Murray

Vice President
Thompson Rivers University, Open Learning (TRU-OL), BC, Canada



On behalf of Thompson Rivers University's School of Business and Economics, I welcome you to the MTMI-TRU 2010 International Conference on 'Emerging Paradigms and Practices in Business Management and Technology.' This conference provides a platform for knowledge exchange regarding paradigm shifts through the use of technology to facilitate the online participation of researchers. In addition, the conference promotes sustainability by reducing the use of paper and international travel to a minimum. I am sure this combination of online and physical presentations of research work will set the tone for future conferences and, as a reviewer of the conference papers, I am pleased with the high quality of the papers received for this conference.

I thank all the people involved with this conference, especially the Chair, Dr. Siva Prasad Ravi, the Co-chairs, Rob Anderson and Dinesh Shrama, and the committee members. The School of Business and Economics faculty members and staff have contributed much to the success of the conference. I would also like to express my sincere thanks to our partner in this endeavour MTMI Inc., USA.

Murray Young, Ph D

Dean, School of Business and Economics
Thompson Rivers University, BC, Canada
Chief Advisor



Welcome to the MTMI-TRU 2010 International Conference on 'Emerging Paradigms and Practices in Business Management and Technology,' June 12-13, 2010.

Dear Participants,

Thompson Rivers University, Canada and MTMI Inc., USA cordially welcome the delegates of the MTMI-TRU 2010 International Conference on 'Emerging Paradigms and Practices in Business Management and Technology.' The conference provides practitioners and academicians with a platform to present their research work in these areas and facilitates knowledge exchange. We expect to have excellent presentations and rich discussions during all the sessions and hope that the knowledge created will lead to establishing the future research agenda and also development of new practices in these areas.

We are very much encouraged by the response to this conference. We have received 130 papers from more than 15 countries including the USA, India, Ethiopia, Namibia, Nigeria, Oman, New Zealand, China and Canada, to name a few. After the blind peer review process, we expect 100 of these papers to be presented at the conference. In tune with the conference theme, these papers are from all functional areas of management including Finance, Marketing, Operations, Entrepreneurship, HRM, Strategy and Technology and also from Economics. Another notable and innovative achievement of this conference is making provisions for online presentation of papers. By taking advantage of technological developments and offering online presentations, we are able to facilitate the research work of authors who were unable to physically attend the conference for various reasons such as lack of funding or time and prior commitments. Approximately 50% of our conference authors will be presenting their research papers online. Our endeavour to move towards online presentations was in part motivated by our commitment to reduce travel and consequent emissions thus supporting important 'green' and global sustainability issues.

We would also like to take this opportunity to thank everyone involved, including our sponsors, referees, reviewers, regional coordinators, individuals and supporting organizations, for their support in organizing this prestigious event and making this conference such a huge success. We would like to thank our co-host MTMI Inc., USA and sponsor Thompson Rivers University, Open Learning (TRU-OL) as well as the administrative staff of TRU's School of Business and Economics, TRU-OL's Marketing and Communications team and the IT department and staff of TRU. We would also like to thank all of the faculty members from the Management and Economics departments of TRU's School of Business and Economics for their support, help and contribution. In particular, we would like to thank Professor Murray Young, Dean, School of Business and Economics, for his continuous encouragement, total support and guidance as well as the senior management of TRU for all the support we received.

Finally, our special thanks to all the authors for their contributions. We believe this conference will become a memorable and intellectually fulfilling experience for all the participants.

We wish you all the best.

With regards,

Dr. Siva Prasad Ravi

Thompson Rivers University, BC, Canada
Program Chair

Inaugural Programme of the MTMI–TRU 2010 International Conference on 'Emerging Paradigms and Practices in Business Management and Technology,' Saturday, 09:00 am

Room # 1015, International Building, Thompson Rivers University, Kamloops

09:00 – 10:00	Registration (Foyer, International Building)
10:00 – 10:30	Coffee Break
10:30 – 10:40	Welcome Address Dr. Siva Prasad Ravi Chair, MTMI–TRU 2010 International Conference
10:40 – 10:50	Introductory Address Dr. Murray Young / (Dr. Andrew McKay) Dean, School of Business and Economics, TRU
10:50 – 11:00	Introductory Address Professor Rob Anderson Program Co-Chair and Chair, Department of Management, TRU
11:00 – 11:10	Introductory Address Dr. Hafiz Rahman / (Dr. Robert Androkovich) Chair, Economics Department, TRU
11:10 – 12:10	Key Note Address Dr. Wes Koczka AVP International, TRU
12:10 – 12:20	Vote Of Thanks Dr. Kamal Nayan Agarwal Howard University and Chairman, MTMI Inc.
12:30 – 13:30	Conference Lunch (Foyer, International Building)

