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ABRM-7th International Conference on Restructuring of the Global Economy (ROGE)

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Dear Conference Participant,

I am delighted to welcome you to the 7th International Conference on Restructuring of the Global Economy (ROGE), University of Oxford, UK. It is a particular pleasure to see so many countries being represented at this conference, a fact that is not only healthy, but vital if lasting solutions are to be found for some of the challenges facing the world today. We are happy that you are joining with us, and are grateful for your trust and willingness to place your research into the public domain at such an event.

The Academy is indebted to the reviewers for the vitally important role that they have played in ensuring that this conference is well placed to continue to maintain the high standards that we all aspire to. We want to thank our keynote speakers in anticipation of their insightful contributions, as well as our various track chairs for their time, observations and feedback. To all the academics present or *in absentia* who have placed their research in the public domain via this conference, we are grateful for your good faith and trust. We also please that various observers from diverse organisations are able to be present with us.

Is our earnest wish that all participants will feel fully engaged, every ready to ask searching yet constructive questions and eager to learn. Whether you be an academic with many years of experience or one in the early years of your professional journey, we trust that you find the conference stimulating and gain some welcome insights into new research from across the globe. We certainly hope that you will Tweet about the conference deliberations using the following hashtag: #ROGE2017

Finally, all connected with ROGE 2017 wish you a positive and productive time in Oxford - the City of Dreaming Spires.



Dr. P R Datta

Conference Chair

Contents

Sr. No	Articles	Page
1.	<i>Market competency: The role of the customer in evaluating strategic competitiveness</i>	1
2.	<i>Estimating the discount for lack of liquidity in valuing privately held businesses using trading frictions of stocks in small markets: an econometric model approach</i>	8
3.	<i>Fiscal audits in Poland – general principles, objectives and outcomes</i>	9
4.	<i>The motivations and the risks of real estate strategies of firms in the restaurant industry</i>	19
5.	<i>The FDI psychic distance paradox: myth or reality?</i>	21
6.	<i>The new determinant creation theory: the case of Peru</i>	32
7.	<i>BRICS banking: review of green banking initiatives among the BRICS nations</i>	44
8.	<i>Currency pegged to a foreign currency- GCC and Europe models</i>	52
9.	<i>Corporate social responsibility and psychological contract; towards redefining relationships</i>	63
10.	<i>Reconstructing retail management in wholesale business in order to survive in online Era – Case study of Bakery business in Thailand. (Bk@Eco)</i>	75
11.	<i>Dear to Dare – need for human resource virtuosity Re-thinking approach and execution! A mixed method study in Indian Context</i>	76
12.	<i>Drivers of customer attractiveness on raw material markets</i>	77
13.	<i>Gao guanxi and inter-personal communication media preferences for China market</i>	78
14.	<i>Modeling linked open data for decision support in Thailand tourism</i>	89
15.	<i>Influencing success factors of a ceramic industry cluster in the North of Thailand</i>	95
16.	<i>Acquiring start-up capital for small entrepreneurs</i>	98
17.	<i>An examination of level of satisfaction: A case study of international tourists at Phuket, Thailand</i>	102
18.	<i>International passengers' satisfaction: A case study of low-cost airlines</i>	106
19.	<i>Factors affecting performance efficiency of hotel employees: a case study of Phuket Province, Thailand</i>	110
20.	<i>The enhancement of service quality by utilizing traditional service factors as competitive advantages for Thai tourism industry</i>	114
21.	<i>The influencing of service marketing mix: A case study of three star hotels in Thailand</i>	118
22.	<i>Important marketing decision to purchase condominium: A case study of Bangkok, Thailand</i>	122
23.	<i>Preparing education business leaders for Australia's autonomous schools: Work-in-progress report</i>	126
24.	<i>Drugstores in Bangkok, Thailand: The business of responsibility for people</i>	127
25.	<i>An investigation of international tourists' loyalty: a case study of Chiang-mai, Thailand</i>	135
26.	<i>Management in effectiveness service for out patient department (OPD) Vichaivej</i>	139

