



## Conference Program

Day 01 : Tuesday, 17<sup>th</sup> February 2015

Start	End	Bougainvillea room	
8.30 a.m.	9.00 a.m.	<b>Conference Registration</b>	
9.00 a.m.	09.30 a.m.	<p style="color: orange;"><b>Inauguration Session</b></p> <p><b>Welcome address by the conference program chair</b>  <b>Mr. Isanka P. Gamage</b> (Director- The International Institute of Knowledge Management (TIKM), Sri Lanka)</p> <p><b>Speech by Conference Chair of ICOM 2015</b>  <b>Prof. Neville Warnakulasooriya</b> (Department of Marketing Management, Faculty of Management Studies &amp; Commerce, University of Sri Jayewardenepura, Sri Lanka.)</p>	
9.30 a.m.	10.15 a.m.	<p style="color: orange;"><b>Keynote Speech</b></p> <p><b>Prof. Greg Sand</b> (Founder and Executive Director of GLOBALTEAM International Marketing Consultants. Associate Professor of International Business and Marketing at Molloy College in New York.)  <i>New Technologies and Innovations in Information &amp; Communication Technologies (ICT) and Big Data Aggregation Approach to Social Media Marketing</i></p>	
10.15 a.m.	11.00 a.m.	<b>Conference Photograph &amp; Morning Refreshment</b>	
11.00 A.M - 12.30 P.M	11.00 a.m.	11.45 a.m.	<p style="color: orange;"><b>Keynote Speech</b></p> <p><b>Mr. Anton Godfrey</b> (Founder, CEO of AGXA (AG International)  <i>Collaborative Consumption</i></p>
	11.45 a.m.	12.30 p.m.	<p><b>Prof. Serigus Koku</b> (Conference chair ICOSM 2015, Florida Atlantic University, USA.)</p>
12.30 p.m.	01.45p.m.	<b>Networking Lunch</b>	
01.45 p.m.	02.15 p.m.	<p><b>Speech by Conference Chair of WCOSM</b>  <b>Dr. P.G.S. Amila Jayarathna</b> (Senior lecturer, Department of Marketing Management, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, Nugegoda, Sri Lanka.)</p>	

	02.15 p.m.	02.45 p.m.	<b>Keynote Speech</b> <b>Dr. Nalin Abeysekara</b> (Senior lecturer, Open University, Sri Lanka.) <i>Aligning Transformational Leadership, Customer Orientation and Relationship Marketing as Dynamic Capability</i>
	02.45 p.m.	03.00 p.m.	<b>Poster Presentation</b>
	03.00 p.m.	03.30 p.m.	<b>Evening Refreshment</b>
03.30 P.M - 05.10 P.M	03.30 p.m.	03.55 p.m.	<p style="text-align: center;"><b>Bougainvillea</b></p> <p><b>TECHNICAL SESSION 1 : Branding</b>  <b>Chaired by Dr. Nalin Abeysekara</b> (Senior lecturer, Open University, Sri Lanka.)</p> <ul style="list-style-type: none"> <li> <b>Ms. Dhanushnathini Yoganathan</b> (Lecturer, Department of Economics and Management, Faculty of Business Studies, Vavuniya Campus of the University of Jaffna.)  <i>The impact of customer based brand equity on purchase intention: an application of Aaker's model in LG electronics products, Sri Lanka.</i> </li> <li> <b>Mr. Shihan D Fernando</b> (Junior Executive Assistant ,ICBS – Unit , Commercial Bank of Ceylon Plc. ,Sri Lanka)  <i>"Study on the Relationship between Industrial Brand and Employer Brand and Business Performances; with special reference to Sri Lankan Insurance Industry".</i> </li> <li> <b>Ms. Taniya S Heenatigala</b> (Student, Master of Business Management, University of Colombo – IHRM, Sri Lanka.)  <i>Impact of the corporate social responsibility for the corporate branding.</i> </li> <li> <b>Ms. Suparna jain</b> (Lovely professional university, Phagwara, Punjab, India.)  <i>Role of Public relations and communication in managing brand identity during success and failure</i> </li> </ul>
	03.55 p.m.	04.20 p.m.	
	04.20 p.m.	04.45 p.m.	
	04.45 p.m.	05.10 p.m.	
	07.00 p.m. onwards		<p style="text-align: center;"><b>Conference Dinner &amp; Cultural Show</b>  <b>@ Mount Breez Hotel - Hosted by TIKM</b></p>

