

Nepalese Academy of Management

Nepalese Academy *of* Management

2nd International Conference

10-12 March 2013, Kathmandu

on

Reshaping Organizations to Develop Responsible Global Leadership

Kathmandu, Nepal

Nepalese Academy of Management

NEPALESE ACADEMY OF MANAGEMENT (NAM)

2nd International Conference

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on

Reshaping Organizations to Develop Responsible Global Leadership

Co-organizer

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- National Geographic Adventure Magazine





Message from Patron, Nepalese Academy of Management



Namaste and welcome to the Nepalese Academy of Management!

This year's program will be a wonderful mixture of great scholarly work and insights to practice. The ability to mix both scholarship and practice to help move Nepal and region economically forward is one of the defining characteristics of the Nepalese Academy of Management.

For those from outside of Nepal you have the opportunity to visit one of the most amazing countries in the world. Its natural beauty and the great kindness of its people have a well-deserved reputation around the world. The great hope is that this is not your last visit to Nepal. Instead the hope is that you will join with the Nepalese Academy of Management (NAOM) to help move the country forward. The goal is that you will not only return in two years to Nepal for the next Academy meeting but will also seek to join with scholars and universities in the nation to help move scholarship forward in the time between now and that next conference. We encourage you to speak the conference organizers on how you can continue to help the NAOM.

For those from Nepal we always remind that the NAOM is your organization. We hope you will continue to find ways to support the organization. Your volunteer labor is critical to the success of the organization.

Thank you again to all for coming and we hope the conference for you is an exciting and enlightening as it has historically been for all that attend.

Prof. Garry D. Bruton, Ph.D.
Fehmi Zeko Faculty Fellowship
Neeley School of Business at TCU
Fort Worth, Texas 76129
Phone: (817) 257-7421
Co-director - Institute for Global Innovation
and Chinese Entrepreneurship at Tongji University - China

Honorary Professor - Department of Business
Administration at Sun Yat-sen Business School (SYSBS)- China

President of NAM and Chair of the Conference



Prof. Dr. Dev Raj Adhikari is dean of Faculty of Management at Tribhuvan University, Nepal. He is the founding President of Nepalese Academy of Management, Chairman of Nepal Bank Limited (the oldest bank of Nepal), Chairman of National Insurance Corporation and advisors of many business colleges of Nepal and abroad. He has been involved in various researches on human resource management, institutional development, knowledge management, strategic management and organizational behavior for the last 20 years. He received post doctoral degree (1999-2000) from the Department of Human Resource Management, University of Innsbruck, Austria. He worked as Visiting Professor at Michael G. DeGroote School of Business Administration, McMaster University, Canada, in 2001 and worked as visiting Researcher (July 2004- March 2005), at Japan Institute of Labour Policy and Training, Tokyo, Japan. He is an official representative of Cranet- Network to Nepal. Recipient of North-South-Dialogue Fellowship- Austria, 1989, Research fellowship from European Academy- Bolzano and Institute of Public Sector Management, 1999, Mahendra Bidhaya Bhushan 'Ka' from His Majesty King Birendra, 1993, and "outstanding performance" award in the auspicious occasion of 49th anniversary of Tribhuvan University, 2008, Professor Adhikari published many research articles in National and International journals.

Nepalese Academy of Management

The Nepalese Academy of Management (NAM) is designed to encourage management research, education and knowledge dissemination that are of relevant to management practices contextually as well as globally. The academy, an independent not for profit organization feels pleasure to welcome researchers, scholars, and practitioners around the globe who are interested in management issues contributing in the advancement of management theory, research and education.

The objectives of the Nepalese Academy of Management are to promote the advancement of research, knowledge and education in the field of organization and management studies. NAM places a strong emphasis on multidisciplinary theoretical perspective, pluralism and research in all the field of management and committed to pursue these objectives by:

I. Nurturing the development of knowledge locally, regionally, and globally and building wider appreciation and acceptance of knowledge in the theory and practices of management.

II. Providing forum for presentation and publication of scholarly research and exchange of ideas and experience so as to contribute to the advancement of science and art of management.

III. Facilitating international collaboration and network for research and development that provides professional development opportunities to scholars and practitioners from around the globe.

IV. Promoting the development of management research capabilities and educational activities that contribute to intellectual and operational leadership in the field of management.

V. Offering assistance for young scholars and students to attain and make presentation at conference.

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of
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Call for Papers

International Interdisciplinary Conference on:
Reshaping Organizations to Develop Responsible Global Leadership
10-12 March, 2013
Kathmandu, Nepal

Rationale

The rapid industrialization of emerging countries like China, India, Brazil, South Korea, growth in south-south trade, lower business ethics, corruption and bribery and the challenge posed by the UN Millennium Development Goals to lift developing country populations out of poverty, have prompted businesses and institutions to seek sustainable and balanced economic development. How should organizations address the need to balance corporate success and social benefits, especially, when nations are at different stages of development? The emergence of a global economy, faster technological change and innovation, growing interdependencies among nations, lead to new opportunities/threats for private and family businesses. Private and family entrepreneurship is critical to political, social, and economic development in the Asia Pacific region. At the same time, the complexities of operating across borders, risks and uncertainty in global networks, problems on sustainability and accountability have never been higher. Foreign Direct Investment (FDI) can raise labor productivity, output, employment, and incomes because of the increased competition and discipline generated by foreign firms, from technological, managerial, and organizational spillovers, and from learning-by-doing demonstration effects benefiting local suppliers. However, FDI flows may also have negative effects on growth when there is a mismatch between the investment and the host country's socio-economic conditions and absorptive capacity.

