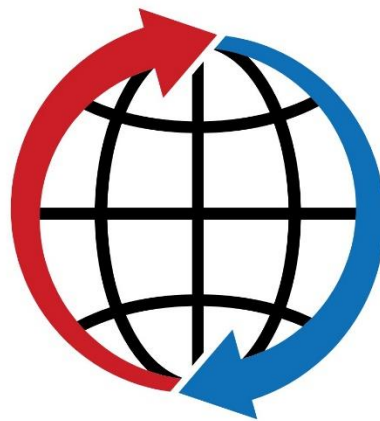


# **3<sup>rd</sup> Global Conference on Business Management and Economics 2019**

## **Conference Abstract**



# **GCBME**

**Saturday, April 27, 2019  
Las Vegas, Nevada  
United States of America**

**<https://gcbme.org/>**

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**Global Conference on Business Management and Economics**

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## Welcome

As Conference Chair I'm honored to welcome all participants to the 3<sup>rd</sup> Global Conference on Business Management and Economics (GCBME 2019) at fabulous Las Vegas, Nevada, United States.

A total of 15 participants from 9 countries are attending our conference. This conference will be an excellent opportunity to meet and network with delegates around the world in areas of management, marketing, international business, human resource management, accounting, finance, entrepreneurship, and economics. Participants should benefit from conference presentations exploring cutting-edge reviews and investigations in basic and applied research.

Thank you for considering attending 3rd GCBME 2019. A wide scope of participation will enrich our conference and help us all add significant value and experience to our shared research objectives.

**Dr. Afzalur Rahman**

Chair, GCBME 2019

Douglas College

British Columbia, Canada

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## Conference Venue

**The Beacon Center**  
**4505 West Hacienda Ave Suite G2**  
**Las Vegas, Nevada 89118**  
**United States of America**  
<https://www.meetingspaceforyou.com/>

## Conference Agenda

### Saturday, April 27, 2019

<b>Activity</b>	<b>Time</b>
Registration and Light Breakfast	9:30 am to 10:00 am (30 minutes)
Opening Remarks – <i>Dr. Afzalur Rahman</i> , Douglas College, Canada	10:00 am to 10:05 am (5 minutes)
Keynote Speech – <i>Dr. Dhaval M. Dave</i> Professor of Economics Bentley University, USA	10:05 am to 10:25 am (20 minutes)
Photo Session	10:25 am to 10:30 am (5 minutes)
Technical Session (7 papers) – Chaired by <i>Dr. Vikrant Janawade</i> , Universitè Nice Sophia Antipolis, France	10:30 am to 12:15 pm (105 minutes – 15 minutes for each presentation)
Certificate Awarding and Closing Ceremony	12:15 pm to 12:30 pm
Lunch at <i>Medley Buffet, The Orleans Hotel</i> & <i>Casino</i> – only 5-minute drive from the conference venue (complementary transportation will be provided on request)	12:30 pm to 1:30 pm (Lunch Buffet)

## Keynote Speaker

### Dr. Dhaval M. Dave



Dr. Dhaval Dave is the Stanton Research Professor in Economics at Bentley University, a Research Associate at the National Bureau of Economic Research (NBER), and a Research Fellow at the Institute of Labor Economics (IZA). He was also a John M. Olin Post-Doctoral Research Fellow at the Wharton School, University of Pennsylvania, after completing his Ph.D. in Economics from the Graduate Center of the City University of New York. Dr. Dave's research focuses on the analysis of public policy and on the economics of health outcomes and behaviors, health insurance, and human capital. His papers have been published in leading peer-reviewed academic journals including *Journal of Health Economics*, *Journal of Urban Economics*, *Journal of Law and Economics*, *Journal of Policy Analysis and Management*, and *Economic Inquiry*, and supported by research funding from the National Institutes of Health (NIH). Dr. Dave's research has also been featured in congressional testimony, and in the *New York Times*, *Washington Post*, *Wall Street Journal*, *U.S. News and World Report*, *FOX Network News*, *CNBC*, *National Public Radio* and various other popular media. His current research is examining the market for electronic cigarettes and tobacco control policy, interventions targeting the opioid epidemic in the U.S., inter-generational effects of welfare policies in the U.S., broader non-economic effects of the minimum wage, labor market effects of U.S. healthcare reform, and interventions for juvenile offenders and their effects on recidivism and educational outcomes.

