



# International Conference on Marketing

- *Challenging Environment 2013*

19<sup>th</sup>-20<sup>th</sup> July 2012, Colombo, Sri Lanka

## Conference Program

Day 01 : Tuesday, 19 <sup>th</sup> February 2013		
Start	End	Bougainvillea
8.00am	8.30am	Conference Registration
8.30am	10.00am	<p><b>Inauguration Session</b></p> <p><b>Mr. Isanka P. Gamage</b> (Director- Leap Business Management)  <b>Prof. Neville Waranakulasooriya</b> (University of Sri Jayewardenepura, Sri Lanka)</p> <p><b>Keynote Speaker:</b>  <b>Prof. Uditha Liyanage</b> (Postgraduate Institute of Management (PIM), Sri Lanka)  <i>"Beating the challenge of complexity"</i></p> <p>Conference photo</p>
10.00am	10.30am	Morning Refreshment
10.30am	12.30pm	<p><b>Economic Challenges ( part 1 )</b>  <b>Chaired by Prof. H. D. Karunaratna</b> (Faculty of Management and Finance, University of Colombo, Sri Lanka)</p> <ul style="list-style-type: none"> <li>• <b>Dr. Somdee Hongphisavit</b> (Faculty of Commerce &amp; Accountancy, Thammasat University, Thailand)  <i>New Directions of Retail Marketing Strategy: A Value-Driven Perspective to Sustained Competitiveness and Business Success</i></li> <li>• <b>Prof. Róbert ŠTEFKO, Dr. Ladislav SUHÁNYI</b> (Department of Marketing and International Trade, Faculty of Management, University of Prešov in Prešov, Slovak Republic)  <i>Marketing Management of the Universities and their Funding in the Conditions of Slovak Republic</i></li> <li>• <b>Prof. Daniel Tixier</b> (Marketing Department, ESSEC Business School Paris Singapore)  <i>Themed cruises: niche, growth driver or a sales argument?  A Comparative Study of the Caribbean and the Mediterranean</i></li> <li>• <b>Dr. Hem Chandra</b> (Head, Department of Hospital Administration, Sanjay Gandhi Post Graduate Institute of Medical Sciences, Lucknow (UP), India)  <i>Medical tourism in India: perspectives and Marketing challenges</i></li> <li>• <b>Prof. Zoltán Veres</b> (Professor of Marketing, Research Centre, Budapest Business School, Hungary)  <i>Impact of Project-based Capabilities on Choice and Risk</i></li> </ul>
12.30pm	1.45pm	Networking Lunch

1.45pm	3.00pm	<p><b>Economic Challenges Continue (part 2)</b>  <b>Chaired by Prof. Neville Waranakulasooriya</b> (University of Sri Jayewardenepura, Sri Lanka)</p> <ul style="list-style-type: none"> <li>• <b>Mrs. Kalina Mikołajczak-Degrauwe</b> (Department of Business, Vrije Universiteit Brussel, Belgium)  <i>Do Marketing Strategies Encourage Maladaptive Buying?</i></li> <li>• <b>Prof. Trimbak B. Khalkar</b> (Head of Commerce Department, GMD Arts, BW. Com. &amp; Sci. India)  <i>Retail Marketing in India</i></li> <li>• <b>Prof. Marek Prymon</b> (Faculty of Management Informatics and Finance, University of Economics, Wrocław, Poland)  <i>On the delineation between strategic marketing and strategic management</i></li> </ul>
3.00pm	3.30pm	<b>Evening Refreshment</b>
3.30pm	6.30pm	<b>Discussion forum - Marketing Insight</b>
7.30pm		<b>Conference Dinner @ Cinnamon Grand Hotel - Hosted by LBM</b>