The Vice President of World Bank- Otaviano Canuto argues that developing countries will be engines of growth and could carry the world economy in the future, provided they have a clear strategy. This suggests enormous opportunities for business, government, and non government organizations in many aspects of their operations. The push and pull of global and domestic priorities in business-government relations has intensified. Internationalization has historically been associated with multinational corporations. However, the international market is increasingly populated by small and medium-sized enterprises. With globalization, many medium-sized enterprises can no longer survive in sheltered domestic markets and others have been obliged to follow their customers as they move into foreign markets.

In this context, the Nepalese Academy of Management in its 2nd International Conference invites theoretical or empirical research, quantitative or qualitative studies, case studies, multi-country comparative studies, and studies of specific projects relating to broad areas of human resource management, organizational behavior, entrepreneurship, strategic management, organizational change and development, accounting and finance, marketing and supply chain management, tourism and hospitality, micro and macroeconomic perspectives, business education, corporate social responsibility and ethics, statistics and quality control, technology management, emerging markets, and methodological issues are invited to address a range of themes related to policy issues and corporate practices. We welcome papers from a variety of contexts that advance our theoretical and empirical understanding of the processes that shape and determine the organizational and national development.

Conference Objectives

The second international conference of the Nepalese Academy of Management intends to provide a unique international forum to facilitate the exchange of cutting-edge information to scholars and practitioners and foster research cooperation. Academicians, practitioners, research scholars, as well a s doctoral or graduate students are encouraged to participate in the conference to network and interact with fellow researchers who share a similar interest in learning the business/government/non government organizations across the globe. The conference will have a mix of contributed paper sessions, plenary presentations, and technical sessions with keynots.

Conference Tracks included but not limited to:

1) HRM and Cross Cultural Study: Strategic HRM/ Strategic International HRM/ Cross- Cultural Management of HR/ Human Resource Development/ HRM-Performance Linkage/ Talent Management/ Quality of Work Life/ Labour Productivity/ Labour Relations/ Unionism/ Reward and Performance/ Multi Cultural Work Teams/ Careers/ Cross-national Diversity/ Employment system/; Expatriates/ Foreign assignment/; Global mindsets/ Global leader competencies/ HRM strategies and practices across countries/ Intra-national Diversity/ Multicultural work teams/ War for talent.
2) MNCs and International Business: Adaptation to local contexts/ Entry strategy/ Global networks of operations/ Institutional perspectives on FDI/ Interactions between foreign-owned and indigenous firms/ Internalization theory/ Internationalization processes/ Local linkages; FDI; strategy/ MNE theory/ MNEs and local economic development/ Global-Multi-domestic- International-Transnational Strategies/ International joint ventures and alliances/ Social capital/ Parent-subsidiary relationships/Transnational-Meta-national-Geographic Location/ Regional- Local embeddedness/Power- Influence/ Competitive advantage- disadvantages of MNCs/ Competition and Performance management.
3) Organizational Leadership and Change: Public Relation Management/ Organizational Change and Development/ Challenges of Organizations/ Organizational and Individual Behaviour/ Logistics management/ Tourism Management/ Leadership/ Changing Business Environments/ Organization and Information Technology/ Corporate Performance/ Group and work Teams/ Virtual Organizations/ Decision Making/ Competitiveness/ Organization-Configuratio-Structure Systems/ Culture/ Network/; Teams/ Autonomy-Control/ Coordination/ R&D- Innovation/ Learning/ Capability/ Evolution/ Communication/ Strategic Management/ Global Strategy/ Competitiveness of Firms/ Competitive Advantages/ Proactive and Risk Bearing Behaviour/

4) SMEs, and Entrepreneurship: National-International SME/new ventures-incubation/ Global start-ups/International entrepreneurship/Early internationalization/ Rapid internationalization; strategy for SMEs; Exporting-Importing by SMEs/ SMEs versus large MNEs/ Globalization and SMEs/ Advanced technologies and SMEs/ Economic geography and location for SMEs/ value chain organization and configuration/ Offshoring- Outsourcing/ National and regional innovation systems. Young and Women Entrepreneurship/ Family Business.

5) Innovation and Knowledge Management: Innovation/ Organizational Learning/ Exploration vs. Exploitation/ Knowledge Strategies/ Global and Local Knowledge/ Knowledge Seeking- Search- Access-Creation- Acquisition- Sharing- Exchange-, Transfer/ Governance Mechanism/ Knowledge Productivity and Spillovers/ Intra-firm and inter-firm networks for innovation/ MNCs and global innovation- regional innovation systems/ Internationalization of R&D/ Learning across borders/ Learning alliances/ Reverse knowledge transfer.

6) Economics, Finance and Accounts: Bailout/ Capital market developmen/ Capital structure/ Comparative accounting systems and practice/ Cost of capital/ Ownership structure/ Corporate performance/ Initial Public Offerings (IPOs)/ Cross-border M&As/ Institutional investors/ Current account adjustment/ Econometrics/ Economic theor/; Exchange rate exposure/ Exporting-Importing/ International macroeconomics/ Financial risk management/ Fiscal policy/ Foreign portfolio investment/ Game theory/ Government intervention/ International accounting-asset pricing-cross-listin/ International economics-finance and taxation/ financial integration-reporting/ Economic development/ International investment-migration-trade flows/ Mergers and acquisitions/ Monetary policy/Policy coordination/ Quantitative research methods/ Short-term capital movements/Trade environment/ Transfer pricing/ WTO.