## Conference Committee

- **Dr. Michael Henry**, Dean of School of Business and Economics, Thompson Rivers University, Canada - *Adviser*
- **Dr. Ahmed Hoque**, Vancouver Island University, Canada - *Economics and Banking*
- **Mr. John O'Fee**, QC, Thompson Rivers University, Canada - *Business Law and Human Resource Management*
- **Dr. Murat Erogul**, Adelphi University, United States - *Management and Entrepreneurship*
- **Mr. Simon Parker**, Douglas College, Canada - *Marketing and International Business*
- **Dr. Dushyant Gosai**, Colorado State University-Global Campus, United States - *Accounting*
- **Dr. Emrul Hasan**, The University of British Columbia, Canada - *Finance*
- **Dr. Afzalur Rahman**, Douglas College, Canada - *Conference Chair*
- **Ms. Marisa McGillivray** - *Executive Manager*

## Authors' Presentation Review

### Saturday, April 27, 2019

Name and Affiliation	Title
<b>Mahak Mahajan</b> <i>Eternal University, India</i>	How the awareness about health and nutrition effect the working behavior and performance of university teachers in India?
<b>Dhaval M. Dave</b> Bentley University, USA	Prescription Drug Monitoring Programs, Opioid Abuse, and Crime
<b>Abdullah Aldousari</b> Kuwait University, Kuwait	Netnography As A Marketing Research Tool for Entrepreneurs
<b>Jalal El Fadil</b> University of Quebec in Rimouski, Canada	Managers' risk perception - A multiple case study of projects of production internationalization
<b>Vikrant Janawade</b> Université Nice Sophia Antipolis, France	Brand alliances' image and its relationships with perceived value, customer satisfaction and Brand loyalty: a trans-atlantic and asia-pacific customers' perspective
<b>Ahmad A. Shaar</b> William Jessup University, USA	<ol style="list-style-type: none"> <li>1. The impact of Organizational Culture on Adopting the Agile Method in Service Projects</li> <li>2. A Framework to shift from the Waterfall into the Agile Method in Service Projects (New Framework going to be patented)</li> </ol>

## Instructions for Oral Presentation

### Saturday, April 27, 2019

- **Devices provided by the conference organizer:**
  - Laptop (with MS-Office and Adobe Reader)
  - Projector and Screen
- **Materials provided by the presenters:**
  - Power Point or PDF files (files should be copied to the conference laptop at the beginning of each session)
- **Duration of each presentation:**
  - Regular oral presentation – 15 minutes including Q & A
  - Keynote speech – 20 minutes

## Instructions for Publication

All accepted papers in the 3<sup>rd</sup> Global Conference on Business Management and Economics (3<sup>rd</sup> GCBME 2019) will be published in the online conference proceedings:

**Title:** Proceedings of the 3<sup>rd</sup> Global Conference on Business Management and Economics

**Format:** Electronic book

**ISBN:** 978-1-9990057-0-3

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# Authors' Presentation Schedule