MTMI–TRU 2010 International Conference on Emerging Paradigms and Practices in Business Management and Technology, June 12-13, 2010 Schedule Summary

Session	Room	08:00 – 10:00	10:00 – 10:30	10:30 – 12:30	12:30 – 13:30	13:30 – 15:30	15:30 – 16:00	16:00 – 18:00
June 12	Foyer/ IB 1015	Registration	Coffee Break (Foyer)	Opening Ceremony (Room IB 1015)	Lunch (Foyer)	Economics Track 1–Session 1	Coffee Break (Foyer)	Economics Track 1–Session 2
	IB 1020					Finance Track 2–Session 1		Finance Track 2–Session 2
	IB 1007					HRM Track 3–Session 1		IT Track 4–Session 1
	IB 1010					Marketing Track 5–Session 1		Marketing Track 5–Session 2
	IB 1008					Operations Track 6–Session 1		
	IB 1014					Entrepreneurship Track 7 –Session 1		Strategy and Tourism Track 9–Session 1
June 13	IB 1014	Economics Track 1–Session 3	Coffee Break (Foyer)	Finance Track 2–Session 3	IT Track 4 –Session 2	IT Track 4 –Session 3	Coffee Break (Foyer)	Marketing Track 5–Session 3
	IB 1010	Operations Track 6–Session 2		Operations Track 6–Session 3	HRM Track 3 –Session 2	Entrepreneurship Track 7–Session 2		Entrepreneurship Track 7–Session 3

DETAILED CONFERENCE SCHEDULE • ECONOMICS

Economics

Track 1 – Economics

Session 1 – Saturday June 12, 2010

Venue: IB 1015

Track Chair: Dr. Belayat Hossain

Time: 13:30 – 15:30

Session Chair: Dr. Hasnat Dewan

- 1. Entrepreneurship versus Classical Economics: Economy Growth Defined, 13:30 – 14:00**
Dr. Ken Blawatt
Department of Management, School of Business and Economics, Thompson Rivers University, BC, Canada
 - 2. The Dynamic Impact of Macroeconomic Aggregates on Housing Prices: Evidence from Canada, 14:00 – 14:30**
Dr. Belayat Hossain
Department of Economics, School of Business and Economics, Thompson Rivers University, BC, Canada
 - 3. Stock and Futures Margin Requirements and Related Regulations, 14:30 – 15:00**
Dr. Stan Miles
Department of Economics, School of Business and Economics, Thompson Rivers University, BC, Canada
 - 4. A New Index to Measure Group Inequalities in Human Development for Sustainability, 15:00 – 15:30**
Dr. Hasnat Dewan
Department of Economics, School of Business and Economics, Thompson Rivers University, BC, Canada
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Track 1 – Economics

Session 2 – Saturday June 12, 2010

Venue: IB 1015

Track Chair: Dr. Belayat Hossain

Time: 16:00 – 18:00

Session Chair: Dr. Ken Blawatt

- 5. The Impact of Global Economic Crisis on The Namibian Economy: Issues and Challenges, 16:00 – 16:30**
Dr. Ravinder Rena
Department of Economics, School of Business and Management, Polytechnic of Namibia, Namibia
 - 6. Business Location Decisions in a Knowledge-Based Economy: Are Competing Firms More Likely to Cluster?, 16:30 – 17:00**
Dr. Laura Lamb
Department of Economics, School of Business and Economics, Thompson Rivers University, BC, Canada
 - 7. Does Growth-Focused Fiscal Decentralization Policy Increase Inequality? Evidence from Vietnam, 17:00 – 17:30**
Dr. Charles I. Anaere
Department of Economics, School of Business and Economics, Thompson Rivers University, BC, Canada
 - 8. Jamaica's Policy Options for Domestic-Market Banana Farmers, 17:30 – 18:00**
Dr. Okeleke Nzeogwu
University of Southern Nevada, Nevada, USA
 - Dr. Oral Telfhia*
University of Maryland Eastern Shore, Maryland, USA
-

