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EAR16Swiss Conference

**Fourth European Academic Research Conference on Global Business,
Economics, Finance and Banking**

THEME: Ensuring Monetary and Financial Stability in Europe!

Back to the Future!!

ISBN: 978-1-943579-88-4

&

MTC16Swiss Conference

International Academic Research Conference on Marketing & Tourism

THEME: Know Your Customers in a Digitized World!

ISBN: 978-1-943579-65-5

7-9 July, 2016

&

DRC16Swiss Conference (July 8, 2016)

Doctoral Research Conference in Business Studies and Management Sciences

Venue: Steigenberger Bellerive au Lac, Zurich, Switzerland.

Conference Sponsored by

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Karnataka-India.**

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Program Handbook



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SDM Institute for Management Development (SDMIMD), Mysore-India.
www.sdmimd.ac.in

**Fourth European Academic Research Conference on Global Business,
Economics, Finance and Banking (EAR16Swiss Conference)**

&

**International Academic Research Conference on Marketing & Tourism
(MTC16Swiss Conference)**

7-9 July, 2016

&

**DRC16Swiss Conference (July 8, 2016)
Doctoral Research Conference**

Steigenberger Bellerive au Lac, Zurich, Switzerland.

The first day of the conference is on July 7, 2016, Inaugural function at 9.30 am.

Dear & Distinguished Delegates,

Hearty welcome to the most fabulous country in the world, Switzerland! A pleasant and peaceful heaven on the planet Earth!!

As you all know, Switzerland is blessed with a safe, clean and dynamic environment to everyone who lives and works here in this modern country. Swiss is a world-class business center, one of the leading financial centers of the world and has top-class companies facilitating trade, commerce, banking and financial services with ultra-modern infrastructure.

Zurich! A Great City on Earth!!

Zurich is a beautiful city, indeed! Most of Zurich's sites are located within the area on either side of the Limmat river, between the main railway station and Lake Zurich. The churches and houses of the old town are clustered here, as are the most expensive shops along the famous Bahnhofstrasse. The Lindenhof in the old town is the historical site of the Roman castle, and the later Carolingian Imperial Palace.

European Economies! Getting Back to Growth and Stability!!

Although a few economies in the EU have faced sluggish economic growth with serious issues such as loss of confidence in markets, large government deficits, higher debt-to-GDP ratios, debt-repayment problems, liquidation of banks, government bailouts and unemployment woes, of late, there is sign of improvement and growth. Some of the economies have faced unemployment rates greater than 20%. It is a pity that growth has

witnessed steep fall in many economies, notably, in Portugal, Italy, Ireland, Greece and Spain. A few unforeseen developments have compelled the national governments to resort to strict monetary and fiscal discipline. Terms such as bailouts, austerity, protectionism and wage-freeze have become a part of many governments, except a few stronger ones in the EU. The trend now, of course, is reversing. This is a good news, indeed!

Financial Stability! The Key to Growth!!

Trade & Commerce create huge employment opportunities. In other words, banks and financial institutions have to finance for development and act as ‘catalysts’ for growth. According to Credit Suisse Global Wealth Report 2012 (September), the EU owns the largest net wealth in the world; it is estimated to equal 30% of the \$223 trillion global wealth. ‘Financing for development’ is the most appropriate solution to all the problems that the EU has been facing, for quite some time. If done, it helps currency stability, low inflation, price and interest rate stability.

Given the above background, we are extremely delighted to host the Fourth European Academic Research Conference on Global Business, Economics, Finance and Banking in this great and historic city. I am sure, the delegates would gain a memorable experience at the conference with a lot of value addition to their career!

Digital Marketing! A Great Tool to Know Your Customers!

Of late, business establishments have understood the significance of ‘digital marketing’ and are using it to improve their business performance and results. Traditional marketing tools, unfortunately, although used widely, have been losing their place in global marketing, today.

One has to plan the digital marketing plan to thrive and succeed in this competitive global landscape. Global giants such as Amazon, Dell, Google and other companies are re-defining the way they approach their customers, today. This conference would discuss the emerging trends in marketing with a focus on digital marketing.

Have a great academic, tourism and networking experience in Switzerland!

Once again, my hearty welcome to every one of you!

Best regards,

Dr. Elango Rengasamy,

Honorary Director,

Fourth European Academic Research Conference on Global Business, Economics, Finance and Banking & International Academic Research Conference on Marketing & Tourism (7-9 July, 2016)

Steigenberger Bellerive au Lac, Zurich, Switzerland.

