



2018
Cambridge
Business & Economics
Conference Program

Murray Edwards College,
Cambridge University,
Cambridge, UK

July 2nd & 3rd, 2018

Conference Schedule

Monday, July 2nd:

Registration **7:30 AM – 1:00 PM**

Sessions 1-7 8:00 AM – 5:30 PM

Coffee Break: 9:30 AM – 10:00 AM & 2:30 PM – 3:00 PM

Lunch: 12:00 PM – 1:00 PM

(Coffee break & Lunch Boxes will be available at the registration desk)

Tuesday, July 3rd:

Visit Cambridge: At your own

(Please make groups on July 2nd)

Instructions To Program Participants

Session Time Allocations: Each presenter will have total of 30 minutes and they should take no more than 20 minutes for presentation. Each Discussant should take no more than 5 minutes. The remaining time should be devoted to open discussion.

Session Chairs: Assume overall responsibility for your session. Make an effort to contact the session participants before the meeting. Inform them that each presentation room will be equipped with an overhead projector and flipchart. Ask them if they have any special needs relating to their presentation and/or discussion and, in collaboration with the registration desk, try to satisfy those needs. Arrive at the session room 10 minutes in advance and make sure that it is properly equipped. Welcome and introduce the participants. Start the session on time and adhere to the time schedule. Discussants should follow presenters. Moderate the open discussion to the best of your ability.

Presenters: Stay within the allotted time even though it may not be enough! Be well prepared. Please do not just read your paper. Your presentation of main points, methods, and conclusions should lead to a fruitful discussion during and after the session. Bring with you and make available several copies of your manuscript. Each room will have an LCD projector. You will need to have your own Laptop connect to the projector.

Discussants: Be prepared to offer your “positive” remarks first. Then offer any “negative” remarks in a constructive way. Stay within the allotted time. If you cannot meet your commitment, please make an effort to find a substitute discussant, and contact the registration desk as well as the session chair immediately. Please contribute as much as you can to the discussion.

Sessions, Panels & Roundtables

Monday, July 2nd, 2018

8:00 AM - 9:30 AM /Vivien Stewart Room # 1

SESSION [1]: Strategic Issues

CHAIR: Bartosz Józwik, The John Paul II Catholic University of Lublin

TITLES & AUTHORS:

Regional Economic Structure and the Potential for Change.¹

Mark Morrison, Charles Sturt University

Tom Murphy, Charles Sturt University

John Hicks, Charles Sturt University

Vodafone India: The Indian Wireless Industry in 2016.⁴

Atul Gupta, University of Lynchburg

Rahul Jain, University of Lynchburg

Ellen Thompson, University of Lynchburg

Nidhi Aggarwal, University of Lynchburg

Jeremy Welsh, University of Lynchburg

Say's Law of Markets and Income Inequality in the Market Economics.³

Madina Ndefru, Bayero University

DISCUSSANTS: 1. Madina Ndefru

2. John Hicks

3. Rahul Jain

Monday, July 2nd, 2018

8:00 AM - 9:30 AM /Vivien Stewart Room # 2

SESSION [2]: Strategic Issues

CHAIR: Sumedha Alahakoon, University of Colombo

TITLES & AUTHORS:

Undergraduates Attitude towards Use of the Internet Banking: With Reference to SLIIT.¹

Pradeep Randiwela, Sri Lanka Institute of Information Technology

Sajini Rajapakse, Sri Lanka Institute of Information Technology

R.M.C.C. Rasanjana, Sri Lanka Institute of Information Technology

Nirman Rajapakshe, Sri Lanka Institute of Information Technology

Sachini Wijesekera, Sri Lanka Institute of Information Technology

The Interaction between Urban Housing Supply & Demand and New Urbanization Development: Take the data of Hunan Province of China as an example.²

Liu Xiang, Hunan University

Wang Yaozhong, Hunan University

Supporting Academia and the Economy: Facing the Student Loan Crisis.³

Elisa Queenan, California State University, Bakersfield

Brian D. Street, California State University, Bakersfield

- DISCUSSANTS:**
- 1. Elisa Queenan**
 - 2. Sajini Rajapakse**
 - 3. Liu Xiang**

Monday, July 2nd, 2018

10:00 AM - 12:00 PM / Vivien Stewart Room # 1

SESSION [3]: Strategic Issues

CHAIR: Madina Ndefru, Bayero University

TITLES & AUTHORS:

Sensory marketing to boom hospitality industry in Sri Lanka.¹

Pradeep Randiwela, University of Colombo

Sumedha Alahakoon, University of Colombo

The Unethical Sales Practices at Wells Fargo.²

Sarah D. Stanwick, Auburn University

Peter A. Stanwick, Auburn University

A lesson in Corporate Flexibility thru understanding Mobile Defense tactics:
Adaptation from the Command Post to the Board Room.³

Ran Tamir, Lafarge NA

Human development outcomes and macroeconomics indicators nexus in
Nigeria: An empirical investigation.⁴

Risikat Oladoyin S. Dauda, University of Lagos
Onyebuchi Iwegbu, University of Lagos