7) Marketing Management: Market orientation/ Branding/ Advertisement/ New product development/ Global logistics/ Cross-border marketing activities/ Multinational marketing operations/ Operations management/ Buyer behavior/ Buyer-Supplier relations/ distribution and supply chain management/ service marketing/ pricing strategies/ integrated marketing communication/ national-international retailing/ green marketing/ quality and ethical sourcing/ customer relation management.

8) Corporate Social Responsibility: Business Partnership/ Business and Legislations/ Accountability and Transparency/ Corporate Governance/ Business and environment/ Business-government interaction/ Corporate political strategy/ Civil society/ International legal domain/ Triple bottom line/ Environment and strategy/ Green management/ White collar-crime/ Corporate corruption/ Corporate values/ Bottom of the pyramid/ Ethics and codes of conduct.

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Time	10th March, 2013
09.00-17.00 09.00-10.00 10.00- 11.30 11.30- 12.15	Registration Networking opportunities, registration , and kits distribution Formal Opening at Regency Hall Tea breaks and networking opportunities
12.15-13.30	**Key note speech** **Location: Regal Ballroom** by: **Prof. Dr. Geoffrey Wood,** Professor of International Business at Warwick Business School, University of Warwick, UK on, "**Institutional Diversity: Current Contestations and Emerging Issues".** **Prof. Dr. Tony Fang-** Professor of Business Administration at School of Business Stockholm University, Sweden on, "**West Meets East: A Cross-Cultural Imperative**".
13.30- 14.30	**Lunch (Networking Opportunities)**
14.30- 16.00	**Technical Sessions: I; II; III; IV.**
14.30-16.00	**Technical Session–I** **Micro Finance, Women Empowerment and Development** *Location: Regency Hall*
10th March, 2013	***Chair:*** **Prof. Felicity Wood,** University of Fort Hare ***Chair:*** **Dr. Sushanta Kumar Mishra,** IIM, Indore **Women Financial Empowerment through Self-Help Groups in Thane District – A Study** **Dr. G. Y. Shitole** Professor and Head, Department of Commerce, S.N.D.T. Women's University, Mumbai **Microfinance and Social Capital in Nepal: The Case for an Integrated Approach** **Ratna Paudyal** School of Accounting, Economics and Finance, University of Southern Queensland, Australia **Dr. Anne Abraham** School of Business, University of Western, Sydney, Australia **Dr. Wayne Fallon** School of Business, University of Western, Sydney, Australia **Women Empowerment through Entrepreneurship Schemes in India** **Dr. N. Rajani** Asst. Professor in Dept. of. Home Science, Sri Padmavati Mahila Visvavidyalayam, Tirupati, India **Recent Trends in Tourism Industry and Women** **Prof. G. Sandhya Rani** Dept. of Women's Studies, SPMVV, Tirupati, India **Micro and Small Enterprises in Nepal: Prospect and Practices** **Bir Bahadur Karki** Lecturer, Prithivi Narayan Campus,Tribhuvan University, Nepal

14.30-16.00	**Technical Session–II** **Brand Management and Consumer Behavior** *Location: Darbar Hall*

Chair: **Prof. Wang Guo An,** Zhejiang Gongshang University
Chair: **Prof. Viswanathen Gopalan**

Religiosity and Brand Choice Behaviors of Passenger Car Customers

Dr. Binod Krishna Shrestha
Associate Professor of Marketing and Entrepreneurship, Kathmandu University, School of Management, Nepal

Customer Relationship Management in Banks: A case study of The Scheduled Urban Co-operative Banks in Mumbai

James Jacob
Associate Prof. , V. K. Krishna enon College, Mumbai

Consumer Purchase Behavior for Green Products

Vinod Sharma
Assistant Professor, Medicaps Institute of Technology & Management, Indore
Dr. J. Sonwalkar
Professor of Marketing, Institute of Management Studies, DAVV, Indore, Director, Directorate of Distance Education, University of Indore, Indore, India
Maohar Kapse
Associate Professor, Shri Vaishnav Institute of Management Indore

Can Emotional Branding forge a longer relationship with consumer in today's cluttered competitive market?

Peeyush Mittal
Asst. Professor – Marketing, C-89, Street No.3, Bhajan Pura, Delhi

Impact of Marketing Communication and Price Promotion on Brand Equity: Evidence from Durable Goods

Sajeeb Kumar Shrestha
Teaching Assistant, Shanker Dev Campus, TU

Mobile Advertising is the way forward: Indian Scenario

Dr. T. Tripura Sundari
Prof. , Dept. of Communication & Journalism, Sri Padmavati Women's University Andhra Pradesh, India