Honorary Executive Editor, Global Business Research Journals.

www.globalbizresearch.org

Kindly read the instructions given below:

Registration

Upon arrival at the Conference venue, please proceed to the **Salon 1** of the hotel to complete the registration. There will be signage/written direction to help you to locate us. You may also enquire at the front desk for directions to the Conference room.

Please note that registration desk will be open from **8.30 am to 9.30 am on 7 July 2016.**

Please report either to Dr. Elango Rengasamy or Mrs. Dhanapackiam E, for completing your registration. If you have already remitted the conference fee, you will receive a Conference kit based on the payment option you have chosen.

The Conference kit will be handed over on arrival.

Conference proceedings

Conference proceedings will be available in a pen drive which may obtain it on demand.

All the papers that are listed in the Conference handbook will be available online on our website.

Presentation Room

On 7 & 8 July, we will be using the presentation room – **Salon 1.**

What should you bring along for your presentation?

Please bring the PPT of your research paper in a pen-drive. Please print at least 10-15 copies of your full paper and hand them to the chair and participants of the session at the beginning of your presentation.

Each author will have about 15 minutes for presentation and 5 minutes for questions and discussion. Kindly stick to the time limits, please.

The meeting room has an LCD projector and a laptop computer for you to make your presentation.

*****Please ensure that you save your presentation file both in 2010/2013 versions.**

Coffee and Lunch Break

Coffee and snacks will be served twice (morning and evening) in **Foyer**. Lunch will be served in the **1st Floor**.

Best Paper Award

'Best Paper' is selected on the basis of a set of selected criteria. Reviewers' report is the key factor in selecting the best research papers. The best paper awards will be announced after two months.

Best Presenter Award

Best Presenter Awards will be presented only to research scholars/young researchers who make outstanding presentations in each track which will be based on the recommendations of the Chair/Observers of the respective technical sessions. If sufficient number of research scholars do not participate, this award would not be presented.

Publication of your Paper

All the accepted papers will be published in the form of 'Conference proceedings'. It will also be published in our journals provided you have opted for it and made significant improvements on the papers in light of the Reviewers' reports/suggestions.

Whom to Contact?

For any queries/issues regarding the Conference matters, please contact Ms. Sudha Balaji on +91 8220055161 (Indian Mobile Number) or Dr. Elango Rengasamy on +971564459173. You may also send an email to

swissconf@globalbizresearch.org, mtcswissconf@globalbizresearch.org or editor@globalbizresearch.org.

WhatsApp!



WhatsApp Contact: +971 56 4459173

You may also send 'WhatsApp' messages to the above mobile number (messages only). We would try our best to respond, as early as possible.

While sending messages, kindly indicate the conference (EAR16Swiss Conference or MTC16Swiss Conference and your name, as well).

Upcoming Conferences

If you would like to participate in our future/upcoming conferences, please keep visiting our website www.globalbizresearch.org to find out more information. You will also receive regular updates from us.

List of Participating Countries

EAR16Swiss Conference on Global Business, Economics, Finance and Banking is extremely proud to welcome delegates from the following countries: Australia, Bahrain, China, Egypt, Georgia, India, Iran, Italy, Japan, Jordan, Korea (South), Lebanon, Morocco, Spain, Taiwan, Thailand, Turkey, UK, USA & Vietnam.

Conference Team

Honorary Director: Dr. Elango Rengasamy, The British University in Dubai, UAE.
Mrs. Dhanapackiam E, Director, M/s Jupiter Global Business Research FZE, Dubai, UAE.
Mrs. Sudha Balaji, Events & Publications Coordinator
Ms. Lavanya P, Editorial Assistant
Mr. Benker Dinesh, Launch Web Dreams

Chair – Technical Sessions

Prof. Hong-Ghi Min, KAIST, Korea (South).
Dr. Hussein Zeaiter, Lebanese American University, Lebanon
Prof. Jian-Ming ZHU, Central University of Finance and Economics, China.
Dr. Mohamed Ahmed, Minia University, Egypt.
Dr. James Downey, Lynn University, USA.
Prof. Michael Swenson, Brigham Young University, USA.
Dr. Yihui Lan, Univeristy of Western Australia, Australia.
Dr. Elango Rengasamy, The British University in Dubai, UAE.