	<i>International Hospital Omnoi</i>	
27.	<i>The influences of participation and potentiality of community on the development of sustainable cultural tourism</i>	145
28.	<i>Factors affecting prosperity, stability, and sustainability of tourism business and services in Phuket, Thailand</i>	149
29.	<i>Induction on philosophy of the sufficiency economy to the Thai Way of Life</i>	153
30.	<i>Advantages and disadvantages of outsourcing</i>	157
31.	<i>Key success for registered nurses to be entrepreneur in senior healthcare business in Thailand</i>	161
32.	<i>Services cargo operators of logistics service providers in Bangkok Thailand</i>	164
33.	<i>Identifying barriers to environmental management accounting practices: a comparative study of Nigeria and South Africa</i>	168
34.	<i>Using the real options lattice to select and plan capital projects</i>	180
35.	<i>Working capital management, competitive performance and strategic choices of the companies listed in Dhaka Stock Exchange</i>	190
36.	<i>On e-business strategy planning and performance evaluation: An adaptive algorithmic managerial approach</i>	191
37.	<i>The influence of the Sharia gold standard introduction on the gold market</i>	200
38.	<i>Long run performance of initial public offerings in India</i>	206
39.	<i>BRICS in the XXI Century: A Significant Phenomenon in the Global Economy and Finance</i>	215
40.	<i>A Study related to the Importance of performance evaluation structure in a hotel management establishment</i>	227
41.	<i>Relating emotional quotient to understand self and adapt socially</i>	229
42.	<i>An Investigation of Internal Brand Management within a Retail Internationalisation Context: A case study analysis using an international retailer as a basis for understanding the antecedents and outcomes of managing the internal branding mechanisms to help forge internationalisation strategy.</i>	238
43.	<i>Why Europe's quantitative monetary easing failed compared to the US</i>	248
44.	<i>Government-sponsored labour-market training and output growth - cyclical, structural and globalization influences</i>	252
45.	<i>Mergers and acquisitions as a form of development of the technological industry</i>	268
46.	<i>Some attitudinal predictors of fair trade buying behavior in the United States</i>	274
47.	<i>Economic implications of universal accessibility in promoting sustainable tourism in uMhlabuyalingana, KwaZulu-Natal</i>	284
48.	<i>The correlation of the forces of leadership and the level of management</i>	293
49.	<i>Working towards community upliftment: A case of a tourism management service</i>	299

	<i>learning project</i>	
50.	<i>The relationship between happiness and economic development in KSA: Study of Jazan Region</i>	310
51.	<i>Restructuring of the Global Economy: The role of climate alarmism</i>	321
52.	<i>Commercial mortgage loan institution as a necessary means of long-term lending for small businesses in Russia</i>	335
53.	<i>Prahalad's market approach impacting brand loyalty in base of the pyramid Philippines</i>	346
54.	<i>Life insurance contribution, insurance development and economic growth in China</i>	357
55.	<i>Estimation of urban infrastructure deficit in developing countries as a function of historical cement consumption</i>	371
56.	<i>Gulf economic crisis of 2015-16 and its impact on Indian Economy</i>	372
57.	<i>Modeling the barriers of Indian logistics service providers: ISM approach</i>	373
58.	<i>Achieving market agility through organizational mindfulness towards it innovation and information processing capacities</i>	385
59.	<i>Storage facility development and marketing of grains in the states of the North of Nigeria</i>	397
60.	<i>Team innovation capability: How 'organizational-level leadership' impacts research teams in India</i>	405

Management in effectiveness service for out patient department (OPD) Vichaivej International Hospital Omnoi

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Keywords

Management, Effective Services, Out Patients

Abstract

The purposes of this research were as follows: 1) to determine the performance of the employees to service our patients in Vichaivej International Hospital Omnoi. 2) To study service efficiency factors, for example, employee operation, services, medical fees, working environment, and media operations which were effecting service at Vichaivej International Omnoi. The population sample consisted of the executives and the heads of departments who work with the Out Patient Department of Vichaivej International Omnoi. Population sample under this study consisted of 17 persons. The methods used for this research were In-depth interviews and organized meetings to share and learn knowledge. Results from the study indicated that the administrative budget was a key factor. There was a budget allocation approach in fiscal year which was divided into investment and capital budgeting of each department. It means that each department had a sufficient budget to conduct administration. The second area concerned personnel recruitment focusing on the ability and professionalism in operating efficiency in every position, such as, in professional health care the doctor should diagnosis the disease as quickly possible. Doctors must have medical expertise to advice patients and to recognize the symptom and determine the disease and proscribe the proper treatment.

The factor of service period: there is a fix period of time in any process which effects customer satisfaction. The factor of reliability: emphasis is on the ability plus quality of employees, such as doctors, nurses, and medical physicians. The factor of nurse: there is nursing practice course to increase confidence. Patient care requires well-trained nurses who are easy to access, provide reliable health advice, and effective treatment. Others factor include, improving service system to meet customer satisfaction, outpatient department service, midnight medical professional clinic, sport medicine clinic and anti-aging clinic.