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14.30-16.00	**Technical Session–III** **Globalization and Organizational Competitiveness** *Location: Dynasty Crystal Hall*
10th March, 2013	***Chair:*** **Prof. Subarna K. Samanta,** The College of New Jersey ***Chair:*** **Dr. Vighneswara Swamy,** Indian Business School (IBS) **Organizational Competiveness: Mastering the Art of Global Operation Management** **Kelechikwu Emmanuel, Oguejiofor** University of Derby, World Education Council, Malaysia **Globalization in Tourism development** **Dr. D. Bharathi** Prof. of Sericulture & Dean, School of Sciences, Sri Padmavati Women's University Andhra Pradesh, India **Going Global – Experiences from the Indian Commercial Banking Sector** **Shubhro Michael Gomes** Royal University of Bhutan, Gaeddu College of Business Studies, Gedu, Chukha, Bhutan **Low Carbon Innovation and Competitive Advantage in Japanese Companies** **Nobuyuki Tokoro** Professor, Nihon Unversity, Japan **Competitive Strategy: An opinion survey in Nepalese Banking Sector** **Manoj K. Chaudhary** *Asst. Professor,* Central Department of Management, Tribhuvan University Kathmandu, Nepal
14.30-16.00	**Technical Session–IV** **Talent Management** *Location: Regal Ballroom*
10th March, 2013	***Chair:*** **Prof. Dr. R Satya Raju,** Andra University ***Chair:*** **Prof. Gloria Garcia,** ICADE Business School **Motivation for retention of employees in call centers** **Dr. Meeta S. Pathade** Principal, Patuck-Gala College of Commerce & Mgmt., Patuck Campus, Nehru Road, Mumbai **98.151 Employer Branding: A Tool to Attract & Retain Talent** **Dr. Sunil Kumar** Director, Lal Bahadur Shastri Institute of Management and Development Studies, Lucknow **Dr. Tripti Barthwal** Professor at Lal Bahadur Shastri Institute of Management & Development Studies Lucknow

	Transformation of people management practices in a Japanese-affiliated company in post-privatization era: Some evidence from Teleshops of Sri Lanka Telecom PLC **Dr. M. Saman Dassanayake** Faculty of Management and Finance, University of Colombo, Colombo, Sri Lanka **Information Technology Employees Response to Dissatisfaction in Relation to Power base Adopted by Managers** **Dr. Harold Andrew Patrick** Associate Professor and Head - OB and HRM, Institute of Management, Christ University, India **Theory and Technology of Talent Management: Understanding their Interplay through its Software and System** **G. S. Raju** Director, Mantra School of Business Management, L.B. Nagar, Hyderabad-500 006, India **Roshee Lamichhane** Kathmandu College of Management (KCM)
16.00-16.30	**Tea Break (Networking Opportunities)**
16.30- 17.45	**Plenary–I** *Location: Regal Ballroom*
	Chair: **Prof. Michael Morley,** University of Limerick ***Chair:*** **Prof. Dr. Devraj Adhikari,** Tribhuvan University **Explaining International Joint Venture Performance: An Institutional Theory perspective** **Hemant Merchant** College of Business, University of South Florida – St. Petersburg. **Dr. Len Trevino** Joseph A. Butt, S.J. College of Business, Loyola University New Orleans **Hui Zhu** Shannon School of Business, Cape Breton University, Sydney, Nova Scotia, Canada **Corporate Governance in Family Owned Small Firms** **Dr. Vighneswara Swamy** Associate Professor, Department of Finance, IBS-Hyderabad, Dontanapally, Shankarapally Road, Hyderabad **Co-movements of Returns in Commodity Markets and Equity Markets** **Subarna K. Samanta** Professor of Economics, School of Business, The College of New Jersey, Ewing, NJ 08628-0718, USA **Reshaping Management for Globle Ledership** **Prof. Dr. Puskar Bajracharya** Professor of Central Department of Management, Tribhuvan University

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11th March, 2013	
09.00-17.00	Registration
9.30-10.45	**Key note speech** ***Location: Regal Ballroom***
	by: **Prof. Michael Morley-** Professor of Kemmy Business School, University of Limerick, Limerick, and IFSAM 2012 World Congress Chair, **Ireland** on , "**The Research Trajectory of International Management Scholarship in Retrospect and Prospect**". **Prof. Wang Guo An-** Professor of Department of International Trade, College of Economics, Zhejiang Gongshang University, Hangzhou, **China** on, **"Sino-Indian Economic Cooperation".**
10.45-11.30	**Tea Break (Networking Opportunities)**
11.30- 13.00	**Technical Sessions: V; VI; VII; VIII.**
11.30- 13.00	**Technical Session–V** **Technology and Knowledge Management for Innovation and Creativity** ***Location: Regency Hall***
11March, 2013	***Chair:*** **Prof. Dr. Tony Fang**, Stockholm University ***Chair:*** **Prof. Tanweer Hasan**, Roosevelt University **Recovery from Turbulence by Innovative Model : A Study of Investigation Revolving Fund (IRF) for Supply Chain Management in a Hospital** **Dr. Hem Chandra** Additional Professor & Head, Dept. of Hospital Admn. SGPGIMS, Lucknow, UP, India **Dr. Garima Singh** Student, Diploma in Hospital Admn. Dept. of Hospital Admn. SGPGIMS Lucknow, UP, India **Dr. Vidha Chandra** Student, Diploma in Hospital Admn. Dept. of Hospital Admn. SGPGIMS Lucknow, UP, India **Leela Masih** Deputy Nursing Superintendent, SGPGIMS, Lucknow, UP, India **Dr. AV Rinkoo** Senior Resident, Dept. of Hospital Admn. , SGPGIMS, Lucknow, UP **K. N. Prasad** Dept. Of Microbiology & Nodal Officer, Investigation Revolving Fund, SGPGIMS Lucknow, UP, India