Conference Advisory Board and Review Teams

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Dr. Renato Lopes da Costa, ISCTE Business School University, Portugal
Dr. Saurav Roy Choudhury, Capital University, USA
Dr. Selvam M, Alagappa University, Karaikudi, India
Dr. Stephen Aro-Gordon, Baze University, Nigeria
Dr. Van Aardt Smit, University of the Free State, South Africa
Dr. Venkataesh Seshamani, University of Zambia, Zambia
Dr. Vijayakumar Gudep, Muscat College, Oman
Dr. Youan Robert Lin, California State University, East Bay, USA

EAR16Swiss Conference & MTC16Swiss Conference

Program Outline

Thursday, July 7, 2016 (Timeline)

08.30 - 09.30	: Registration (8.30 am onwards)
09.30 - 10.00	: Inaugural Session/Keynote address (Salon 1)
10.00 - 11.15	: Technical session 1 – Paper Presentations
11.15 – 11.30	: Coffee Break (Foyer)
11.30 – 12.45	: Technical session 2 – Paper Presentations
12.45 - 13.30	: Lunch Break & Networking (1st Floor)
13.30 - 14.00	: Panel Discussion (Salon 1)
14.00 - 15.30	: Technical session 3 – Paper Presentations
15.30 - 16.00	: Coffee Break (Foyer)
16.00 – 17.00	: Technical session 4 – Paper Presentations
Presentation Rooms	: Salon 1 Meeting Room

Friday, July 8, 2016 (Timeline)

08.30 - 09.00	: Registration (8.30 am onwards)
09.00 – 10.45	: Technical sessions 5 - Paper Presentations
10.45 – 11.15	: Coffee Break (Foyer)
11.15 – 11.45	: Invited Lecture (Salon 1)
11.45 – 13.00	: Technical sessions 6 – Paper Presentations
13.00 – 14.00	: Lunch Break & Networking (1st Floor)
14.00 – 15.30	: Technical sessions 7 – Paper Presentations
15.30 – 16.00	: Coffee Break (Foyer)
16.00 – 17.45	: Technical sessions 8 – Paper Presentations
Presentation Room	: Salon 1 Meeting Room

Day 1

09.30 – 10.00

7-July-2016

(Salon)

Inaugural Session/Keynote Address

Welcome & Keynote Address: **Dr. Elango Rengasamy**
The British University in Dubai, Dubai-United Arab Emirates.

Presidential Address: **Dr. Chaiyaset Promsri**
Rajamangala University of Technology Phra Nakhon, Thailand.

Technical Session – 1

10.00 – 11.15

(Salon 1)

Track: (Finance, Accounting & Banking)

Session Chair: Prof. Hong-Ghi Min, KAIST, Korea (South).

ID_Z669: Information Asymmetry among Investor Groups in the Korean Stock Market:
Jae-Beom Cho, KAIST, Republic of Korea & Hong-Ghi Min, KAIST, Republic of Korea.

ID_Z659: Does Firms' Growth Properties Increase Incentives to Meet or Beat Analysts' Revenue Forecasts?: Dong Hyun Son, Dong Woo Ko & Sanguk Jung, Hankuk University of Foreign Studies, South Korea.

ID_Z633: What Influences Bitcoin's Price? —A VEC Model Analysis: Yechen Zhu, Central University of Finance and Economics, China, David Dickinson, University of Birmingham, UK & Li Jianjun, Central University of Finance and Economics, China.

ID_Z619: The Stock Price Relevance of Accounting Information for the Companies Designated as "Issues for the Administration" According to the Causes of Designation: Changrae Park, Gangneung-Wonju National University, South Korea.

11.15 – 11.30

"Coffee Break"

(Lobby)

Technical Session – 2

11.30 – 12.45

(Salon 1)

Track: (Finance, Accounting & Banking)

Session Chair: Dr. Hussein Zeaiter, Lebanese American University, Lebanon.

ID_Z670: Public Debt and Growth: A Sensitivity Analysis: Hussein Zeaiter, Lebanese American University, Lebanon.

ID_Z645: Customers Satisfaction Measuring in Cairo Amman Bank for Iris Service in Jordan: Marwan Abu Orabi, The World Islamic Science & Education University, Jordan.

ID_Z644: Asset-Pricing with Idiosyncratic Risk Premium as a Systematic Risk Factor: Xiong Wei, Research Institute of Shenzhen Stock Exchange, China & Chen Langnan, Sun Yat-Sen University, China.

ID_Z668: Volatility Transmission between Conventional Finance and Islamic Finance in Stock Markets: Hong-Bae Kim, Dongseo University, South Korea & Taewoo Sohn, Pusan National University, South Korea.

12.45 – 13.30

(1st Floor)

“Lunch Break & Networking”

13.30 – 14.00

(Salon 1)

Panel Discussion

Topic: "Making Assessments Transparent! Need & Challenges!!"

Experts

Dr. James Downey,
Lynn University, USA.

Moderator

Dr. Elango Rengasamy
The British University in Dubai,
Dubai, UAE.