## Saturday, April 27, 2019

### Technical Session

#### Chair: Dr. Vikrant Janawade

#### 10:30 am to 12:15 pm

Name, Affiliation, and Time	Title and Abstract
<p><b>Ahmad A. Shaar</b> <i>William Jessup University, USA</i></p> <p>10:30 am – 10:45 am</p>	<p><b>The impact of Organizational Culture on Adopting the Agile Method in Service Projects</b></p> <p>This article shines a light on the transition from Waterfall to the Agile Method. The Agile Method in Project Management was tailored to support the implementation of IT and software projects to consider input and feedback from the customer. Accepting changes using the Agile Method is acceptable in IT projects, but it is not workable using the Waterfall Method in service projects (Boehm, 2002).</p> <p>This article will show that organizations can adopt the Agile Method in service projects as they shift through following a framework that consists of eight stages.</p>
<p><b>Ahmad A. Shaar</b> <i>William Jessup University, USA</i></p> <p>10:45 am – 11:00 am</p>	<p><b>A Framework to shift from the Waterfall into the Agile Method in Service Projects (New Framework going to be patented)</b></p> <p>The article will address one subject that most of the researchers prevented doing so. Criticizing organizational culture and assessing its impact on important decisions is not a popular fact. The article highlights the impact of organizational culture on adopting the Agile Method in Service Projects. With the agility revolution in implementing project management, many organizations shifted from the waterfall method - the traditional method - into the Agile Method. This kind of decision could not happen without having a new mentality in interacting with new practices. The article will show how some organizations selected the Agile Method in IT and software projects. And it will show how this can happen in service projects. Where service projects are all projects but not the IT and software projects, not construction or manufacturing projects. Mostly, service projects are business restructuring projects, marketing campaign projects, Advertising campaign projects, quality management projects, logistics, etc.</p> <p>The organizational culture not only affects the interaction between the stakeholders within and out of a firm but also influences other aspects of the enterprise such as productivity, teamwork, and integration, and the overall performance of a project. According to</p>

	<p>Alvesson &amp; Sveningsson (2015), an organizational culture shapes the firm's decision-making patterns and guide actions while driving the behaviors of all the members.</p> <p>Therefore, this article will show the importance of adopting the flexibility in the organizational culture to have less resistance to change. Which can help organizations to move from waterfall to agile method.</p>
<p><b>Mahak Mahajan</b>  <i>Eternal University, India</i></p> <p>11:00 am – 11:15 am</p>	<p><b>How the awareness about health and nutrition effect the working behavior and performance of university teachers in India?</b></p> <p>Teachers are the foundation of the society and the students are the future generation. Teachers are the most effective catalyst in the overall development of the students. Students are greatly influenced by the behavior, attitude and lifestyle of the teachers. Moreover, teachers have the most important role in the guiding the students for the fulfillment of their goals. Therefore, it is the responsibility of the society to take care of the health and nutrition of the teachers so that teachers would effectively play their role and contribute fullest for the enrichment and development of the students. The objective of this study is to the make university teachers aware about their health and nutrition and then analyzes its effect on their performance and working behavior. With special reference to the teachers of universities of India. To gather the required data random sampling method is used. Random sample of 50 teachers has been taken from different universities of India. Qualitative research method has been used to gather and analyze the data. A self-administered questionnaire was used and personal interview have been conducted to gather information. The result of the study shows that the awareness about health and nutrition plays a very positive role on the working behavior and as well as performance of the university teachers. The improvement in their working behavior is not only because of their improved physical conditions, it is also because of the added attention they receive from their institution, which stimulated their sense of belongingness towards their students and the institution and job satisfaction. The teachers would ultimately revert it by increasing their commitment and loyalty towards organization and students. On Conclusion, every university should periodically assess and analyze the fitness and health of its teachers so that students can get healthy educational environment. A healthy teacher would always treat his/ her student in the best possible way. Otherwise, the students would suffer the cost of an unhealthy teacher. As students are the future generations and the development of a nation depends on them, so they should be nurtured by the healthiest teachers. It should be ensured that teachers should receive continued awareness and training relating to health nutrition and hygiene.</p>