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	Motivating Knowledge Workers **Viswanathan Gopalan** 103, Bakul, DSK-Raanwara, NDA-PSHAN Road,Pune **Patient – medical unit relations in virtual environment** **Justyna Matysiewicz** University of Economics in Katowice, 1 Maja 50, 40-287 Katowice, Poland **Slawomir Smyczek** University of Economics in Katowice, 1 Maja 50, 40-287 Katowice, Poland **Developing Option Strategies by Using Technical Analysis : A Case Study of Automobile Sector** **N Maruti Rao** Associate Professor, PG Dept. of Business Administration, Rani Channamma University, Belagavi-591156, Karnataka State, India **A Conceptual Study on Insurers Changing Preference towards Principle- based Solvency Assessment Models** **V. Jayalakshmi** Assistant Professor – Insurance Area, SIVA SIVANI INSTITUTE OF MANAGEMENT, Kompally – Secunderabad **Pardhasaradhi Madasu** Associate Professor – Finance Area, SIVA SIVANI INSTITUTE OF MANAGEMENT, Kompally – Secunderabad
11.30- 13.00	**Technical Session–VI** **Higher Education and Human Capital Development for Corporate Management** ***Location: Darbar Hall***
	Chair: **Prof. Dr. R Satya Raju**, Andhra University ***Chair:*** **Dr. Anne Cox**, University of Wollongong **Private Returns to education in India by Gender and Location: A Pseudo-Panel Approach** **Priti Mendiratta** Assistant Professor, Maitreyi College, University of Delhi **Dr. Yamini Gupt** Asst. Professor, Department of Business Economics, South Campus, University of Delhi **The Mysteries of Managerialism: the Occult Aspects of Corporate Managerialism in Higher Education** **Felicity Wood** Prof., English Department, University of Fort Hare, P/Bag X1314, Alice 5700, South Africa **FDI in South Asian Countries A lesson from China: Prospects for Higher Education** **Dr. Saroj Rani** Assistant professor of Economics, Maitreyi college , University of Delhi **Jyotsna** Assistant Professor in commerce at Maitreyi college, University of Delhi **Improving International Quality Education: The Role of LCCI** **Roshan Rathi** Executive Director, LCCI Nepal

	Organization Structure, Education Profile of Human Capital, Output and Productivity of Electrical Manufacturing Industry of India: A Study of Selected Enterprises **Shri Prakash** Professor of Eminence, Birla Institute of Management Technology **Niharika Joshi Bhatt** Research Scholar, Birla Institute of Management Technology **Amit Sharma** Associate Professor, Institute of Management Studies, Noida **The Impact of Human Resource Management (HRM) on Organizational Performance** **Shiva Raj Adhikari** Senior Finance Officer, Kathmandu Metropolitan Officer
11.30- 13.00	**Technical Session–VII** **Leadership, Corporate Governance and CSR for Firm Performance** ***Location: Dynasty Crystal Hall***
11March, 2013	***Chair:*** **Prof. Dr. Michael Morley**, University of Limerick ***Chair:*** **Prof. Dr. Marc Goergen**, Cardiff University **Nepal Value Added Tax Evasion Whether: Omission or Commission (Revisiting and Nepal VAT Policies and Implementation)** **Chet Nath Dahal** Director (International Policy Section), Inland Revenue Department, Lazimpat, Kathmandu **New dimensions of leadership for development of internal quality and managerial success** **Dr. Dipti S. Trivedi** Associate Professor, Shri P. D. Malaviya College of Commerce, Rajkot- Gujarat **Perception of Corporate Social Responsibility - A case study of NTPC Limited** **V. Babitha** Associate Prof. , Sarojini Naidu Vanita Maha Vidyalaya, Nampally, Hyderabad, India **Corporate Governance and Firm Performance in Nepal** **Rameshwar Acharya** Faculty of Management, Public Youth Campus, Tribhuvan University **Estimating project performance using speed, safety, and quality: A study of Indian National Highways** **Zeinab Karimi** Ph.D. Scholar, Department of management studies, Vishwakarma Bhavan , Indian Institute of Technology Delhi. **D. K. Banwet** Prof. Department of management studies, Vishwakarma Bhavan, Indian Institute of Technology Delhi. **S.P.Singh** Assistant Prof. , Department of management studies, Vishwakarma Bhavan , Indian Institute of Technology, Delhi. **Inclusive Governance in Nepal : A Case Study of Civil Service** **Prof. Dr. Tek Nath Dhakal** **Dr. Narendra Raj Paudel** Central department of Public Administration, Tribhuvan University, Nepal.

