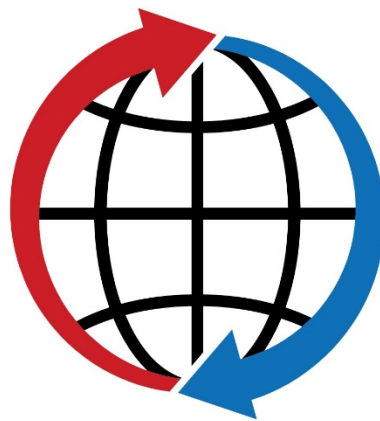


4th Global Conference on Business Management and Economics 2019

Conference Abstract



GCBME

Saturday, July 27, 2019

Toronto, Ontario

Canada

<https://gcbme.org/>

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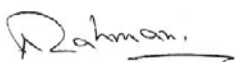
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Welcome

As Conference Chair I'm honored to welcome all participants to the 4th Global Conference on Business Management and Economics (GCBME 2019) at Toronto, Canada.

A total of 38 participants from 15 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 attending the 4th 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

Global Conference on Business Management and Economics
61-7250 144 Street
Surrey, British Columbia
Canada V3W1L7
T: +1-778-257-5225 | E: contact@gcbme.org | W: <https://gcbme.org/>



Conference Venue

Crowne Plaza Toronto Airport

Room: Killarny

33 Carlson Court

Toronto, Ontario

Canada M9W 6H5

Conference Agenda

Saturday, July 27, 2019

Activity	Time
Registration and Breakfast	8:30 am to 9:00 am (30 minutes)
Opening Remarks – <i>Dr. Afzalur Rahman</i> Douglas College, Canada	9:00 am to 9:05 am (5 minutes)
Keynote Speech – <i>Dr. Jason Dean</i> Professor of Economics Sheridan College, Canada	9:05 am to 9:25 am (20 minutes)
Photo Session	9:25 am to 9:30 am (5 minutes)
Technical Session 1 (2 papers)	9:30 am to 10:00 am (30 minutes)
AM Break – Gold Continental Breakfast	10:00 am to 10:30 am (30 minutes)
Technical Session 2 (6 papers)	10:30 am to 12:00 pm (90 minutes)
Lunch – Oh Canada	12:00 pm to 1:00 pm (60 minutes)
Professional Development Session	1:00 pm to 2:00 pm (60 minutes)
Certificate Awarding and Closing Ceremony	2:00 pm to 2:30 pm (30 minutes)
PM Break – Gold PM Break	2:30 pm to 3:00 pm (30 minutes)

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Keynote Speaker

Dr. Jason Dean



Jason Dean is a Professor of Economics at Sheridan College and an adjunct instructor at Wilfrid Laurier University. He is an applied econometrician with particular interests in labour, housing, and health economics. He received an Honours Bachelor's of Business Administration degree from Wilfrid Laurier University, a Master's degree in Economics from the University of Guelph, and a PhD in Economics from McGill University. Prior to academia, Jason was a Health Economist at Analysis Group in Montréal where he conducted empirical research on healthcare outcomes and is a co-author on a number of peer-reviewed articles. He also has experience working in the mutual fund industry and has worked in various analyst positions.

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, July 27, 2019

Name and Affiliation	Title
Neha <i>Guru Nanak Khalsa College, Sultanpur Lodhi, India</i>	Impact of ethnocentrism and enmity on consumer intention to purchase with special reference to Chinese products
Bagerenga Godfrey Bulezi <i>Booth Fire Services Ltd., Uganda</i>	Strategic management for sustainable business development in Africa
Ramneet Kaur <i>Chaudhary Devi Lal University, India</i>	Consumer decision making of Indian buyers at modern retail outlets in Delhi/NCR
Mahak Mahajan <i>Eternal University, India</i>	
Ayesha Hameed <i>Advocate High Court of Pakistan</i>	The Role of Business Schools in Supporting Economic and Social Development
Zahra Amirhosseini <i>Islamic Azad University, Shahr-e-Qods Branch, Iran</i>	Financial Reporting Language and Information Asymmetry
Neha Saini <i>Eternal University, India</i>	A Need of Farm Records and Accounting in Agriculture Sector
Bay Arinze <i>Drexel University, USA</i>	A Novel Panel-Based Approach to Improving Forecasting Accuracy
Dorjana Nano, Bavneet Singh Nagpal, Carina Matutina <i>York University, Canada</i>	What Factors Impact Savings and Investments of Canadian Households