## Day 02 : Wednesday, 18<sup>th</sup> February 2015

Start	End		
09.00 a.m.	09.30 a.m.	<b>Morning Refreshment</b>	
09.30 a.m.	10.15 a.m.	<p style="color: orange; margin: 0;"><b>Plenary Speech</b></p> <p><b>Prof. Antonio Lobo</b> (Associate Professor of Marketing, Swinburne University of Technology, Australia.)  <i>The influence of supply chain relationships on firm performance: the case of Australian organic fruit and vegetable sector</i></p>	
10.15 A.M.-12.20 P.M.	10.15 a.m.	10.40 a.m.	<p style="text-align: center; color: purple; margin: 0;"><b>Bougainvillea</b></p> <p style="color: orange; margin: 0;"><b>TECHNICAL SESSION 2: New Technologies and Innovations in Marketing</b></p> <p><b>Chaired by Prof. Greg Sand</b> (Founder and Executive Director of GLOBALTEAM International Marketing Consultants. Associate Professor of International Business and Marketing at Molloy College in New York)</p> <ul style="list-style-type: none"> <li><b>Associate Prof. Hashem Tareq</b> (Marketing Department, Al-Isra University in Jordan) <i>The impact of social media on advertising effectiveness for mobiles</i></li> <li><b>Mr. Majid Bagherzadeh Khajeh</b> (Faculty of Management, Economics and Accounting, Tabriz Branch, Islamic Azad University, Department of management, Tabriz, Iran) <i>Impact of Marketing Knowledge Management on the Performance of Kaleh Meat Products Organization.</i></li> <li><b>Ms. Saraniya Devendra</b> (Eastern University, Sri Lanka) <i>Influential factors on generating positive word-of-mouth</i></li> <li><b>Mr. S.M. Saneer Ali</b> (Common-Wealth Executive MBA Program, Department of Management, Open University of Sri Lanka, Nawala, Sri Lanka) <i>Impact of social media on customer loyalty in the Sri Lankan hotel sector</i></li> <li><b>Dr. R. Rajasekaran</b> (department of commerce, PSG College of Arts and Science at Coimbatore, Tamil Nadu, India) <i>A study on green marketing – with special reference to selected corporates in India</i></li> </ul>
	10.40 a.m.	11.05 a.m.	
	11.05 a.m.	11.30 a.m.	
	11.30 a.m.	11.55 a.m.	
	11.55 a.m.	12.20 p.m.	