11.30- 13.00	**Technical Session–VIII** **Rural Development and Community Management** ***Location: Regal Ball Room***
11March, 2013	***Chair:*** **Prof. Dr. Geoffrey Wood**, University of Warwick ***Chair:*** **Dr. Harold Andrew Patrick**, Christ University **Community Preparedness for Disaster Management** **P. Seshagiri Rao,** Hyderabad, India **Sericulture Industry – A Potential Enterprise for Sustainable Rural Development in India** **G. Savithri** Dept. of Sericulture, S.P. Mahila, Visvavidyalayam (S.P. Women's University), Andhra Pradesh **P. Sujathamma** Dept. of Sericulture, S.P. Mahila Visvavidyalayam (S.P. Women's University), Andhra Pradesh **Ch. Ramanamma** Department of Botany, NSPR. Degree college for Women, Hindupur, Anantapur, A.P **Profitable Management of Multi-cropping with Tea (An Indian Experience from Assam)** **Dr. R. B. Deb** Academic Coordinator, Margherita College, Margherita, Assam **Dr. G.K. Saikia** Associate Professor, Department of Tea Husbandry and Tech., AAU, Jorhat, Assam **D. D. Saikia** Head, Department of Economics, Duliajan Girls' College, Duliajan, Assam **Enterprise Integration with Biogas for Quality of Life: A Case of Nepal** **Maheshwar Prasad Yadav** Manager at Biogas Sector Partnership-Nepal, Kathmandu **Financing to Agriculture SMES (Small and Microenterprises), for Revetalizing Rural Economy: A Nepalese Perspective** **Laxman Neupane** Green Economy: Human Development, Governance and Sustainability, Lalitpur, Nepal
13.00- 14.30	**Lunch and networking opportunities**
14.30-16.00	**Technical Sessions: IX; X; XI; XII.**
14.30-16.00	**Technical Session–IX** **Financial Management and International Trade** ***Location: Dynasty Crystal Hall***
11 March, 2013	***Chair:*** **Prof. Dr. Sriram Paudel**, Tribhuvan University ***Chair:*** **Dr. Sushanta Kumar Mishra**, IIM (Indore) **Trade Liberalization and Custom Revenue: An Assessment of the Impact on Nepalese Economy** **Surendra Kumar Uprety,** Tribhuvan University, Nepal **Financial Ratios, Discriminant Analysis and the Prediction of Corporate Failure** **Surendra Mahato** Senior Lecture, Apex College, Faculty of Management, Pokhara University

14.30-16.00	**Funds Transfer Pricing in Commercial Bank** **Chinta Mani Gautam (Akshay Gautam)** Asst. Professor, Apex College, Old Baneshwar, Kathmandu **Foreign Trade Volume and Economic Growth: Before and After WTO Membership** **Gautam Maharjan** Teaching Assistant, Public Youth campus, Tribhuvan University
14.30-16.00	**Technical Session–X** **Employment Relations for Bottom Line Performance** ***Location: Darbar Hall***
11 March, 2013	***Chair:*** **Prof. Dr. Michael Morley**, University of Limerick ***Chair:*** **Prof. G.Y. Shitole**, SNDT Women's University **Industrial Relations in Labour Intensive Industry the case of Taiwanese Textile and Garment Multinational Companies in Vietnam** **Dr. Zeenobyah Hannif,** School of Management, University of Technology, Sydney **Dr. Anne Cox,** Faculty of Commerce, University of Wollongong, Australia **A foreign company and labor dispute in Japan A Case of Firm A** **Katsuhiko Hirasawa,** Professor of Nihon University, Japan **Trade Unionism in Global economy and Industrial Relations of Unorganized Migrant Workers in India** **Dr. W. N. Salve** Associate Professor in Economics, Shri Venkatesh College, Ichalkaranji, India **Determinants of Employee Turnover A Quantitative Study in IT Industry (India)** ***Pulkit Mitra*** Symbiosis Center for Management & Human Resource Development, Pune **Kamakshi Pant** Symbiosis Center for Management & Human Resource Development, Pune **HRM and Performance: Evidence from Nepalese Organizations** ***Dilliram Bhandari*** Kathmandu Model College, Kathmandu
14.30-16.00	**Technical Session–XI** **Capital Market development, mergers and acquisitions** ***Location: Regal Ball Room***
11 March, 2013	***Chair:*** **Prof. Wang Guo An,** Zhejiang Gongshang University ***Chair:*** **Prof. Dr. R Satya Raju**, Andhra University **Banking Merger in Nepal: Principles, Policies and Practices** **Jas Bahadur Gurung** Jr. Professor, Nepal Tourism and Hotel Management College, Pokhara University

	The Employment Consequences of Private Equity Acquisitions: The case of Institutional Buy–Outs **Marc Goergen** Prof. Cardiff Business School and European Corporate Govt. Institute, Cardiff University **Noel O'Sullivan** Prof. School of Business and Economics, Loughborough University, Ashby Road **Geoff Wood** Professor of International Business at Warwick Business School, University of Warwick **Capital Market Development in Nepal** **Dr. Nabaraj Adhikari** Head, Planning & Development Department, International Affairs, and Commodity Derivatives Market Regulatory Initiatives in Nepal, Securities Board of Nepal (SEBON) **Consolidation of Financial System in Nepal** **Dr. Bishnu Prasad Gautam** Deputy Director, Economic Analysis Division Research Department Nepal Rastra Bank
14.30-16.00	**Technical Session–XII** **Cross Cultural Management** ***Location: Regency Hall***
	Chair: **Prof. Dr. Katsuhiko Hirasawa**, Nihon University ***Chair:*** **Dr. Sushant Kumar Mishra**, IIM (Indore) **Internationalization of Japanese Culture and Traditional Arts: The case of Pottery for the Tea Ceremony** **Gloria García** Director of the Master's degree in International Business Management, ICADE Business School. Visiting Researcher, Institute of Social Science (ISS), University of Tokyo **Overseas Expansion of Chinese Enterprises and Businesses Targeting Japan: A Discourse on the East Asian Market and Technology Tie-ups** **Yutaka Takakubo** Professor of Nihon University, Japan **Hofstede's Cultural Dimension after 35 Years: Business Practices and Paradoxical Proverbs in Nepal: A case study of NABIL Bank** **Dhruba kumar Gautam** Tribhuvan university, Faculty of Management, Kathmandu **Cultural configuration and immunity to change** **Raj Kumar Bhattarai** Nepal Commerce Campus, Kathmandu
16.00-16.30	**Tea breaks and networking opportunities**

