

5th International Conference on Marketing 2017

"Market Intelligence and Business Analytics: Beyond Market Research"



25th – 26th May, 2017 | Colombo, Sri Lanka



TECHNICAL PROGRAM

DAY 01 - THURSDAY, 25th May 2017

INAUGURATION SESSION

Thursday, 25th May 2017 | 09.00 to 10.00 (The Monte Rosa Hall)

08.00 – 09.00	Conference Registration
09.00 – 09.15	Lighting of the Oil Lamp and National Anthem
09.15 – 09.30	Welcome Address by the Program Chair Mr. Isanka P. Gamage (<i>Co-Founder & Managing Director - The International Institute of Knowledge Management (TIKM), Sri Lanka</i>)
09.30 – 09.40	Chair Message by, Prof. Serigus Koku (<i>Florida Atlantic University, Boca Raton, Florida, USA</i>)
09.40 – 10.00	Speech by Dr. K. P. Lalith Chandralal (<i>Senior Lecturer, Head of the Department, Department of Marketing Management, Faculty of Management Studies & Commerce, University of Sri Jayewardenepura, Sri Lanka</i>)
10.00 – 10.10	Conference Photograph
10.10 – 10.30	Morning Refreshments

KEYNOTE FORUM

Thursday, 25th May 2017 | 10.30 to 12.00 (The Monte Rosa Hall)

10.30 – 11.15	Keynote speech on “Top Global MBA Programs in Marketing Include an Asian Campus – China and India Solidify their Prominence and Prestige” by Prof. Greg Sand (<i>Founder and Executive Director, GLOBALTEAM International Marketing Consultants, Inc</i>)
11.15 – 12.00	Prof. Serigus Koku (<i>Florida Atlantic University, Boca Raton, Florida, USA</i>)
12.00 – 13.15	Networking Lunch

Plenary Speech

Thursday, 25th May 2017 | 13.15 to 13.45 (The Monte Rosa Hall)

13.15 – 13.45	Dr. Nalin Abesekara (<i>Senior Lecturer, Open University of Sri Lanka</i>)
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Publication Workshop

Thursday, 25th May 2017 | 13.45 to 14.45 (The Monte Rosa Hall)

13.45 – 14.45	By Prof. Serigus Koku (<i>Florida Atlantic University, Boca Raton, Florida, USA</i>)
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TECHNICAL SESSION 01: Digital Marketing and Value Creation

Thursday, 25th May 2017 | 14.50 to 16.50 (The Monte Rosa Hall)

14.50 – 15.20	Spreading Spider Net By Bankers: Cross Selling Creates Dilemma in Customers' Mind Shahpar Shams and Samiul Hasan Babu (<i>East West University, Bangladesh and Mercantile Bank Limited, Bangladesh</i>)
15.20 – 15.50	Comparative Study on The E-Service Quality of Auction Sites: A B2B Perspective W.D.N.S.M Tennakoon (<i>Wayamba University of Sri Lanka, Sri Lanka</i>)
15.50 – 16.20	Store Environment and Its Effect on Shopping Experience and Patronage Decision of Grocery Shoppers M. R. C Hulliana, M. A. C. Francia and C. E. B. Mañabo (<i>Cavite State University Carmona Campus, Philippines</i>)
16.20 – 16.50	Relationship between Social Class and Facebook Addiction; With Special Reference to Facebook Users in Sri Lanka T. H. Rathnayake, B. N. F. Warnakulasooriya (<i>University of Sri Jayewardenepura, Sri Lanka</i>)
16.50 – 17.10	Evening Refreshments

19.00 Onwards	Conference Dinner and the Cultural Show
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DAY 02 - FRIDAY, 26th May 2017

TECHNICAL SESSION 02: Strategic Social Marketing for Sustainable Business

Friday, 26th May 2017 | 09.00 to 10.00 (The Monte Rosa Hall)

09.00 – 09.30	Corporate Social Responsibility and Market Orientation – Exploring New Avenues for Future Research Sami Kajalo ¹ , Naoya Ito ² , Florin Nechita ³ , Yuji Sakagawa ⁴ , Jia Song ⁵ , Hiromasa Tanaka ⁵ (<i>Aalto University School of Business, Finland¹, University of Hokkaido, Japan^{2,4,5}, Transilvania University of Braşov, Romania³, Meisei University, Japan⁶</i>)
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09.30 – 10.00	Bicycle Tourism in Konya Tourism Perspective and A Study on Its Effect on Marketing Konya Tourism as a Destination by Using PEST Analysis Osman UNUVAR ¹ , Mursel KAYA ² , Mete SEZGIN ³ (<i>Necmettin Erbakan University¹, Selcuk University^{2, 3}</i>)
10.00 – 10.30	Morning Refreshments