DISCUSSANTS: 1. Ran Tamir
2. Sumedha Alahakoon
3. Risikat Oladoyin S. Dauda
4. Sarah D. Stanwick

Monday, July 2nd, 2018

10:00 AM - 12:00 PM / Vivien Stewart Room # 2

SESSION [4]: Economics & Finance

CHAIR: Elisa Queenan, California State University,
Bakersfield

TITLES & AUTHORS:

Quantifying Derivative Market Distortion and Monetary Policy Expansion:
Welfare for Wall Street.¹

Liam McDermott, City University of New York
Richard Naclerio, City University of New York

The Bank of the Future.²

Willi Brammertz, ARIADNE Business Analytics
Allan Mendelowitz, ACTUS Financial Research
Foundation
Luka Müller-Studer, Institute of Financial Services Zug
(IFZ)

Energy-Growth: The Roles of Trade Openness and financial development in
Poland.³

Bartosz Józwik, The John Paul II Catholic University
of Lublin
Phouphet Kyophilavong, National University of Laos

Turnaround for Indian Railways Strategic shift in BRICS economic policy.⁴

Mridul Dutta, Tezpur University

A Study of Awareness Regarding Industrial Waste and Its Management.⁵

Mugdha Korhalkar-Joshi, JDC Btyco Institute of Management Studies and Research
Suhas Dhande, KCT's K. R. Sapkal College of Management Studies

- DISCUSSANTS:**
1. Willi Brammertz
 2. Bartosz Józwik
 3. Mridul Dutta
 4. Mugdha Korhalkar-Joshi
 5. Liam McDermott

Lunch Break: Registration Desk

Monday, July 2nd, 2018

1:00 PM - 2:30 PM / Vivien Stewart Room # 1

SESSION [5]: Strategic Issues

CHAIR: Ran Tamir, Lafarge NA

TITLES & AUTHORS:

The Challenges of Samsung's Galaxy Note 7.¹

Peter A. Stanwick, Auburn University

Sarah D. Stanwick, Auburn University

Preparing Future Leaders: Teaching with Technology in the Global Village.²

David A. Dyson, Oral Roberts University

Family Finance Management of Tea Estate Workers Case of "Halpe Tea Estate" Ella, Sri Lanka.³

Mano Weligodapola, Sri Lanka Institute of Information Technology

Iresha Lakmini, Sri Lanka Institute of Information Technology

Sasangani Udeshika, Sri Lanka Institute of Information Technology

Damithri Thamesha, Sri Lanka Institute of Information Technology
Ann Supipi, Sri Lanka Institute of Information Technology

DISCUSSANTS: 1. Iresha Lakmini
2. Peter A. Stanwick
3. David A. Dyson

Monday, July 2nd, 2018

1:00 PM - 2:30 PM / Vivien Stewart Room # 2

SESSION [6]: Strategic Issues

CHAIR: David S. Harrison, University of South Carolina Aiken

TITLES & AUTHORS:

Economic System Gap Theory.¹

Hema Senanayake, University of Colombo

M&A mega deals in the European market: is the legal origin a determinant of short-term investor reaction?²

Monica Martinez-Blasco, IQS School of Management-Universitat Ramon Llull

Francesc Martori, IQS School of Management-Universitat Ramon Llull

Xavier Auguets Pratsobrero, Universitat Autònoma de Barcelona

The Influence of National Parliaments on Caribbean Integration: A Political Economy Perspective.³

Paul C. Clement, FIT, New York

The Effect of Positive and Negative E-WOM on Consumer Decisions in Jordanian Tourism Industry.

Khalid Nasser Alzubi, Al-Balqa Applied University

DISCUSSANTS: 1. Monica Martinez-Blasco
2. Paul C. Clement
3. Hema Senanayake
4. Khalid Nasser Alzubi

Coffee Break

Monday, July 2nd, 2018

3:00 PM - 5:00 PM / Vivien Stewart Room # 1

SESSION [7]: Strategic Issues

CHAIR: Monica Martinez-Blasco, IQS School of Management-Universitat Ramon Llull

TITLES & AUTHORS:

The economic rewards of an Australian creative arts degree.¹

Phil Lewis, University of Canberra

Jee Young Lee, University of Canberra

Enhancing Students' Attitudes towards Accounting Ethics and CESR at a University in Hong Kong.²

Richard Simmons, Lingnan University

Using big data to predict potential changes in Management Style: An Analysis of Germany, South Korea and the United States.³

David A. Dyson, Oral Roberts University

Joshua Feise, Oral Roberts University

Clinton Hendricks IV, Oral Roberts University

Sustainability Assurance Reporting: Limitations in Current Reporting and Assurance Practices, and Comparison with Financial Reporting Assessment Standards.⁴

Patsy Lewellyn, University of South Carolina Aiken

David S. Harrison, University of South Carolina Aiken

DISCUSSANTS:

- 1. David A. Dyson**
- 2. David S. Harrison**
- 3. Richard Simmons**
- 4. Phil Lewis**

Oxford Journal Distinguished Research Award Ceremony 5:00PM
Murray Edwards College Vivien Stewart Room # 1

 **See you next Year!!!** 