16.30-17.45	**Plenary–II** ***Location: Regal Ball Room***
11 March, 2013	***Chair:*** **Prof. Dr. Tony Fang,** StockholmUniversity ***Chair:*** **Dr. Dhruba Kumar Gautam,** Tribhuvan University **Consumer Protection Models on Financial Services Market as Tool for Creating Corporate Social Responsibility** **Slawomir Smyczek** University of Economics in Katowice, 1 Maja 50, 40-287 Katowice, Poland **Justyna Matysiewicz** University of Economics in Katowice, 1 Maja 50, 40-287 Katowice, Poland **Employee Well-Being: Exploring the Antecedents and Consequences in Organizational Context** **Dr. Sushanta Kumar Mishra** Associate Professor, IIM Indore, India **Women Representation in MFI Governance: Some Empirical Evidence** **Tanweer Hasan,** Roosevelt University, USA **Shakil Quayes,** University of Massachusetts Lowell, USA
	12 March, 2013
09.00-17.00	Registration
12 March, 2013	**Plenary–III** ***Location: Regal Ball Room***
9.30-10.45	***Chair:*** **Prof. Dr. Michael Morley,** University of Limerick ***Chair:*** **Prof. Dr. Puskar Bajracharya,** Tribhuvan University **Trust, Owner Rights, Employees and Firm Performance** **Marc Goergen** Cardiff University and European Corporate Governance Institute, **Salim Chahine,** American University in Beirut **Chris Brewster,** University of Reading Business School **Geoffrey Wood** Professor of International Business at Warwick Business School, University of Warwick **Cognitive approach and its application to the strategic modelling of enterprises** **Robert Karayev** Prof., Cybernetics Institute of National Academy of Science of Azerbaijan Republic. **Miragha Naghiyev** General Director of consulting company "USTAD" LLC, National Academy of Science of Azerbaijan Republic. **Nurlana Kazimova** Qafqaz University, Baku-Sumqayit Road 16-km Xirdalan, Baku AZ0101, Azerbaijan **Employment Relation in India – The Role of Trade Union Leadership** **Dr. R. Satya Raju** Professor and Head, Department of Commerce and Management Studies, Andhra University
10.45-11.30	**Tea breaks and Networking Opportunities**

12 March, 2013	**Technical Sessions: XIII; IVX; XV; XVI**
11.30-13.00	**Technical Sessions–XIII** **HRM Challenges and Opportunities** ***Location: Dynasty Crystal Hall***
11.30-13.00	***Chair:*** **Prof. Dr. Gloria Garcia,** ICADE Business School ***Chair:*** **Dr. Sushanta Kumar Mishra,** IIM Indore **Factors Effecting Employees Willingness to Stay in Information Technology Industry** **Dr. Harold Andrew Patrick** Associate Professor, Institute of Management, Christ University, Bangalore **Bhaskar Raghu** Ph.D. Scholar, Institute of Management, Christ University **Organizational Justice as a determinant of organizational commitment and intention to stay** **Binod Ghimere** Director- Social science study center, Kathmandu **Influence of Retention factors on Employees' Commitment in Nepalese Commercial Banks** **Suroj Tandan** M. Phil in Management, Faculty of Management, T.U. **Changing Perspectives of Managing HR in Nepal** **Santa Guni** **Sunita Rai** **Binod Shrestha** Presidential Business School, Kathmandu, Nepal
11.30-13.00	**Technical Sessions–XIV** **Social Capital and Entrepreneurship Development** ***Location: Darbar Hall***
12 March, 2013	***Chair:*** **Prof. Dr. Gloria Garcia,** ICADE Business School ***Chair:*** **Prof. Dr. R Satya Raju,** Andra University **Importance of International Entrepreneurship for Economic Growth** **Gursharan Singh Jassar** **Rahul Bains** Rayat Bahra Institute of Management, Hoshiarpur, (Punjab) India **SMEs – an engine for economic growth** **Dr. Himanshu Rastogi** Amity Business School, Amity University, Lucknow, India **Dr. Amit Kumar Sinha** Assistant Professor, Amity Business School, Amity University, Uttar Pradesh **Status Quo Communication for Social Economics** **Umesh Neelakantan** Prof., DC School of Management and Technology, (P.O) Pullikkanam, India **Pradeep Kumar** Assistant Prof. , DC School of Management and Technology, (P.O) Pullikkanam, Kerala