TECHNICAL SESSION 03: Strategic Marketing Dynamic Capabilities for Competitive Advantage

Friday, 26th May 2017 | 10.30 to 12.30 (The Monte Rosa Hall)

10.30 – 11.00	Comparison of Multi-Continental Global MBA Programs: Experiential Learning in Vibrant Multicultural Environments Greg Sand (<i>Long Island University, Brookville New York, USA</i>)
11.00 – 11.30	Developing Responsible Marketing Strategies with Particular Reference to Laksala-State Gift and Souvenir Boutique, Sri Lanka H.M.Hanshika Herath and D.A.C Suranga Silva (<i>Leeds Beckett University, United Kingdom and University of Colombo, Sri Lanka</i>)
11.30 – 12.00	Evaluating the Potential of The AHP Method for Buying Decisions on Shopping Goods Anjan Kumar Swain (<i>Indian Institute of Management Kozhikode, India</i>)
12.00 – 12.30	Macbeth and Moore Methods with Outsourcing Selection in Hospitality Industry Mete SEZGIN, Seda Ozdemir Akgul and Ayse CABI (<i>University of Selcuk, Turkey</i>)
12.30 – 13.30	Networking Lunch

TECHNICAL SESSION 04: Creating Value in Business

Friday, 26th May 2017 | 13.30 to 15.00 (The Monte Rosa Hall)

13.30 – 14.00	A Business Analytics Framework for Decision Making Anjan Kumar Swain (<i>Indian Institute of Management Kozhikode, India</i>)
14.00 – 14.30	Value Chain Analysis towards Improving Infrastructure of Ornithological Tourism of Silifke Goksu Delta Bird Sanctuary in Tourism Marketing Perspective Mürsel KAYA (<i>Selcuk University, Turkey</i>)
14.30 – 15.00	Factors Influencing the Switching Behavior of Mobile Telecommunication Service Consumers in Sri Lanka H.K.A.L.B. Kodithuwakku and K. P. L. Chandralal (<i>University of Sri Jayewardenepura, Sri Lanka</i>)

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TECHNICAL SESSION 05: Market Intelligence for Purposeful Managerial Decision

Friday, 26th May | 15.00 To 16.30 (The Monte Rosa Hall)

15.00 – 15.30	A Study on The Purchasing Intention of Conterfeit Branded Products (CBPs). The Role of Geographic Market Segmentation D. K Manodara and W.D.N.S.M Tennakoon (<i>Wayamba University of Sri Lanka, Sri Lanka</i>)
15.30 – 16.00	Impact of Celebrity Endorsement on Consumer Buying Behavior in Beauty Soap Industry (With Special Reference to The Consumers in North Central Province in Sri Lanka) J. D. T. Madhusanka (<i>Rajarata University of Sri Lanka, Sri Lanka</i>)
16.00 – 16.30	Impact of Patriotism on Consumer Ethnocentrism in Mobile Telecommunication Industry of Sri Lanka K. M. Manawadu, W. D. C. Jayawickrama, D.T Rathnayake (<i>University of Sri Jayewardenepura, Sri Lanka</i>)
16.30 – 16.50	Afternoon Refreshments

CLOSURE SESSION

Friday, 26th May 2017 | 17.50 to 18.00 (The Monte Rosa Hall)

16.50 – 17.30	Summary Outcomes of The Conference by The Session Chairs and Discussion
17.30 – 17.50	Awarding Ceremony
17.50 – 18.00	Vote of Thanks Mr. Oshadee Withanawasm (<i>Co-Founder, CEO & Chairman - The International Institute of Knowledge Management (TIKM), Sri Lanka</i>)

Saturday, 27th May 2017 | Post Conference Tour (Optional)

ICOM 2017 – Conference Co - Chair

Prof. Serigus Koku
(*Florida Atlantic University, Boca Raton, Florida, USA*)

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ICOM 2017 – Evaluation Panel Members

Prof. Serigus Koku

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Prof. Greg Sand

(Founder and Executive Director, GLOBALTEAM International Marketing Consultants, Inc)

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