Track 1 – Economics

Session 3 – Sunday, June 13, 2010

Venue: IB 1014

Track Chair: Dr. Belayat Hossain

Time: 08:00 – 10:00

Session Chair: Dr. Stan Miles

- 9. The Causal Nexus Between Foreign Direct Investments and Economic Growth in Transition Economies: Evidence from BRIC Countries, 08:00 – 08:30**
Mr. K. Srinivasan
Department of Commerce (SOM)
Pondicherry Central University, Pondicherry, India
 - Dr. Malabika Deo*
Pondicherry Central University
Pondicherry, India
 - Mr. K. Devanadhen,*
Annamalai University
Tamil Nadu, India
- 10. Impact of Financial Crisis on Insurance and Banking Sector (A comparative study), 08:30 – 09:00**
Dr. D. D. Bedia
Vikram University, Ujjain, MP, India
 - Ms. Satnam Kaur Ubeja*
PITM, DAVV, Indore, MP, India
 - Ms. Shruti Bothara*
Vikram University, Ujjain, MP, India
- 11. An Empirical Analysis to Determine the Factors Contributing the Currency Exchange Rate of US Dollar with Reference to Indian Rupee, 09:00 – 09:30**
Professor Vishal Sood
Maharaja Ranjit Singh College of Professional Sciences, Indore, India
 - Dr. Ira Bapna*
Maharaja Ranjit Singh College of Professional Sciences, Indore, India
- 12. The Effects of Sonar Emission on Marine Invertebrates and Larvae of the Blue Crab, 09:30 – 10:00**
Adrianna Ortiz
University of Maryland Eastern Shore, Maryland, USA
 - Jeurel Singleton*
University of Maryland Eastern Shore, Maryland, USA
 - Kamal Nayan Agarwal*
Howard University, Washington, DC, USA
 - Albert Y. Chi*
University of Maryland Eastern Shore, Maryland, USA

DETAILED CONFERENCE SCHEDULE • MARKETING

Marketing

Track 5 – Marketing

Session 1 – Saturday, June 12, 2010

Venue: IB 1010

Track Chair: Dr. Wei Song

Time: 13:30 – 15:30

Session Chair: Dr. Abhay Jain

- 1. Destination Marketing Organizations and Web 2.0, 13:30 – 14:00**
Sharman Learie
Thompson Rivers University, BC, Canada
Gilles Valade
Thompson Rivers University, BC, Canada
 - 2. The Effect of Online Brand Image on Brand Loyalty, 14:00 – 14:30**
Dr. Che-hui Lien
Department of Management, Thompson Rivers University, BC, Canada
Dr. Wei Song
Department of Management, Thompson Rivers University, BC, Canada
 - 3. A Method for Determination of the Dynamic Status of Competition on the Russian Alcohol Market, 14:30 – 15:00**
Shakirova Lina
School of Business and Economics, Thompson Rivers University, BC, Canada
 - 4. Perceptual Problems and Consumer Preferences Regarding Green Tea in Turkey and the USA, 15:00 – 15:30**
Dr. Monisha Das
Department of Business Management and Accounting, University of Maryland Eastern Shore, Maryland, USA
Dr. Madhumi Mitra
Department of Natural Sciences, University of Maryland Eastern Shore, Maryland, USA
-

Track 5 – Marketing

Session 2 – Saturday, June 12, 2010

Venue: IB 1010

Track Chair: Dr. Wei Song

Time: 16:00 – 18:00

Session Chair: Dr. Monisha Das

- 5. Examining the Relationship of Nostalgia, the Extended Self, and Liminal Transitions in a Marketing and Consumer Behaviour Context, 16:00 – 16:30**
Rhonda Dever
School of Business and Economics, Thompson Rivers University, BC, Canada
 - 6. Evolution of Chinese Supermarkets, 16:30 – 17:00**
Dr. Wei Song
Department of Management, Thompson Rivers University, BC, Canada
 - 7. Exploring the Consumer Intention to Use Mobile Phone Services in Rural India, 17:00 – 17:30**
Dr. Abhay Jain
Shri Ram College of Commerce, University of Delhi, Delhi
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Track 5 – Marketing