Technical Session – 3

14.00 – 15.30

(Salon 1)

Track: (Management, Marketing & Tourism)

Session Chair: Prof. Jian-Ming ZHU, Central University of Finance and Economics, China.

ID_Z631: Internet Finance Credit Supervision System Innovation: Jian-ming ZHU, Central University of Finance and Economics, China, Yong-gui FU, Shanxi University of Finance and Economics, China & Yechen ZHU, Central University of Finance and Economics, China.

ID_Z648: Retaining Knowledge Employees: Strategies by HR Professionals: Shammy Shiri, Manipal University, India.

ID_Z660: Influences of Star Power on Movie Revenue: Taewan Kim, Lehigh University, USA, Sang-Uk Jung, Hankuk University of Foreign Studies, South Korea & Dong Hyeon Son, Hankuk University of Foreign Studies, South Korea.

ID_ZM607: Conceptualising Destination Marketing during Economic Turmoil: Marietta Fragkogianni, University of Suffolk, UK.

ID_ZM609: A Pilot Project for Promoting Low Carbon Tourism in Designated Areas of Thailand: Machima Thongdejsri, Asian Institute of Technology, Thailand, Rachnarin Nitisoravut, Thammasat University, Thailand, Nalikatibhag Sangsnit, Pavarat Kunkumdee & Chadchawan Muongpruan, Designated Areas for Sustainable Tourism Administration (Public Organization), Thailand & Vilas Nitivattananon, Asian Institute of Technology, Thailand.

ID_Z606: Toward a Wider Analysis of Market Definition: Theory and Evidence from the Turkish Telecommunications Industry: Tamer Çetin, Yildiz Technical University, Turkey.

15.30 – 16.00

(Foyer)

“Coffee Break”

Technical Session – 4

16.00 – 17.00

(Salon 1)

Track: (Research Scholars’ Session)

Session Chair: Dr. Mohamed Ahmed, Minia University, Egypt.

ID_Z656: Capital Structure and Financial Performance of Listed Companies in Thailand: AUSA Wongsorntham, Kasetsart University, Thailand.

ID_Z618: Modeling the Effect of Core Job Dimensions and Labor Market Conditions on Fresh Graduates’ Retention: Carole Serhan, University of Nicosia, Cyprus & Haritini Tsangari, University of Nicosia, Cyprus.

ID_Z643: Environment, Energy, and Economy Elasticities in Iran: A Compromise in Short Run and Long Run with Simultaneous Model: Vahid Mohamad Taghvaei, Persian Gulf University, Iran & Parviz Hajjani, Persian Gulf University, Iran.

ID_Z624: Blue Ocean Business Model through Public Private Partnership for Reclaimed Water: Varshali Sharma, Manipal University, India.

Day 2

Friday, July 8, 2016

Technical Session – 5

09.00 – 10.45

(Salon 1)

Track: (Global Business, Economics, Sustainability & Management)

Session Chair: Dr. James Downey, Lynn University, USA.

ID_Z608: How to Write a Financial Accounting E-Book: James F. Downey, Lynn University, USA.

ID_Z639: The Contribution of Multinational Defense Firms to Dual-Use Technological Knowledge: Manuel Acosta, Daniel Coronado, Esther Ferrándiz, Rosario Marín, Pedro Jesús Moreno & Pedro Prats, University of Cadiz, Spain.

ID_Z658: Linkages in the Chicken Chain of Vietnam: A Case Study in Kim Dong District, Hung Yen Province: Bui Thi Nga, Vietnam National University of Agriculture, Vietnam & Philippe Lebailly, University of Liege, Belgium.

ID_Z649: Examining the Real Implementation of Corporate Social Responsibility in Spanish Companies and their Fit with the Human Resources Management Area: Qualitative Contributions based in Interviews: Jesus Barrena-Martinez, Macarena Lopez-Fernandez & Pedro Miguel Romero-Fernandez, University of Cadiz, Spain.

ID_Z637: Do We Cooperate or Compete for Sustainable Economic Growth?: Mei-Tai Chu, La Trobe University, Australia.

10.45 – 11.15

“Coffee Break”

(Foyer)

11.15 – 11.45

(Salon 1)

Invited Lecture

Dr. Mei-Tai Chu

La Trobe University, Australia.

Technical Session – 6

11.45 – 13.00

(Salon 1)

Track: (Marketing & Finance)

Session Chair: Prof. Michael Swenson, Brigham Young University, USA.

ID_ZM606: Startup Marketing: Making Consumer Insights Actionable: Michael Swenson, Brigham Young University, USA & Gary Rhoads, Brigham Young University, USA.