Instructions for Oral Presentation

Saturday, July 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 4th Global Conference on Business Management and Economics (4th GCBME 2019) will be published in the online conference proceedings:

Title: Proceedings of the 4th Global Conference on Business Management and Economics

Format: Electronic book

ISBN: 978-1-9990057-3-3

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Authors' Presentation Schedule

Saturday, July 27, 2019

Technical Session 1 9:30 am to 10:00 am

Name, Affiliation, and Time	Title and Abstract
<p>Neha <i>Guru Nanak Khalsa College, Sultanpur Lodhi, India</i></p> <p>9:30 am – 9:45 am</p>	<p>Impact of ethnocentrism and enmity on consumer intention to purchase with special reference to Chinese products</p> <p>This study examined that ethnocentrism and enmity are the two factors which have strong impact on consumer intentions to purchase. The research design of the study consisted of survey, where important factors against Indian College students were measured, along with their intentions to purchase to imported Chinese products. After analyzing the results, it was found that both ethnocentrism and enmity had a significant negative impact on consumer purchase intentions related to Chinese products. Moreover, there was also an evident positive impact of enmity on the level of ethnocentrism demonstrated by the respondents. The findings of the study suggest that the country of origin effect is a factor that should be taken importantly by both local and foreign companies when developing their marketing strategies, as it directly affects consumer intentions to purchase domestic versus imported production.</p>
<p>Bagerenga Godfrey Bulezi <i>Booth Fire Services Ltd., Uganda</i></p> <p>9:45 am – 10:00 am</p>	<p>Strategic management for sustainable business development in Africa</p> <p>In my proposed paper our focus is on showing how lack of strategic management affected African business. It is clear that research is urgently needed to analyze various dimensions of strategic management such as firm internationalization, resources and capabilities, leadership, sustainability management and strategic planning to inform policy and practice. There are scarce empirical evidences of how the models from the developed economies have fared, successes and failures of liberalization policies, the challenges and success stories of SME models, the knowledge space among others. This will place Africa on a platform of clear strategic and sustainable business practices which are crucial for today's global competitiveness.</p>

Technical Session 2

10:30 am to 12:00 pm

Name, Affiliation, and Time	Title and Abstract
<p>Ramneet Kaur <i>Chaudhary Devi Lal University, India</i></p> <p>Mahak Mahajan <i>Eternal University, India</i></p> <p>10:30 am – 10:45 am</p>	<p>Consumer decision making of Indian buyers at modern retail outlets in Delhi/NCR</p> <p>India is on the threshold of a new revolution in modern retail, coupled with the permit of 51% FDI stake in multi-retail, along with entry of layers like Big Bazaar, Westside, Shoppers Stop, Spencers and Easy Day etc. is changing the consumption habits of the Indian consumer in Tier-1 & Tier-2 in India with the entry of Indian and foreign players like Metro, Wal-Mart etc. The market is divided into the traditional i.e. Mom and Pop stores popularly known as kirana stores and the modern format i.e. organized retail, the stronghold of Mom and Pop stores or Kirana stores is being challenged by the on slot of organized detail, though the market share is small i.e. 3-5 percent.</p> <p>Many issues need to be resolved, like future pattern of consumption and which formats would be referred by consumers, other factors also like the entry of E-Tailors like Amazon, Myntra, Flipkart, Ebay, and Shopclues etc need to be kept in mind as E-Marketing becomes popular with the tech savvy teens in India(22-40 years of age). With the increasing GDP, economic independence and empowerment of women, their role in decision making in family purchases is increasing. The role of children in purchase of certain items like mobiles is also increasing and marketers would have to include them and their influences in the marketing strategies crafted for the future. The study justifies the need for consumer marketing research which becomes important for aiding retailers to frame the right marketing strategies for the modern retail format.</p>
<p>Ayesha Hameed <i>Advocate High Court of Pakistan</i></p> <p>10:45 am – 11:00 am</p>	<p>The Role of Business Schools in Supporting Economic and Social Development</p> <p>The notion that business schools alone can support economic and social development in a society is fundamentally flawed. The argument is that it is the collective responsibility of the business schools, business organizations in society, corporate leaders and the governments to adopt an integrated approach and contribute towards the development of an economically sound, socially developed, sustainable, ethical and fair society. An innovative and socially relevant curriculum with a strong component of law and ethics can bring innumerable ripples of change across the face of the entire social, political and economic ambience. The role of business schools is to make the future leaders understand that business is fully situated in the realms of humanity and therefore the</p>