			<b>Salon Orchid</b>
			<b>TECHNICAL SESSION 3: Supply Chain Management</b>
			<b>Chaired by Dr. P.G.S. Amila Jayarathna</b> (Senior lecturer, Department of Marketing Management, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, Nugegoda, Sri Lanka.)
10.15 A.M.-11.55 A.M.	10.15 a.m.	10.40 a.m.	<ul style="list-style-type: none"> <li><b>Prof. Fumihiko Isada</b> (Faculty of Informatics, Kansai University, Japan) <i>An empirical study of sustainable supply chain management and profitability in the apparel industry</i></li> </ul>
	10.40 a.m.	11.05 a.m.	<ul style="list-style-type: none"> <li><b>Mr. Vivekanandhan Porselvan</b> (Department of Metallurgical and Materials Engineering, National Institute of Technology, Tiruchirappalli, India.) <i>Adoption of third party logistics by Indian manufacturing industries</i></li> </ul>
	11.05 a.m.	11.30 a.m.	<ul style="list-style-type: none"> <li><b>Dr. Sourabh Bhattacharya</b> (Institute of Management Technology) <i>Challenges faced by humanitarian logisticians in delivering aid during disasters</i></li> </ul>
	11.30 a.m.	11.55 a.m.	<ul style="list-style-type: none"> <li><b>Mr. Amin Maghsoudi</b> (School of Management, Universiti Sains Malaysia, Malaysia.) <i>Integrating supply chain and network in a humanitarian context</i></li> </ul>
	12.00 p.m.	01.30 p.m.	<b>Networking Lunch</b>
			<b>Bougainvillea</b>
			<b>TECHNICAL SESSION 4: General Marketing Track</b>
			<b>Chaired by Prof. Antonio Lobo</b> (Associate Professor of Marketing, Swinburne University of Technology, Australia.)
01.30 P.M.-03.55 P.M.	01.30 p.m.	01.55 p.m.	<ul style="list-style-type: none"> <li><b>Mr. Matthew Gordon</b> (Associate Director, South Asia, Global University Systems, UK) <i>Ingenuity, integration and inspiration: the role of 'spot admissions' in International Marketing</i></li> </ul>
	01.55 p.m.	02.20 p.m.	<ul style="list-style-type: none"> <li><b>Mr. Ammar Alkandari</b> (Master Student in Western Sydney University (marketing)) <i>Challenges Facing Rahma International in the global non-profit world</i></li> </ul>
	02.20 p.m.	02.45 p.m.	<ul style="list-style-type: none"> <li><b>Dr. Houshang Taghizadeh</b> (Department of Management, Tabriz Branch, Islamic Azad University, Tabriz, Iran) <i>Organizational Agility Development Model in Service Organizations Based on Interpretive Structural Modeling Approach</i></li> </ul>
	02.45 p.m.	03.10 p.m.	<ul style="list-style-type: none"> <li><b>Mr. Kwadwo Agyei Nyantakyi</b> (Postgraduate Institute of Agriculture, University of Peradeniya, Sri Lanka) <i>The Interdependency of Asset pricing on prices of its Substitutes. Application to Cocoa, Coffee and Tea</i></li> </ul>

	03.10 p.m.	03.35 p.m.	<ul style="list-style-type: none"> <li><b>Dr. Ambalam Pushpanathan</b> (Dean, Faculty of Business Studies, Vavuniya Campus of the University of Jaffna) <i>Influence of reference group on consumer purchasing decision of mobile phones</i></li> </ul>
01.30 P.M.-03.10 P.M.	01.30 p.m.	01.55 p.m.	<p><b>TECHNICAL SESSION 5: Services Marketing</b> <b>Chaired by Prof. Serigus Koku</b> (Florida Atlantic University, USA.) <i>Marketing Dispossession: A Strategy for Financial Services</i></p> <ul style="list-style-type: none"> <li><b>Prof. Serigus Koku</b> (Florida Atlantic University, USA.) <i>Marketing Dispossession: A Strategy for Financial Services</i></li> <li><b>Assistant Prof. Rania El Haddad</b> (Faculty of Hospitality and Marketing, Lebanese American University, Beirut, Lebanon.) <i>Applying a marketing approach to the internationalization of a technology SME: A case study of a French SaaS vendor.</i></li> <li><b>Assistant Prof. Ming-Hong Tsai</b> (School of Social Sciences, Singapore Management University, Singapore.) <i>Leadership and service innovation: the effects of supervisor-subordinate conflicts</i></li> <li><b>Mr. Nasser S. Boresli</b> (Kuwait University) <i>Impact of career plateau and supervisory support on career satisfaction: A Study of the Banking Industry in Kuwait</i></li> </ul>
	01.55 p.m.	02.20 p.m.	
	02.20 p.m.	02.45 p.m.	
	02.45 p.m.	03.10 p.m.	
03.35 p.m.	04.00 p.m.	<b>Evening Refreshment</b>	
04.00 p.m.	04.30 p.m.	<b>Conference Concluding Session</b>	
04.30 p.m.	05.00 p.m.	<b>Awarding Ceremony</b>	
05.00 p.m.	05.10 p.m.	<p><b>Vote of thanks by the Conference Publicity Chair :</b></p> <p><b>Mr. Oshadee Withanawasam</b> (Director- The International Institute of Knowledge Management (TIKM), Sri Lanka)</p>	

### Day 03 : Thursday, 19<sup>th</sup> February 2015

	4.30 p.m.	7.30 p.m.	<b>Marketing Business Forum 2015</b>
	7.30 p.m.	9.30 p.m.	<b>Dinner at Galadari Hotel</b>

### 19<sup>th</sup> February 2015- Post Conference Tour (Optional)

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