ID_Z630: What Drives Consumers to Contribute Online Reviews?: A Study from the Perspective of the Incentive Theory of Motivation: Mei-Ju Chen, Chienkuo Technology University, Taiwan.

ID_ZM602: An Investigation into Social Media Representations of Egypt's Historic Hotels: Mohamed Ahmed Ali Ahmed, Minia University, Egypt.

ID_Z651: Management Accounting Practices of Hotel Business in Thailand: Penpichcha Siritiwattanakul, Chiang Rai Rajabhat University, Thailand & Kanibhatti Nitirojntanad, Chulalongkorn University, Thailand.

ID_Z646: The Effects of Workplace Spirituality and Work Satisfaction on Intention to Leave: Chaiyaset Promsri, Rajamangala University of Technology Phra Nakhon, Thailand.

ID_Z647: An Application of Decision Trees in the Developing of Decision Model for Investing in the Stock Exchange of Thailand: Suchira Chaigusin, Rajamangala University of Technology Phra Nakhon, Thailand.

ID_Z650: Continuous Development of Local Wisdom of Pha Jok Products toward Commercial Competitive in Ratchaburi: Varunya Kaewchuaeknang & Thitinan Pongkachen, Rajamangala University of Technology Phra Nakhon, Thailand.

13.00 – 14.00

(1st Floor)

“Lunch Break & Networking”

Technical Session – 7

14.00 – 15.30

(Salon 1)

Track: (Finance, Accounting, Banking & Others)

Session Chair: Dr. Yihui Lan, University of Western Australia, Australia.

ID_Z621: Uncertainty in Currency Mispricing: Kenneth W Clements, Yihui Lan & Jiawei Si, The University of Western Australia, Australia.

ID_Z635: Financial Constraints and Long-Run Performance: Weiju Young, Chaoyang University of Technology, Taiwan.

ID_Z636: New Equity Issuers' Performance and Earnings Management: Junming Hsu, National Chung Hsing University, Taiwan.

ID_ZM608: How Does Horizontal Direction Influence Product Evaluation?: Chien-Huang Lin, National Central University, Taiwan & Su-Hui Kuo, National Central University, Taiwan.

ID_Z661: Perceptions on the Impact of Audit Committees on Financial Reporting Quality: Evidence from Bahrain: Abdelmohsen M. Desoky, University of Bahrain, Bahrain & Hussein Khasharmeh, Applied Sciences University, Bahrain. *(In-absentia)*

ID_Z662: Perceptions on the Impact of the Joint Provision of Audit and Non-audit Service on Auditor Independence and Audit Quality: Evidence from Bahrain: Hussein Khasharmeh, Applied Sciences University, Bahrain & Abdelmohsen M. Desoky, University of Bahrain, Bahrain. *(In-absentia)*

ID_Z611: Exploring the Barriers to Work Life Balance for Women in Saudi Arabia: Mohammed O Bahudhailah, Hull University, UK.

15.30 – 16.00	“Coffee Break”	(Foyer)
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Technical Session – 8

16.00 – 17.45	(Salon 1)
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Track: DRC16Swiss Conference (July 8, 2016)

Doctoral Research Conference

Session Chair & Rapporteur: Dr. Elango Rengasamy, The British University in Dubai, UAE. (A short presentation on the topic, **“Writing a quality journal paper! A few important suggestions!!”**)

ID_DRZ602: Brain Drain, Brain Gain and Brain Return Explained by a Model based on a Comparable Individual Country’s Well-being Indicator (LISE): Luca Giovangiuseppe Liminta, University C. Cattaneo - LIUC, Italy & Serati Massimiliano, University C. Cattaneo - LIUC, Italy.

ID_DRZ601: Analysis and Evaluation of the Global Performance of Bank: In a Context of Bank and Sustainable Development Interface: Abdeljalil Louhmadi, University Abdel Malek Essaâdi, Morocco & SEFRIOUI Houda, University Abdel Malek Essaâdi, Morocco.

ID_DRZ603: The Migrant Crisis: One Theatre’s Quest to Assimilate Transient Individuals into Local Community through Innovative Techniques of Non-Verbal Communication: Helen Millward, Keele University, UK.

ID_DRZ605: Exploring Trust in Buyer-Seller Relationships: Experience of Japanese Customers with Indian Information Technology Vendors: Suhas Bhargava, Global IT Services Company, Japan & Tadao Kagono, Konan University, Japan.

ID_DRZ604: A South African Perspective on the Market-Based Approach to Valuations: Why are Company Multiples So Popular?: WS Nel, University of Stellenbosch, South Africa.