**Day 02 : Wednesday, 20<sup>th</sup> February 2013**

Start	End	<b>Bougainvillea</b>
9.00am	9.45am	<p><b>Opening Session</b>  <b>Mr. Hemal Oshadee</b> (Director -Leap Business Management)</p> <p><b>Guest Speech</b></p>
9.45am	10.15am	<b>Morning Refreshment</b>
10.15am	12.30pm	<p><b>Social Challenges</b>  <b>Chaired by Prof. Zoltan Veres</b> (Budapest Business School, Hungary)</p> <ul style="list-style-type: none"> <li>• <b>Mr. Dushan Chaminda</b> (Department of Marketing, University of Sri Jayewardenepura, Sri Lanka)  <i>Broadening the scope of ethical consumer behaviour: a study on five precepts of Buddhism</i></li> <li>• <b>Dr. Izabella Parowicz</b> (Chair of Strategies for European Cultural Heritage, European University Viadrina, Frankfurt, Germany)  <i>Caring for the historic environment – meeting a social marketing challenge</i></li> <li>• <b>Dr. Dilip Shinde</b> (Principal, K. A. A. N. M. Sonawane Arts, Commerce and Science College, Satana, Dist. Nashik, Maharashtra, India)  <i>CRM: The Effective Tool for Tourists Satisfaction</i></li> <li>• <b>Dr. Mohammad A Al-hawari</b> (University of Sharjah, UAE)  <i>What is a Matter to Loyalty? Quality or Sociability: a practical study within the UAE retail banking context</i></li> </ul>

		<ul style="list-style-type: none"> <li>• <b>Mr. Sabyasachi Dasgupta</b> (Researcher, Mudra Institute of Communications, Ahmedabad , India) <i>'Responsibility in-focus': deconstructing "Corporate Social Responsibility" concept</i></li> <li>• <b>Dr. Chairy</b> (Tarumanagara University, Jalan S. Parman No. 1, Jakarta Barat, Indonesia) <i>Investigating the Surname Preferences in Personal Branding (The Case of Indonesian Name)</i></li> </ul>
12.30pm	1.45pm	<b>Networking Lunch</b>
1.45pm	4.00pm	<p><b>Political, Technological, Environment &amp; Legal Challenges</b>  <b>Chaired by Prof. Maud Tixier</b> (Communication and Management Chair, ESSEC Business School Paris-Singapore, France)</p> <ul style="list-style-type: none"> <li>• <b>Mrs. M.R.K.N. Yatigammana</b> (Department of Commerce &amp; Financial Management. University of Kelaniya, Sri Lanka) <i>Postgraduate students' perceived e-learning acceptance: model validation</i></li> <li>• <b>Dr. Othman Che Puan</b> (Faculty of Civil Engineering/University Marketing Unit, Universiti Teknologi Malaysia, Malaysia) <i>Attracting International Postgraduate Students: The Pulling Factors</i></li> <li>• <b>Mr. A.M.G.S.PRIYANKARA</b> (Director - Serendivus International (Pvt) Ltd, Sri Lanka) <i>Internet User's Attitude towards an Online Advertising on Hotel Booking, and its Impact on Purchase Intention</i></li> <li>• <b>Ms. Kathrin Dudenhoeffer</b> (Researcher, CAR - Center Automotive Research, University Duisburg-Essen, Germany) <i>Acceptance of electric vehicles in Germany and China: experimental studies with test drives</i></li> <li>• <b>Dr. Majeda Howaidee</b> (Department of Marketing, Al Ahliyya Amman University, Jordan) <i>Potential positive impact of ecotourism on local community of Jordan</i></li> <li>• <b>Ms. Vasupradha Srikrishna</b> (Researcher, Mudra Institute of Communications, Ahmedabad, India) <i>Evaluating a Marketing theory from a critical theory approach: Moving beyond political marketing to the realm of critical marketing</i></li> </ul>
4.00pm	4.30pm	<b>Evening Refreshment</b>
4.30pm	5.00pm	<b>Concluding Session</b>
5.00pm	5.30pm	<b>Closing Ceremony</b>

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