

# 20<sup>th</sup> International Business Research Conference

## PROGRAM

4 – 5 April 2013

Venue: Novotel World Trade Centre  
Off Sheikh Zayed Road, Za'abeel 2, Dubai, UAE

Main Theme: “Research for Progress”

**Prof. Oskar Kayasan**  
University of London, UK  
Conference Chair

**Professor Dr. Zia Haqq**  
WBI, Australia  
Conference Coordinator

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**World Business Institute, Australia**  
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*Journal of Business and Policy Research*  
*World Journal of Social Science*  
*International Review of Business Research Papers*  
*Global Economy and Finance Journal*  
*World Review of Business Research*  
*Global Review of Accounting and Finance*  
*Journal of Accounting Finance and Econ*  
*Journal of Islamic Finance and Business Research*  
*World Journal of Management*

- **Best Paper Award**

Best paper is selected on the basis of 1. Originality 2. Research Rigor 3. Contribution to the body of knowledge and 4. relevance to current and emerging issues. The papers are considered on the basis of the evaluation by the reviewers and the assessment made by the members of the panel. Panel members will observe and assess the presentation of the short-listed authors and then report to Professor Dr. Zia Haqq. The name of the winners will be declared via email within 2 weeks after the conference. The winners will receive an award certificate and fellowship into World Business Institute which entitles them to discount on registration fees on future conferences and a chance to be on the review board of peer reviewed journals.

- **Conference Dinner**

No conference is complete without a gala dinner. This year the conference dinner will be held at Entre Nous Restaurant (where you will also have lunch). Dinner will start at 6.30PM on Friday 5 April 2013 to registered delegates. Please bring your Dinner Card which will be collected by the staff. If you lose your dinner card, please see Professor Dr. Zia Haqq at the dinner to avoid any embarrassing situation and we will take care of your situation. Please do not bring any friend or any person without prior approval from us. A large selection of international foods will be provided there which would look like food galore! Please come with formal dress.

- **Paper Evaluation Report (PER) and Editorial Review Report (ERR)**

Unlike other conferences in the world, we provide written feedback on your paper in the form of Paper Evaluation Report (PER). This report will be sent to the authors via email within 1-2 months after the conference. Please do not contact us in between this time regarding these reports. However, if you do not receive them by this deadline, then contact us via email: [njahanwbi@gmail.com](mailto:njahanwbi@gmail.com) Please note that even if you have paid to attend the conference but you do not present the paper at the conference, then you will not receive a PER for your paper. **Similarly, if you collect your registration envelope pack but do not present your paper, the department in your university will be notified.**

For those of who have paid for publication of their papers in our journals, you will receive Editorial Review Report (ERR) within 4 – 5 months after the conference, in addition to the PER.

- **Publication of Your Paper (Please read carefully)**

All accepted papers recommended by the reviewer (see your acceptance letter point number 2 to know the name of the journal) for a particular journal will be published provided that you have paid submission fee and complied to the review report, editorial comments, feedback at the conference and journal's guidelines.

You are required to send us your revised full paper (after compliance to the PER and ERR and editorial observations, comments, if any, you received at the conference) within 2 months after we send you the ERR.

If your invitation and acceptance letter does not mention any journal name, it means that your paper was not accepted for any of our journals. However, if you improve your paper according to the feedback you receive at the conference and/or via review report, we can reconsider the paper for journal publication at that stage. Please note that it is not guaranteed that your paper will be selected for a journal even after the revisions.

If you have already paid publication fee, you **must indicate in red ink** the new or additional materials you have added or inserted in compliance to written feedback and/or comments at the time of revision. **We will endeavour, though not guaranteed, to publish your paper within six-nine months after the conference** if you comply fully to all requirements and requests. No reminder notice will be sent. **If you do not send your revised paper by the deadline** or if you **failed to comply in full to the review reports** within the due time set by us and do not comply to our any request for reorganising the paper as per journals' guidelines or fail to make the paper camera-ready or do not respond to our emails within 6 months after the conference, **your paper will not be published and no money or fee will be refunded.**

If your paper has already been accepted for our journal and you have not paid any publication fees but are interested to publish can make cash payment at the registration desk. The cost of Print and online publication is USD \$300 or for online publication only is USD \$150. If you would like to pay at a later time, then please contact Nuha Jahan via [njahanwbi@gmail.com](mailto:njahanwbi@gmail.com) to arrange this.