EAR16Swiss Conference & MTC16Swiss Conference

List of Participants

Paper ID	Name	University/Instiuion	Country
Z606	Prof. Tamer Cetin	Yildiz Technical University	Turkey
Z608	Dr. James Downey	Lynn University	USA
Z611	Mr. Mohammed Bahudhailah	Hull University	UK
Z618	Ms. Carole Serhan	University of Nicosia	Lebanon
Z619	Dr. Changrae Park	Gangneung-Wonju National University	Korea (South)
Z621	Dr. Yihui La	Univeristy of Western Australia	Australia
Z624	Ms. Varshali Sharma	Manipal University	India
ZD625	Mrs. Allaa Fahad Alamoudi		UK
Z630	Ms. Mei-Ju Chen	Chienkuo Technology University	Taiwan
Z631	Prof. Jianming Zhu	Central University of Finance and Economics	China
Z633	Ms. Yechen Zhu	Central University of Finance and Economics	China
Z635	Prof. Weiju Young	Chaoyang University of Technology	Taiwan
Z636	Prof. Junming Hsu	National Chung Hsing University	Taiwan
Z637	Dr. Mei-Tai Chu	La Trobe University	Australia
Z639	Prof. Manuel Acosta	University of Cadiz	Spain
Z639a	Prof. Daniel Coronado	University of Cadiz	Spain
Z639b	Mrs. Esther Ferrándiz	University of Cadiz	Spain
Z643	Mr. Vahid Mohamad Taghvaei	Persian Gulf University	Iran
Z644	Dr. Wei Xiong	Research Institute of Shenzhen Stock Exchange	China
Z645	Dr. Mar wan Abu Orabi	The World Islamic Science & Education University	Jordan
Z646	Dr. Chaiyaset Promsri	Rajamangala University of Technology Phra Nakhon	Thailand
Z647	Dr. Suchira Chaigusin	Rajamangala University of Technology Phra Nakhon	Thailand
Z648	Ms. Shammy Shiri	Manipal University	India

Z649	Assi Prof . Jesus Barrena-Martinez	University of Cadiz	Spain
Z650	Ms. Varunya Kaewchuaeknang	Rajamangala University of Technology Phra Nakhon	Thailand
Z651	Dr. Kanibhatti Nitirojntanad	Chulalongkorn University	Thailand
Z651a	Dr. Penpichcha Siriwiwattanakul	Chiang Rai Rajabhat University	Thailand
Z656	Ms. Ausa Wongsontham	Kasetsart University	Thailand
Z658	Dr. Bui Thi Nga	Vietnam National University of Agriculture	Vietnam
Z659	Dr. Dong Hyun Son	Hankuk University of Foreign Studies	Korea (South)
Z660	Dr. Sang-Uk Jung	Hankuk University of Foreign Studies	Korea South)
Z661 & Z662	Dr. Abdelmohsen M. Desoky	University of Bahrain	Bahrain
Z670	Dr. Hussein F. Zeaiter	Lebanese American University	Lebanon
ZD665	Prof. Gabisonia Zviad	Georgian Technical University	Georgia
Z668	Prof. Hong Bae Kim	Dong Seo University	Korea (South)
Z669	Prof. Hong-Ghi Min	KAIST	Korea (South)
ZM602	Dr. Mohamed Ahmed	Minia University	Egypt
ZM606	Prof. Michael Swenson	Brigham Young University	USA
ZM607	Ms. Marietta Fragkogianni	University of Suffolk	UK
ZM608	Prof. Chien-Huang Lin	National Central University	Taiwan
ZM609	Dr. Vilas Nitivattananon	Asian Institute of Technology	Thailand
ZM609a	Dr. Rachnarin Nitorisravut	Asian Institute of Technology	Thailand
ZMD610	Mr.Pornpol Noithammaraj	DASTA	Thailand
DRZ601	Ms. SEFRIQUI Houda	Hankuk University of Foreign Studies	Morocco
DRZ602	Dr. Luca Giovangiuseppe Liminta	University C.Cattaneo - Liuc	Italy
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- ❖ Journal of Emerging Issues in Economics, Finance and Banking (ISSN: 2306-367X) (**Impact Factor: 1.541**)
- ❖ Global Journal of Contemporary Research in Accounting, Auditing and Business Ethics (ISSN 2311-3162)
- ❖ Global Journal of Emerging Trends in e-business, Marketing and Consumer Psychology (ISSN 2311-3170)
- ❖ Global Review of Research in Tourism, Hospitality and Leisure Management (ISSN 2311-3189)
- ❖ International Journal of Recent Advances in Organizational Behaviour and Decision Sciences (ISSN 2311-3197)
- ❖ International Review of Research in Emerging Markets and the Global Economy (ISSN 2311-3200)

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 **Inomics, Germany**

 **Centre for Sustainable
Development (CSD), Vietnam**

Our Upcoming Conferences - 2016

Dear Delegates,

You are cordially invited to participate in our International Conferences happening globally!