12 March, 2013 **11.30-13.00**	**An infinite Vision of Social Entrepreneurs of India** **Dr. Punya prava Pradhan** SPB Commerce College, South Gujarat University **Suresh Kumar Sahoo** Sr. faculty in Finance, Raajdani Engineering College, Bhubaneswar, Odisha **Important Factors for Successful Technology Entrepreneurship; Evidence from Indian SMEs** **Seyed Ali Omrani** Ph.D. Scholar, Department of Management Studies, Indian Institute of Technology Delhi **Dr. Harish Chaudhry** Asst. Professor Department of Management Studies, Indian Institute of Technology Delhi **Sudhir K. Jain** Professor, Department of Management Studies, Indian Institute of Technology Delhi **What Engenders Retail Shoppers' Satisfaction in Bangladesh?** **Mohammad Muzahid Akbar** Senior Lecturer, Independent University, Bangladesh (IUB) **Abu Bakar Emran Salahuddin** Lecturer (MIS) in the School of Business in the Independent University, Bangladesh (IUB) **Saquib Shahriar** Lecturer in the School of Business in the Independent University, Bangladesh (IUB)
11.30-13.00	**Technical Sessions–XV** **Organizational Change, People, and Performance** ***Location: Regency Hall***
12 March, 2013	***Chair:*** **Prof. Dr. Nobuyuki Tokoro,** Nihon University ***Chair:*** **Prof. Dr. Puskar Bajracharya,** Tribhuvan University **Organizational Change and Identity Work: Constructions and Complexities** **Dr. S. Raghu Raman,** Associate Professor, IFMR, Chennai, India **Corporate Performance (CP) and Satisfaction in Public Health Service Organizations (PHSO) in Eastern Province of Sri Lanka: A Use of Balanced Score Card (BSC)** **Mohideen Bawa Mohamed Ismail** Ph. D. Research Scholar, Faculty of Graduate Studies, University of Jaffna, Sri Lanka **Thirunavukkarasu Velnampy** Dean/ Faculty of Management Studies & Commerce, University of Jaffna, Sri Lanka **Relationship between Perceived Organizational Justice and Job Performance: An Empirical Study of Commercial Banks' Employees** **Prakash Shrestha,** Nepal Commerce Campus, Minbhawan, Kathmandu **Prediction of Corporate Failure in Nepal** **Ghanendra Gago** Shanker Dev Campus, Tribhuvan University **The Role of Human Capital as Social Capital in Socio -Economic Development in India** **Sanjay Baijal** Prof., Dept. of Commerce, DDU Gorakhpur University Gorakhpur **Dr. Rajeev Prabhakar** Asso. Prof., Dept. of Commerce, DDU Gorakhpur University Gorakhpur **Gautam Prasad** Research Scholar, Dept. of Commerce, DDU Gorakhpur University Gorakhpur

12 March, 2013	**Legislation and Quality of Life in Nepal: Reality Revisited and Comparison** **Sarala Karki** **Kamala Singh** **Neelam K.C.** Presidential Business School, Kathmandu, Nepal
11.30-13.00	**Technical Sessions–XVI** **Marketing Management** ***Location: Regal Ball Room***
11.30-13.00 **12 March, 2013**	***Chair:*** **Prof. Dr. Wang Guo An,** Zhejing Gongahang University ***Chair:*** **Dr. M. Saman Dassanayake,** University of Colombo **Analysis of Efficient Pricing Mechanism: An Indian Perspective** **Deepak Agrawal** Associate Professor, Indore Institute of Science & Technology, Indore (M.P.) India **Store Ambience as a Marketing Tool(An empirical study into the paradigm shift in FMCG retailing in India)** **A. Suryanarayana** Department of Business Management, Osmania University, Hyderabad-500 007 (A.P.) **Concepts of e-marketing and Nepal** **Dr. Bhoj Raj Aryal** Deputy Director of School of Management, Tribhuvan University, Kirtipur, Kathmandu **Measurement of Cognitive Dissonance in purchasing Smart Phone** **Binita Manandhar** Lecturer, Shanker Dev Campus, Tribhuwan University (TU) **Social Media as Marketing tool** **Pawan Pokhrel** Presidential Business School, Kathmadnu, Nepal
13.00-13.30	**Tea breaks and Networking Opportunities**
13.30-14.15	**Valedictory Session**
14.15-16.00	**Lunch**

nd International Conference
10-12 March 2013, Kathmandu

Coordinator of the 2nd International conference of NAM



Dhruba Kumar Gautam

Dhruba Kumar Gautam did his Ph. D. in Management, obtained MBA and MPA degree from TU, and completed diploma in changing perspective of Management from Stockholm University. He has been teaching to MBA/ MBS students since 1995 and supervising their dissertations. Recipient of research scholar from TU, University Grants Commission (UGC), he has published few text books in management and some articles in peer reviewed International Journals, besides many research articles in national journals. Dr. Gautam- founding secretary of Nepalese Academy of Management (NAM) has successfully coordinated 1st international conference of NAM, and bear the responsibility to coordinate *2nd international conference and Doctoral Consortium.*

He is associated with some International Academic forum and serves as a Member of Academy of International Business, Academy of Management, Indian Society of Labour Economics, Indian Academy of Management, and International Human Resource Management. He is serving being managing editor of *International Journal of Nepalese Academy of Management,* editorial board member of *an International Journal – Asian Journal of Business and Management Science; board of mentors on Birala Institute of Management Technology.* He is a Advisory Editorial Board Member of *SIU Journal of Management* (Shinawatra University**),** and *South Asian Journal of Business Cases***.** He actively participated and presented few papers in International conferences including ILO, APROS, ISLE, IAoM, ICBC, ICMC, IFSAM, AIB, IHRM and much interested to involve in international research / cross cultural research in collaboration with international researchers and associations. He served as a budget expert, expert member of revenue advisory committee, and member expert of economic policy advisory committee of Government of Nepal (2010-13).

We are honored to congratulate the Nepalese Academy of Management on its organization of the

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