<p><b>Dhaval M. Dave</b> <i>Bentley University, USA</i></p> <p>11:15 am – 11:30 am</p>	<p><b>Prescription Drug Monitoring Programs, Opioid Abuse, and Crime</b></p> <p>The past two decades have witnessed a substantial increase in opioid use and abuse in the United States. In response to this opioid epidemic, prescription drug monitoring programs (PDMPs) have been implemented in virtually all states. These programs collect, monitor, and analyze prescription opioid data with the goal of preventing the abuse and diversion of controlled substances. A growing literature has found that voluntary PDMPs, which do not require doctors to access PDMPs before prescribing controlled substances, have had little effect on opioid use and misuse. However, PDMPs that do mandate access have been found to be effective in reducing opioid misuse and other related health outcomes. In this paper we study the broader impact of voluntary and mandatory-access PDMPs on crime, and in the process inform the causal link between prescription opioid abuse and crime. Using information on offenses known to law enforcement and arrests from the FBI's Uniform Crime Reports (UCR), combined with a difference-in-differences empirical strategy, we find that voluntary PDMPs did not significantly affect crime whereas mandatory-access PDMPs have significantly reduced cost-adjusted crime by approximately 6%. Reductions in crime are largely associated with homicide. Also, we find evidence that young adults experienced the largest decrease in crime, as measured by the probability of being a victim of homicide or being arrested for drug possession, which is consistent with prior work that also finds relatively larger declines in prescription opioid abuse for this group. At the end of our sample period, in 2015, only 11 states, representing 20% of the population had required that providers must use the PDMP prior to prescribing and dispensing a controlled drug; the rest continued to leave PDMP registration and use to the discretion of the providers or mandated use in limited circumstances. We use our estimates to derive implied cost savings from the reduction in violent crime if all states were to adopt mandatory access PDMPs. Overall, these results provide additional evidence that prescription drug monitoring programs are an effective social policy tool to mitigate the negative consequences of opioid misuse, and more broadly indicate that opioid policies can have important spillover effects into other non-health related domains such as crime.</p>
<p><b>Abdullah Aldousari</b> <i>Kuwait University, Kuwait</i></p> <p>11:30 am – 11:45 am</p>	<p><b>Netnography As A Marketing Research Tool for Entrepreneurs</b></p> <p>Netnography is a relatively new ethnographic method. It is defined as "Doing Ethnographic Research Online"; (Kozinets, 2010). The online nature of netnography allows researchers to observe the interactions of online community members. Online communities share common interests and allow its members to exchange information on its message boards. This ability to interact provides</p>

	<p>researchers with a wealth of information about the behavior of that community unobtrusively. To conduct a research using netnography, a researcher should understand the interpretive frameworks and philosophical assumptions of this method. There are different interpretive frameworks available to researcher: e.g. positivist, post-positivist, and pragmatic. According to the author, the researcher has the flexibility to “build his own vessel, stage his own show, and evaluate his own evaluations” (Kozinets, 2010) . This flexibility is similar to the pragmatic interpretive framework; it provides the researcher with a great degree of freedom to choose the data collection methods and analysis that most appropriate to his/her research.</p> <p>This research intends on investigating the benefits of using this new method as a marketing tool for small business owners and digital entrepreneurs.</p>
<p><b>Jalal El Fadil</b>  <i>University of Quebec at Rimouski, Canada</i></p> <p>11:45 am – 12:00 pm</p>	<p><b>Managers’ risk perception - A multiple case study of projects of production internationalization</b></p> <p>Companies operate in an environment characterized by more complexity and uncertainty. This uncertainty becomes more important in situations with new parameters to managers, as in the case of innovation activities and projects conducted in an international context. It creates more doubt about the success of the managerial decisions made and the actions adopted, which leaves more space for managers’ risk perception. This perception can be different and influenced by many parameters, such as the manager personal profile, its attitude towards risks and its anterior experience. It can make companies engage less frequently into risky strategies, such as the ones involving internationalization activities. On the other hand, if risk perception related to a project is low, the manager in charge of this project would not adopt the appropriate business practices to control the risks that can be inherent to it. Thus, knowing the influence of risk perception on the decisions of adopting risky projects as well as on the management of risks associated with these projects, it is essential to analyze the elements that can influence it and to observe the differences of perceptions among managers relative to risks their companies can face. In this paper, our objective is to analyze the influence of perception on the evaluation of risks inherent to projects of production internationalization that are adopted by Canadian companies in China. This kind of projects are known for being risky, since they are conducted in the context of an emergent country, which is not a familiar context, in general, for occidental managers adopting them. To reach our objective we use multiple cases study methodology, involving six Canadian manufacturing firms having chosen an outsourcing strategy in China. It is based on conducting interviews with two managers per firm in order to explore the influence of their personal perceptions. This study reveals that the risk</p>