	<p>managers must create value for all stakeholders. The modern business corporation needs to be re-conceptualized – the shareholder capitalism mentality must transform into stakeholder capitalism mentality. Finally, the government needs to re-visit the law of business organizations and corporate governance law and address the inadequacies of law. The purpose of this article is to set forth new narratives: a new conceptualization of business school, re-conceptualization of corporation, responsibility of the executives and obligation of the government.</p>
<p>Zahra Amirhosseini <i>Islamic Azad University, Shahr-e-Qods Branch, Iran</i></p> <p>11:00 am – 11:15 am</p>	<p>Financial Reporting Language and Information Asymmetry</p> <p>The main objective of this research is to investigate the effect of adopting an expanded financial reporting language on information asymmetry in listed companies in Tehran Stock Exchange. This research is an applied research in terms of purpose and in terms of data collection is a descriptive survey. The population of this research is all Iranian companies accepted in Tehran stock exchange. We used the data from the financial statements of 278 companies as a sample of the companies listed in Tehran Stock Exchange. The research goal was surveyed during the period from 2011 to 2017 by using the data panel regression method. The results of the study indicated that there is an inverse significant relationship between the eXtensible Business Reporting Language in the studied companies and the information asymmetry. The second hypothesis result indicated that the firm size has a negative significant effect on the relation between eXtensible Business Reporting Language and the information asymmetry. Also, the results in the third hypothesis indicated that a higher level of technology has a significant effect on the relation between eXtensible Business Reporting Language and the information asymmetry.</p>
<p>Neha Saini <i>Eternal University, India</i></p> <p>11:15 am – 11:30 am</p>	<p>A Need of Farm Records and Accounting in Agriculture Sector</p> <p>The importance of records and account to evaluate the farm performance enterprise, managerial control, budgeting, gains and losses and also to enable bank loans to be obtained if the farmer deems it fit cannot be overemphasized. This article aims at analyzing the activities of the farmer on the farm of any type practiced in both physical and monetary terms. In India agriculture income is tax free with some conditions. But account officer want to see the record that it is essential for former to produce the Accounts. Therefore it is advisable to all big farmers to maintain the agriculture accounting books. In India agriculture is operated and maintained by family of farmers. The proper financial accounting is not maintained in agriculture. Attention should be given on proper accounting in agriculture. The incomplete records are maintained on cash basis. Proper maintenance of accounts is useful for owners, government and research agencies. Government decided subsidy for</p>

	<p>fertilizers, manures and for other activities based on proper maintenance of records. The accounts should be classified to ascertain cost of each crop, to compare various crops productivity, profitability and measure the effectiveness of allied activities. Lack of proper farm management and accounting system are the main reason for low productivity. The people are still demanding that agriculture should be treated as industry in India.</p>
<p>Bay Arinze <i>Drexel University, USA</i></p> <p>11:30 am – 11:45 am</p>	<p>A Novel Panel-Based Approach to Improving Forecasting Accuracy</p> <p>Forecasting is a critical activity for most organizations and has a great impact on all aspects of the business. Accurate forecasts lead to lower supply chain costs and higher profitability through a more precise anticipation of events in the supply chain driven by customer demand, seasonal factors, and other visible and less-visible factors. Machine learning models have been introduced into forecasting practice, resulting in significant improvements in forecasting accuracy. Ensemble and panel-based approaches have increased forecasting accuracy even further by using multiple models for individual forecasts. This paper proposes a different approach to forecasting, by using a modified ensemble approach. Instead of using fractional combinations of individual forecasting models for univariate forecasting of sets of time series, it selects a single model from a panel for every individual time series. The applied model for each time series is chosen by forecasting within existing data in the time series and using the most accurate model from the panel. The larger the panel, generally speaking, the more accurate the forecasts were.</p>
<p>Dorjana Nano, Bavneet Singh Nagpal, Carina Matutina <i>York University, Canada</i></p> <p>11:45 am – 12:00 pm</p>	<p>What Factors Impact Savings and Investments of Canadian Households</p> <p>Savings pattern of household is an important barometer of individual welfare and well-being in a country. Changes in savings provide insight about the retirement status. Statistics have revealed that Canadian households' savings have decreased considerably, reaching the lowest level in a decade. Millennials are shown to have no difference from their baby boomer parents. Research has revealed a causal relationship between savings and investment. However, many other factors are found to influence this relationship. This paper examines the main variables impacting family savings and investment for Canadian households. It aims (i) firstly, to identify the importance of savings and investment (ii) secondly, to explore the existing literature on factors impacting savings and investment; (iii) thirdly, to reveal the main personal factors impacting savings and investment in the case of Canada; and (iv) finally, to suggest recommendations and policy implementations in order to help households and policy-makers to make smart decisions. A structured questionnaire comprising 10</p>