Please visit our conference websites listed below for further information:

South East Asia

Seventh Asia-Pacific Conference on Global Business, Economics, Finance and Social Sciences – Kuala Lumpur, Malaysia

Conference Dates: 15-17th July, 2016

Venue: Hotel GTower Kuala Lumpur, Kuala Lumpur, Malaysia.

Website: http://globalbizresearch.org/Malaysia_Conference_2016_July/

International Academic Research Conference on Marketing & Tourism – Kuala Lumpur, Malaysia

Conference Dates: 15-17th July, 2016

Venue: Hotel GTower Kuala Lumpur, Kuala Lumpur, Malaysia.

Website: http://globalbizresearch.org/Malaysia_Conference_2016_July2/

Eighth Asia-Pacific Conference on Global Business, Economics, Finance and Banking – Singapore

Conference Dates: 21-23rd July, 2016

Venue: Village Hotel Albert Court, Singapore.

Website: http://globalbizresearch.org/Singapore_Conference_2016_July/

International Academic Research Conference on Marketing & Tourism – Singapore

Conference Dates: 21-23rd July, 2016

Venue: Village Hotel Albert Court, Singapore.

Website: http://globalbizresearch.org/Singapore_Conference_2016_July2/

International Academic Research Conference on Small & Medium Enterprises – Danang, Vietnam

Conference Dates: 2-4th August, 2016

Venue: Saigon Tourane Hotel, Danang, Vietnam.

Website: http://globalbizresearch.org/IAR16_Vietnam_Conference_2016_Aug/

Annual Vietnam Academic Research Conference on Global Business, Economics, Finance & Social Sciences – Hanoi, Vietnam

Conference Dates: 7-9th August, 2016

Venue: Dai Nam University, Hanoi, Vietnam.

Website: http://globalbizresearch.org/Vietnam_Conference_2016_Aug/

Ninth Asia-Pacific Conference on Global Business, Economics, Finance and Banking - Hong Kong, SAR

Conference Dates: 11-13th August, 2016

Venue: Best Western Hotel, Hong Kong-SAR.

Website: http://globalbizresearch.org/HongKong_Conference_2016_Aug/

International Academic Research Conference on Marketing & Tourism - Hong Kong, SAR

Conference Dates: 11-13th August, 2016

Venue: Best Western Hotel, Hong Kong-SAR.

Website: http://globalbizresearch.org/HongKong_Conference_2016_Aug2/

Tenth Asia-Pacific Conference on Global Business, Economics, Finance and Social Sciences - Hong Kong, SAR

Conference Dates: 20-22nd January, 2017

Venue: Best Western Hotel, Hong Kong-SAR.

Website: http://globalbizresearch.org/Hongkong_Conference_2017_Jan1/

International Conference on E-Business, Marketing and Branding - Hong Kong, SAR

Conference Dates: 20-22nd January, 2017

Venue: Best Western Hotel, Hong Kong-SAR.

Website: http://globalbizresearch.org/Hongkong_Conference_2017_Jan2/

Eleventh Asia-Pacific Conference on Global Business, Economics, Finance and Business Management - Bangkok, Thailand

Conference Dates: 16-18th February, 2017

Venue: Ambassador Hotel Bangkok, Bangkok, Thailand.

Website: http://globalbizresearch.org/Bangkok_Thailand_Conference_2017_feb1/

International Conference on E-Commerce, E-Business and E-Technology - Bangkok, Thailand

Conference Dates: 16-18th February, 2017

Venue: Ambassador Hotel Bangkok, Bangkok, Thailand.

Website: http://globalbizresearch.org/Bangkok_Thailand_Conference_2017_feb2/

Middle East & North Africa

Fifth Middle East Conference on Global Business, Economics, Finance and Social Sciences – Dubai, UAE

Conference Dates: 14–16th Oct 2016

Venue: Al Murooj Rotana Hotel, (Opp. to Dubai Mall), Dubai, UAE.

Website: http://globalbizresearch.org/Dubai_Conference_2016_Oct/

Europe

Fifth European Academic Research Conference on Global Business, Economics, Finance and Banking – Istanbul, Turkey

Conference Dates: 15–17th December 2016

Venue: Intercontinental Hotel, Istanbul, Turkey.

Website: http://www.globalbizresearch.org/Turky_Conference_2016_Dec/

America

American Academic Research Conference on Global Business, Economics, Finance and Business Management – Las Vegas, USA

Conference Dates: 21–23rd April 2017

Venue: Las Vegas, USA.