Session 3 – Sunday, June 13, 2010

Venue: IB 1014

Track Chair: Dr. Wei Song

Time: 16:00 – 18:00

Session Chair: Dr. Monisha Das

- 8. Teaching Marketing Ethics: Advancing a New Paradigm, 16:00 – 16:30**
David D. Schein
University of Maryland University College, Maryland, USA
- 9. A System Dynamics Model For Regional Tourism Planning And Development Management, 16:30 – 17:00**
Dr. Dillip Kumar Das
Arba Minch Institute of Technology, Arba Minch University, Ethiopia
- 10. Gap Analysis Between Customer Expectation and Perceived Levels of Service for Banks in North India, 17:00 – 17:30**
Ruchi Chaudhary Saumya Dixit* Archana Srivastava* Priyanka Singh**
* Indian Institute of Information Technology-Allahabad, India
*Dr. Anurika Vaish** Dr. S. Venkateshan** Dr. Ankita Gupta***
**Faculty- Indian Institute of Information Technology-Allahabad, India
- 11. Study of Advertising for Islamic Market, 17:30 – 18:00**
Trupti Dandekar Humnekar
Vishwakarma Institute of Management, Pune, India
- 12. Opportunities and Challenges for Indian Retailers, 18:00 – 18:30**
Sayali Pataskar
Bharati Vidyapeet, AKIMSS, Solapur, India

DETAILED CONFERENCE SCHEDULE • OPERATIONS

Operations

Track 6 – Operations**Session 1 – Saturday, June 12, 2010****Venue: IB 1008****Track Chair: Dr. Avninder Gill****Time: 13:30 – 15:30****Session Chair: Balbinder Deo**

- 1. Modelling Staff Density and Inventory Shrink Relationship – A Case Study, 13:30 – 14:00**
Balbinder S. Deo
School of Business, UNBC, BC, Canada
Salah Elsheikh
School of Business, UNBC, BC, Canada
 - 2. Economic Order Quantity Under Transportation, Material Handling and Cross Docking Considerations, 14:00 – 14:30**
Dr. Avninder Gill
School of Business and Economics, Thompson Rivers University, BC, Canada
 - 3. Outsourcing: New Paradigm in Indian Economy, 14:30 – 15:00**
Durgesh Sharma
Dept. Of Computer Science, IP College Bulandshahr, (U.P.), India
Rakesh Arya
University of Maryland Eastern Shore, Maryland, USA
 - 4. A Genetic Algorithm Based Hybrid Decision Support System for Portfolio Selection, 15:00 – 15:30**
Dinesh K. Sharma
University of Maryland Eastern Shore, Maryland, USA
R. K. Jana
University of Maryland Eastern Shore, Maryland, USA
Hari P. Sharma
Virginia State University, Virginia, USA
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Track 6 – Operations**Session 2 – Sunday, June 13, 2010****Venue: IB 1010****Track Chair: Dr. Avninder Gill****Time: 08:00 – 10:00****Session Chair: Dr. Dinesh Sharma**

- 5. Application Of Zero-One Goal Programming For The Time-Table Planning, 08:30 – 09:00**
Avinash Gaur
Department of Mathematics, RKG Institute of Technology, Ghaziabad, (U.P.), India
Rakesh Dube
Department of Mathematics, RKG Institute of Technology, Ghaziabad, (U.P.), India
Rakesh Kumar Sharma
Department of Mathematics, SGPG College, Meerut, (U.P.), India
 - 6. A Primal-Dual Algorithm For Piecewise Linear Programming Problems, 09:00 – 09:30**
Shifali Bhargava
Department of Mathematics, B.S.A College, Mathura, (U.P.), India
Shaifali Agarwal
Department of Mathematics, E.G.M.T. Mathura, (U.P.), India
 - 7. Decision Making – Framework, 09:30 – 10:00**
Dr. Mike Ivanof
School of Business and Economics, Thompson Rivers University, BC, Canada
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Track 6 – Operations**Session 3 – Sunday, June 13, 2010****Venue: IB 1010****Track Chair: Dr. Avninder Gill****Time: 10:30 – 12:30****Session Chair: Dr. Rakesh Arya**