	<p>personal, open-ended questions such as family income, marital status, family size, annual expenditure, property type, etc., is delivered electronically during the period May-June 2019. Multiple regression analysis is utilized to reveal whether there is any statistically significant relationship between variables. Results revealed a positive relationship between dependent variable savings and investment and independent variables income, expenditure, property type & family size.</p>
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List of Participants

SL	Name	Affiliation	City and Country	Role
1	Jarikre Onoriode Jacob	Fashington Nigeria Ltd.	Warri, Nigeria	Listener
2	Iyoha Kingsley Okojie	Leral Energy Resources & Logistics Ltd.	Lagos, Nigeria	Listener
3	Muhammed Sawanneh	Young People for Information and Technology	Banjul, The Gambia	Listener
4	Ijie Eromon Ernest	Amrita Holdings Limited	Lagos, Nigeria	Listener
5	Otote Sylvester Iyenoma	Matrix Energy Limited	Port Harcourt, Nigeria	Listener
6	Osigwe Rosemary Olohigbe	Kevan Global Resources Ltd.	Lagos, Nigeria	Listener
7	Inedegbor Oziegbe	Duchess Global Services Ltd.	Lagos, Nigeria	Listener
8	Vivya	CT Group of Institutions	Mandi Dabwali, India	Listener
9	Okafor Chinedu Patrick	Prototipi Limited	Lagos, Nigeria	Listener
10	Amandeep Singh	Panjab University, Chandigarh	Chandigarh, India	Listener
11	Oyeocha Fred Arinze	Dee-Lite Nigeria Limited	Lagos, Nigeria	Listener
12	Aso Othman Rashid	Aqua Drop	Sulaymaniyah, Iraq	Listener
13	Kakhaberi Katsiashvili	Company "4 Service Ge Sales" Ltd.	Tbilisi, Georgia	Listener
14	Muradi Tabliashvili	Company "4 Service Ge Sales" Ltd.	Tbilisi, Georgia	Listener
15	Sekandi Mansuli	Makerere Business School (MUBS)	Kampala, Uganda	Listener
16	Cosmas Desmond Izuchukwu	Dee-Lite Nigeria Limited	Lagos, Nigeria	Listener
17	Isolia Nkoyi Neckar	Michael Congo Services	Kinshasa, DR Congo	Listener
18	Diana Ebengo Clarisse	Michael Congo Services	Kinshasa, DR Congo	Listener
19	Nina Lukusu Watu	Michael Congo Services	Kinshasa, DR Congo	Listener

20	Muvunga Kavira Christelle	Michael Congo Services	Kinshasa, DR Congo	Listener
21	Ngalula Muteba Irene	Michael Congo Services	Kinshasa, DR Congo	Listener
22	Emmanuel Awuah	Emmanuel Awuah Enterprise	Sunyani, Ghana	Listener
23	Ekisola Taiwo Omodunni	Ekishow Concept Ltd.	Abeokuta, Nigeria	Listener
24	Anokye Bismark	University of Cape Coast (UCC)	Cape Coast, Ghana	Listener
25	Salau Adeniran Wasiu	Saw Global Multiventures	Ilisan Remo, Nigeria	Listener
26	Joshua Makori Kumanya	Tulips College	Nairobi, Kenya	Listener
27	Kalkidan Damtew Zewdu	Ahadu PLC	Addis Ababa, Ethiopia	Listener
28	Neha	Guru Nanak Khalsa College, Sultanpur Lodhi	Kapurthala, India	Presenter
29	Bagerenga Godfrey Bulezi	Booth Fire Services Ltd.	Kampala, Uganda	Presenter
30	Ramneet Kaur	Chaudhary Devi Lal University	Sirsa, India	Presenter
31	Mahak Mahajan	Eternal University	Sirmour, India	Presenter
32	Ayesha Hameed	Advocate High Court of Pakistan	Faisalabad, Pakistan	Presenter
33	Zahra Amirhosseini	Islamic Azad University, Shahr-e-Qods Branch	Tehran, Iran	Presenter
34	Neha Saini	Eternal University	Rajgarh, India	Presenter
35	Bay Arinze	Drexel University	Philadelphia, USA	Presenter
36	Dorjana Nano	York University	East York, Canada	Presenter
37	Bavneet Singh Nagpal	York University	Mississauga, Canada	Presenter
38	Carina Matutina	York University	Toronto, Canada	Presenter