Website: http://globalbizresearch.org/Las_Vegas_Conference1/

International Conference on Human Resources & Talent Management – Las Vegas, USA

Conference Dates: 21–23rd April 2017

Venue: Las Vegas, USA.

Website: http://globalbizresearch.org/Las_Vegas_Conference2/

Second American Academic Research Conference on Global Business, Economics, Finance and Social Sciences – New York, USA

Conference Dates: 28–30th April 2017

Venue: Wagner College, New York, USA.

Website: http://globalbizresearch.org/New_York_Conferences_2017_April1/

International Conference on Marketing, Tourism & Hospitality – New York, USA

Conference Dates: 28–30th April 2017

Venue: Wagner College, New York, USA.

Website: http://globalbizresearch.org/New_York_Conferences_2017_April2/

Upcoming Conferences in 2017

Hong Kong - SAR	January 20-22, 2017
Bangkok - Thailand	February 16-18, 2017
Las Vegas – USA	April 21-23, 2017
New York – USA	April 28-30, 2017
Jakarta-Indonesia	May 18-20, 2017
Rome-Italy	July 1-3, 2017
Zurich-Switzerland	July 7-9, 2017
Athens-Greece	July 12-14, 2017
Singapore	August 3-5, 2017
Kuala Lumpur-Malaysia	August 10-12, 2017
Dubai-UAE	October 6-8, 2017
Arusha City-Tanzania	October 12-14, 2017
Tokyo-Japan	November 23-25, 2017
Taipei–Taiwan ROC	December 21-23, 2017

Upcoming Conferences in 2018

Hong Kong – SAR	January 19-21, 2018
Bangkok – Thailand	February 16-18, 2018
Bangalore – India	April 6-8, 2018
New York – USA	April 13-15, 2018
Beijing – China	May 18-20, 2018
Milan – Italy	June 30 – July 1-2, 2018
Paris – France	July 5-7, 2018
Geneva – Switzerland	July 9-11, 2018
Singapore	July 27-29, 2018
Kuala Lumpur – Malaysia	August 1-3, 2018
Hanoi – Vietnam	August 7-9, 2018
Da Nang – Vietnam	August 13 -15, 2018
Dubai – UAE	October 5-7, 2018
Taipei-Taiwan ROC	December 21-23, 2018

**Fourth European Academic Research Conference on Global Business,
Economics, Finance and Banking**

(ISBN: 978-1-943579-88-4)

&

International Academic Research Conference on Marketing & Tourism

(ISBN: 978-1-943579-65-5)

7-9 July 2016

Venue: Steigenberger Bellerive au Lac, Zurich, Switzerland.

How to Reach the Conference venue?

FROM ZÜRICH AIRPORT:

By City Train: From Zurich Airport, take a walk to Zürich-Flughafen and board a train from Platform no. 4 heading towards Brig and exit at Zurich HB. It is non-stop and takes approx. 11mins. From here board another train heading towards Pfäffikon SZ, from platform 43/44 and exit at Zürich Stadelhofen. It is non-stop and takes approx. 2mins. From Zurich Stadelhofen, you can take a walk to Steigenberger Bellerive au Lac Zürich. It is about 600m from Zurich Stadelhofen and takes approx. 7minsto reach.

By Car: From Zurich Airport, take Butzenbuelring to A51 which is approx. 1.6km and takes about 4mins. Continue on A51, then take A1L to Wasserwerkstrasse in Zürich. It takes about 8 min (7.9 km) and then take Neumühlequai and Bahnhofquai to Utoquai/Route 17.

FROM ZÜRICH MAIN TRAIN STATION, ZÜRICH HAUPTBAHNHOF (HB):

By City Train: From Zurich main train station, board a train heading towards Pfäffikon SZ, from platform 43/44 and exit at Zürich Stadelhofen. It is non-stop and takes approx. 2mins. From Zurich Stadelhofen, you can take a walk to Steigenberger Bellerive au Lac Zürich. It is about 600m from Zurich Stadelhofen and takes approx. 7minsto reach.

By Car: From Zurich HB, head north-west on Bahnhofpl towards Gessnerallee and then take slight left onto Gessnerallee. Turn left onto Sihlstrasse (signs for Sihlporte) and then turn right onto Talstrasse. Turn left onto Bürklipl. (signs for Rapperswil) and keep right to continue on Quaibrücke. Quaibrücke turns slightly right and becomes Utoquai/Route 17. Destination will be on the left.

Location map - [Click Here](#)

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Have a safe and pleasant trip to Switzerland!