- 8. Human Behavior - An Important Factor of Production and Operation Management, 10:30 – 11:00**
Anil Ojha
Devi Ahilya Vishwavidyalaya, Indore, Madhya Pradesh, India
Professor P. K. Gupta
Devi Ahilya Vishwavidyalaya, Indore, Madhya Pradesh, India
Dr. Preeti Singh
Devi Ahilya Vishwavidyalaya, Indore, Madhya Pradesh, India
- 9. Competitive Priorities of Manufacturing Industries in Union Territory of Puducherry - An Empirical Study, 11:00 – 11:30**
M. Prabhu
School of Management, Pondicherry University, Pondicherry, India
T. Nambirajan
School of Management, Pondicherry University, Pondicherry, India
- 10. Information Systems, The Reciprocals Of Success, 11:30 – 12:00**
Chandra Umesh
Assistant Professor, Mysore, Karnataka, India

- 11. Impact Measures of the Land Use-Land Influential Changes on Water Quality in the Lower Eastern Shore Watershed, Maryland, 12:00 – 12:30**
Osarodiom Nosakhare
 University of Maryland Eastern Shore, Maryland, USA
Tina C. F. Chiao
 YuDa University of Business & Technology, Miaoli, Taiwan
Albert Y. Chi
 University of Maryland Eastern Shore, Maryland, USA
- Ioken Tito Aighewi*
 Benedict College, Columbia, South Carolina, USA
Kamal Nayan Agarwal
 Howard University, Washington, DC, USA

DETAILED CONFERENCE SCHEDULE • ENTREPRENEURSHIP

Entrepreneurship

Track 7 – Entrepreneurship
Session 1 – Saturday, June 12, 2010
Venue: IB 1014

Track Chair: Professor Liberatore Giuseppe
Time: 13:30 – 15:30
Session Chair: Dr. John Curry

- 1. Small Entrepreneurship in Developing and Less Developed Countries: Global Competitiveness, 13:30 – 14:00**
Mohammad Ali
 University of Maryland Eastern Shore, Maryland, USA
Nilufer Ahmed Karim
 Dhaka, Bangladesh
Rakesh Arya
 University of Maryland Eastern Shore, Maryland, USA
- 2. Social Entrepreneurship, 14:00 – 14:30**
Dr. John Curry
 University of Northern British Columbia, BC, Canada
Dr. Paul Michel
 University of Northern British Columbia, BC, Canada
Dr. Han Donker
 University of Northern British Columbia, BC, Canada
- 3. Search Engine Marketing For Small Businesses, 14:30 – 15:00**
Krishana Lakkineni
 ROI.works Search Marketing, Inc., Kamloops, BC, Canada
Dr. Siva Prasad Ravi
 Thompson Rivers University, BC, Canada
- 4. A Comparative Analysis of the Explanatory and Predictive Architectures of Innovation Adoption Theories in Determining Information Technology (IT) Use Behaviour of SMEs, 15:00 – 15:30**
Dr. Ojiabo Ukoha
 University of Maryland Eastern Shore, Maryland, USA
Dr. Hart O. Awa
 Department of Marketing, University of Port Harcourt, Port Harcourt, Nigeria
Dr. Christen A. Nwuche
 Department of Management, University of Port Harcourt, Port Harcourt, Nigeria
Dr. Ikechukwu F. Asiegbu
 Department of Marketing, University of Port Harcourt, Port Harcourt, Nigeria

Track 7 – Entrepreneurship
Session 2 – Sunday, June 13, 2010
Venue: IB 1010

Track Chair: Professor Liberatore Giuseppe
Time: 13:30 – 15:30
Session Chair: Dr. R. Gopal

- 5. Small Scale Business - A Vehicle for Large Employment In Informal Sector In Arba Minch City, Ethiopia, 13:30 – 14:00**
Mr. K. Srinivasan
 College of Business and Economics, Arba Minch University, Ethiopia
Dr. Dillip Kumar Das
 Arba Minch Institute of Technology, Arba Minch University, Ethiopia
- 6. The Barriers Affecting Woman Entrepreneurship in Oman: A Study of the Al-Batinah Region, 14:00 – 14:30**
Ruqaya Al-Sadi
 Faculty of Business, Sohar University, Sultanate of Oman
Raya Al-Badi
 Faculty of Business, Sohar University, Sultanate of Oman
Dr. Rakesh Belwal
 Faculty of Business, Sohar University, Sultanate of Oman
- 7. Putting Entrepreneurs in the Limelight: Is Entrepreneurial Competency the “Silver Bullet” for SME triumph?, 14:30 – 15:00**
Divya Gupta
 Chhatrapati Shahu Ji Maharaj University, Kanpur, (U.P.), India
Rakhi Gupta
 Uttar Pradesh Technical University, Lucknow, (U.P.), India
Dr. S. N. P. Gupta
 Chhatrapati Shahu Ji Maharaj University, Kanpur, (U.P.), India