- **Who to Contact**

For any issues relating to conference matters please contact Professor Haqq on +614 11 496 791 (Australian Mobile Number on Roaming)

- **Correspondence After Conference**

If you have any concerns or questions after the conference, please contact us via our email address [njahanwbi@gmail.com](mailto:njahanwbi@gmail.com). Please do not send any email to [dubaiconfo@gmail.com](mailto:dubaiconfo@gmail.com) as this email address will be unmonitored after 5 April, 2013.

- **Future Conferences**

If you would like to join our future conferences, please continuously visit our website [www.wbiworld.org](http://www.wbiworld.org) to find out more information. You can also follow us on facebook by liking our page "World Business Institute" or follow Nuha Jahan on Linked in by sending her a request.

- **What to see in Dubai?**

Most of the hotels are aware of or conduct various tour programs. However, you can have following options to see Dubai. Please also visit [www.visitor.com/dubai](http://www.visitor.com/dubai) to learn more.

- a. Desert Wonder Safari and Overnight Safari and lot more
- b. Dubai Bus Hop on Hop Off Tour
- c. Dubai City Night Seeing Tour

- **List of Participating Countries**

The 20<sup>th</sup> International Business Research Conference is proud to welcome delegates from 26 countries of the world!

Afghanistan, Australia, Algeria Austria, Canada, Egypt, Germany, India, Indonesia, Iran, Japan, Kuwait, Macedonia, Malaysia, Mauritius, Netherlands, Nigeria, Pakistan, Slovenia, South Africa, Taiwan, Tunisie, UAE, UK, Ukraine, USA.

- **Conference Team**

<b>Chair :</b>	Professor Oskar Kayasan, University of London, UK
<b>Chief Coordinator :</b>	Professor Dr. Zia Haqq, WBI, Australia
<b>Finance &amp; Managing Director:</b>	Mrs. Khaleda Akhter, WBI, Australia
<b>Events &amp; Publication Director:</b>	Ms. Nuha Jahan, WBI, Australia
<b>Marketing Director &amp; Proceeding Editor:</b>	Mr. Tanzil Hoque, WBI, Australia
<b>Technical Manager:</b>	Mr. Md. Salman Hoque, WBI, Australia
<b>Proceedings Editor:</b>	Mr. Md. Mahbubul Hoque, WBI, Australia

Friday 5 April 2013	10.30 AM – 10.50 AM	Level 1, Foyer
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**“Morning Tea Break”**

Friday 5 April 2013	10.50 AM – 12.30 PM	Room: Diamond
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**Session: Economics and Finance**

**Session Chair: Dr. Romdhane (Taher) Hamza, Universite de Sousse, Tunisie**

**209: Genetically Modified Food & Pharmaceuticals: Identifying Those Who Are Likely to Purchase, Their Beliefs & Attitudes, Using a Cost-Benefit Framework:** Sarath A. Nonis and Gail. I Hudson, Arkansas State University, USA.

**220: Public Employment Dilemma in Egypt: Who Pays the Bill?:** Kamal A. El-Wassal, University of Alexandria, Egypt. [PROXY]

**303: Scenario of the Indian Economy & Stock Market is Highly Shaded by FII:** Kamlesh Shashikant Dave, Saurashtra University-Rajkot, India.

**317: The Role of Islamic Finance in Improving Financial Inclusion: An Exploratory Case Study of Australian Muslims:** Mohamed Sain, University of Southern Queensland, Australia.

**315: Islamic vs. Conventional Stock Markets Indices Performance: A Cointegration and Impulse Response Analysis:** Henda El Amri and Taher Hamza, Université de Sousse, Tunisia.

Friday 5 April 2013	12.30 PM – 2.30 PM	Entre Nous Restaurant
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**“Buffet Lunch & Friday Prayers (For Muslim Delegates)”**

Friday 5 April 2013	2.30 PM – 4.15 PM	Room: Diamond
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**Session: Marketing**

**Session Chair: Prof. Dr. Zia Haqq, World Business Institute, Australia**

**502: Unearthing the Scope of Relationship Marketing in the Business Market: A Focus on the Paper Printing Industry in Mauritius:** Vanisha Oogarah-Hanuman and Taruna Devi Ramnarain, University of Mauritius, Mauritius.

**510: Identifying and Ranking Effective Factors Which Promote Technical and Engineering Services Export to CIS countries:** Seyed Mohammad Reza Hosseini, Iran Trade Promotion Organization, Iran.