	<p>perception is mainly influenced by the manager attitude toward risks, by its profile and background, its expertise in the field of the company activities, its experience with the evaluated risk, its feeling of control over it as well as its general opinion about the success and failure of the considered project.</p>
<p><b>Vikrant Janawade</b>  <i>Université Nice Sophia  Antipolis, France</i></p> <p>12:00 pm – 12:15 pm</p>	<p><b>Brand alliances’ image and its relationships with perceived value, customer satisfaction and brand loyalty: a trans-atlantic and asia-pacific customers’ perspective</b></p> <p>Research objectives:  The steady development of cross-border alliances has facilitated modern-day businesses to develop multiple interlinked service offerings (Chiambaretto &amp; Dumez, 2016). These services are often organised by federated structures, which employ co-operative activities for developing values to their alliance and facilitating values for their customers as well (Goh &amp; Uncles, 2003; Moller &amp; Rajala, 2007). In this study, this approach is viewed through the lenses of multi-lateral airline alliances. Traditionally, airline companies offer value propositions to their customers using their own services (Chen, 2008). However, with the advent of alliance networks, alliance carriers are, not only developing value propositions to attract and retain their customers, but they are also assisting their partners to develop an enlarged brand alliance image and value propositions to their alliance wide customers (Weber, 2005).</p> <p>The objectives of this study are to present, firstly, what sort of the factors influence the alliance wide brand image of culturally diverse airline alliance. And secondly, it addresses the influence of alliance brands on the perceived value, customer satisfaction and the loyalty of international customers. Therefore, the main hypotheses of this study suggest that, after experiencing services offered by alliance carriers, consumers synthesise their perceptions, by cherry-picking the alliance wide service benefits, leading to its brand image. Furthermore, this assessment will not only determine the perceived value of the alliance carriers’ services, but it also influences customer satisfaction and brand loyalty.</p> <p>Research Methodology:  An online survey was launched to seek responses from airline passengers who had proper experiences of flying with airline alliances. 184 responses were collected from North American, Asia-Pacific, and European frequent flyers. The data was analysed using the PLS-SEM method, which facilitated the study to test if the principal hypotheses were acceptable. In addition, this method also helped to identify any significant differences in results from the American, European and Asia-Pacific customers.</p> <p>Results:  The results of this study confirm that the principal hypotheses are acceptable. It demonstrates that perceived value of an airline</p>

	<p>alliance is determined by the perceived image and network's service capacity expansion. Furthermore, perceived image was influenced by the alliance carriers' perceived quality, their loyalty programme benefits and their perceived monetary benefits. Additionally, this study also demonstrates that perceived value influences both satisfaction and brand loyalty (directly &amp; indirectly). In addition, no significant differences were observed in terms of brand loyalty, satisfaction and perceived value relationships from the North American, European and Asia-Pacific region's customers. Similarly, no significant differences were observed between the business and leisure travellers belonging to these regions as well.</p>
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## List of Participants

SL	Name	Affiliation	City and Country	Role
1	Mahak Mahajan	Eternal University	Baru Sahib, India	Presenter
2	Dhaval M. Dave	Bentley University	Waltham, USA	Presenter
3	Abdullah Aldousari	Kuwait University	Kuwait City, Kuwait	Presenter
4	Jalal El Fadil	University of Quebec in Rimouski	Rimouski, Canada	Presenter
5	Vikrant Janawade	Université Nice Sophia Antipolis	Nice, France	Presenter
6	Ahmad A Shaar	William Jessup University	San Jose, USA	Presenter (two abstracts)
7	Maymunah Mashari Bu washl	Virginia State University	Chester, USA	Listener
8	Nada Sabbagh	Virginia State University	Richmond, USA	Listener
9	Ghofran Alayyubi	Virginia State University	Petersburg, USA	Listener
10	Haleema Sadiya Mohamed	Excellent Eyecare and Supplies	Nairobi, Kenya	Listener
11	Noof Khalid Alarafa	Virginia State University	Prince George, USA	Listener
12	Michael Mensah Addo	Nanjing University of Aeronautics and Astronautics	Nanjing, China	Listener
13	Kiomars Rafi	Mehr Kindergarten	Kabul, Afghanistan	Listener
14	Coleman Sam	2INVEST GHANA LTD	Accra, Ghana	Listener
15	Godfrey Odiase	Gold Fish Transport	Johannesburg, South Africa	Listener