8. Employees Variable and Customer Relationship Management in Retail Banking: An Empirical Study, 15:00 – 15:30

Artee Agarwal

Department of Business Management, Dr. D. Y. Patil University, Navi Mumbai, India

Richa Chaudhary

Department of Business Management, Dr. D. Y. Patil University, Navi Mumbai, India

Dr. R. Gopal

Department of Business Management, Dr. D. Y. Patil University, Navi Mumbai, India

**Track 7 – Entrepreneurship
Session 3 – Sunday, June 13, 2010
Venue: IB 1010**

**Track Chair: Professor Liberatore Giuseppe
Time: 16:00 – 18:00
Session Chair: Dr. Rajendra Singh**

9. Emerging Trends in the Global Venture Capital Environment: A Qualitative Analysis, 16:00 – 16:30

Dr. Mike Ivanof

Thompson Rivers University, BC, Canada

10. SMEs– A Road to Economic Sustainability: A Case of India, 16:30 – 17:00

Anil K. Dubey

Amity Business School, Amity University, Lucknow, India

Dr. Himanshu Rastogi

Amity Business School, Amity University, Lucknow, India

Dr. Kamlesh Kumar Shukla

Babu Banarasi Das National Institute of Technology and Management, Lucknow, India

11. Entrepreneurship Development and Economic Growth in India, 17:00 – 17:30

Dr. Suresh Seth

Swami Satyanand College of Management and Technology, Amritsar

Sudesh Kumar

Swami Satyanand College of Management and Technology, Amritsar

12. FDI in Insurance Sector Igniting the Indian Economy – An Empirical Study for Pre and Post Liberalization Period, 17:30-18:00

Dr. Ira Bapna

Maharaja Ranjit Singh College Of Professional Sciences, Indore (M.P.), India

**Track 9 – Strategy and Tourism
Session 1 – Saturday, June 12, 2010
Venue: IB 1014**

**Track Chair: Professor Roger Colins
Time: 16:00 – 18:00
Session Chair: Dr. R. Gopal**

1. The Bankruptcy as an Option for Restructuring: An Analysis of the Strategic Re-Organization and Restructuring Under the Protection of the Bankruptcy Law, 16:00 – 16:30

Oxana Pisareva

Thompson Rivers University, BC, Canada

Lindsay Noel

Thompson Rivers University, BC, Canada

Daniel Podwojewski

Thompson Rivers University, BC, Canada

Alan Sherman

Thompson Rivers University, BC, Canada

2. Customer Relationship Management (CRM) Strategy: Gap Analysis of Customer and Firm Perspectives, 16:30 – 17:00

Dr. Siva Prasad Ravi

School of Business and Economics, Thompson Rivers University, BC, Canada

Dr. R. K. Jain

Symbiosis University, Pune, India

3. Effectiveness of Tourism Websites in Promoting Tourism in India: India vs Malaysia - A Comparative Study, 17:00 – 17:30

Artee Agarwal

Department of Business Management,
Dr. D. Y. Patil University, Navi Mumbai, India

Richa Chaudhary

Department of Business Management,
Dr. D. Y. Patil University, Navi Mumbai, India

Dr. R. Gopal

Department of Business Management, Dr. D. Y. Patil University, Navi Mumbai, India

4. How Relational Capital and Exchange Climates Affect Success in International Joint Ventures: Empirical Evidence from South Korea, 17:30 – 18:00

Dr. Chansoo Park

School of Business and Economics, Thompson Rivers University, BC, Canada

CONFERENCE SCHEDULE • REVIEWERS OF CONFERENCE PAPERS

Reviewers of Conference Papers

The conference organizers acknowledge and appreciate the contribution of the following reviewers in blind peer review of the papers received by the conference.

1. Dr. Shahriar Hasan, Thompson Rivers University, Kamloops, BC, Canada
2. Dr. Avninder Gill, Thompson Rivers University, Kamloops, BC, Canada
3. Dr. Belayat Hussain, Thompson Rivers University, Kamloops, BC, Canada
4. Dr. Eric Lien, Thompson Rivers University, Kamloops, BC, Canada
5. Dr. Wei Song, Thompson Rivers University, Kamloops, BC, Canada
6. Dr. Stan Miles, Thompson Rivers University, Kamloops, BC, Canada
7. Dr. Peter Tsigaris, Thompson Rivers University, Kamloops, BC, Canada
8. Dr. Murray Young, Thompson Rivers University, Kamloops, BC, Canada
9. Dr. Siva Prasad Ravi, Thompson Rivers University, Kamloops, BC, Canada
10. Dr. Ehsan Latif, Thompson Rivers University, Kamloops, BC, Canada
11. Dr. Kamal Nayan Aggarwal, Howard University, Washington, DC, USA
12. Dr. Dinesh Sharma, University of Maryland Eastern Shore, Princess Anne, MD, USA
13. Dr. Ravi Kumar Jain, Symbiosis International University, Pune, Maharashtra, India
14. Dr. A. C. Ojha, ICFAI Business School, ICFAI University, Dehradun, Uttarakhand, India
15. Dr. Sashikala, ICFAI Business School, ICFAI University, Dehradun, Uttarakhand, India
16. Professor Saeed Ahmad, Xavier Vignanjyothi Institute of Management, Hyderabad, India
17. Dr. P. K. Gupta, Institute of Management Studies, Devi Ahilya University, Indore, India
18. Dr. Vijaya Lakshmi Sedidi, ICFAI Business School, ICFAI University, Dehradun, Uttarakhand, India
19. Professor Marg Johnson, Thompson Rivers University, Kamloops, BC, Canada

Technical Support

Information Technology Support

Heath Hamoline – IT Services, Thompson Rivers University, BC, Canada

Peter Inglis - IT Services, Thompson Rivers University, BC, Canada

Illuminate

Colin Madland – Thompson Rivers University, Open Learning, BC, Canada

Administrative Support

Ms. Sofi Almers – School of Business and Economics, Thompson Rivers University, BC, Canada

Ms. Josey Westran - School of Business and Economics, Thompson Rivers University, BC, Canada

Conference Brochure and Program Design and Production

Marketing and Communications, Thompson Rivers University, Open Learning, BC, Canada

Conference Chair and Co-chairs

Dr. Siva Prasad Ravi

Program Chair

School of Business and Economics
Thompson Rivers University
900 McGill Road, Kamloops, BC
Canada, V2C 5N3

Professor Rob Anderson

Program Co-Chair and Chair

Department of Management
School of Business and Economics
Thompson Rivers University
900 McGill Road, Kamloops, BC
Canada, V2C 5N3

Dr. Dinesh K. Sharma

Program Co-Chair

Dept. of Business, Management and Accounting
University of Maryland Eastern Shore
Princess Anne, MD
21853, USA

Conference Committee

1. Dr. Murray Young, Dean, School of Business and Economics, Thompson Rivers University, BC, Canada
2. Dr. Andrew McKay, Open Learning, Thompson Rivers University, BC, Canada
3. Dr. Hafiz Rehman, School of Business and Economics, Thompson Rivers University, BC, Canada
4. Dr. Mike Ivanof, School of Business and Economics, Thompson Rivers University, BC, Canada
5. Dr. Siva Prasad Ravi, School of Business and Economics, Thompson Rivers University, BC, Canada
6. Ms. Margaret Hohner, School of Business and Economics, Thompson Rivers University, BC, Canada
7. Ms. Sofi Almers, School of Business and Economics, Thompson Rivers University, BC, Canada
8. Ms. Josey Westran, School of Business and Economics, Thompson Rivers University, BC, Canada

CONFERENCE ADVISORS

Chief Advisor:

Dr. Murray Young
Dean, School of Business and Economics
Thompson Rivers University
Kamloops, BC, Canada

Advisors

Professor Bernie Kirkey
Chair
Faculty Council
School of Business and Economics
Thompson Rivers University
Kamloops, BC, Canada

Dr. Hafiz Rahman
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