1. Introduction

The demand for health care service is increasingly at a high rate and the number of hospitals, both government and private, is also increasing. The competitive of quality of service is essential to hospitals. Therefore, the study of the needs of outpatients which lead to quality development to meet outpatient needs is directly related to outpatient decisions in choosing a hospital when the first become ill. It is shown that a large number of patients use outpatient services at hospitals, for example Vichaivej International Omnoi treats 365,000 outpatients per year. (Outpatient data of Vichaivej International Omnoi, 2013) The study about the relationship between health care people wheather the relationship between nurses and patients, doctors and patients, staff and patients or relatives who visit the patients toward the opinion of service at the hospital. For example, annual health check-up program or health checks up to apply for a job which is directly related to enhancing image perception of the hospital.

The services of hospital are committed to provide customer's need and satisfaction. According to a social change and the impact of economic environment, social, politic, information communication technology, communication, environment and culture which are effect to business approach of its country expanded rapidly. Likewise medical service system which is required the integrate service. So the organization devotes more resources to develop health care services in order to set the medical service standard and professional which the hospital is determined. Strategic of quality service is the key method that makes the organization difference from others. Meanwhile service provider has got more understanding about patient's rights and high expected

that both private and public hospital must adjust themselves in order to support and response to customer at highest satisfaction.

Among the hospital's competitors which are increasing. It is shown that hospital is highly essential health care place where is provided the service which the customers and relatives expected. The quality of service should respond to the need and expectation of the customer. Especially private hospital must acknowledge the management and marketing in order to give a quality of service and expectation of customer's needs. The patient who usually use the hospital service. They are expected the quality of service and get the most impressed service. (Krisada Sawaengdee, 2008)

Vichavej International Hospital Omnoi was established in 1993. The hospital is able to accommodate 200 beds of in-patients is located 12.3 acres on Petchkasem Road, Krathumban, Samutsakorn. In 2011 Vichavej International Hospital Omnoi converted to a Public Limited Company. For all the reasons above the study of management in effectiveness service for outpatient department (OPD) at Vichavej International Omnoi is essential due to the result of this study will be an approach to develop the operation at Srivichai Hospital Omnoi especially the factor which is management service effectiveness.

Research Methodology

In this study, researcher used qualitative research methodology which divided into 2 sources such as

1. Secondary sources, for example academic document, textbook, newspaper, internet.
2. Primary sources, for example in-depth interview, and group discussion.

Population and Sample Size

1) Population: population in this study were:

- a) Director of Vichavej International Hoapital Omnoi
- b) Vice Director of Vichavej International Hoapital Omnoi
- c) Head of Departments who participated with Outpatient Department Service of Vichavej International Hospital Omnoi totally 15 persons

Sample of this study were Director, Vice Director, Head of pharmacy Center, Head of X-Ray Center, Head of Physical Therapy Center, Head of Laboratory of Medical Technology, Head of Out Patient Department (Social Security), Head of Emergency Center, Head of OPD of Obstetric and Gynecology Clinic, Head of OPD of Surgery Clinic, Head of OPD of Medical Clinic, Head of OPD of Pediatrics Clinic, Head of OPD of Orthopedic Center, Head of OPD of Check Up Center, Head of Medical Record Center, Head of Porter, Head of Customer Relations Center

The population of this study was the employee who worked with the outpatient department of Vichavij Internation Omnoi. The tool used for this research were organized the sharing and learning knowledge and In-depth interview. Population under this study were totally 17 persons who were executive and head of department who participated with outpatient department service of Vichavij Internation Omnoi.

2. Research Methodology

Step 1 to review theory about outpatient service and related research

Step 2 create an oral questionnaire by using data from step 1

Structured Questionnaire in order to each department can formally answer. This questionnaire including policy, administration organization, work instruction about outpatient department service. This step will help researcher get to know policy and administration organization, work instruction of each department including staff, information management in each step and necessary opinion of outpatient service

Step 3 interview the key informant people and data collection

Step 4 researcher composed an interview which was recorded and sent its draft to interviewee to check reliability of data record with document and related form. In the case of data inaccurate, researcher will re-check and develop the draft and present it again.

Regardless the type of Interview, there are many type of interviews which can be category as follow:

An Individual Interview is the most popular used method. An individual interview is a conversation with an individual conducted by trained staff that usually collects specific information about one person. The style of the interview depends on the interviewer. It allows freedom for both the interviewer and the interviewee to explore additional points and change direction, if necessary.

Objectives

- 1) To determine the performance of the employees to service out patient in Vichavej International Hospital Omnoi.
- 2) To study service efficiency factors for example operating, service, medical fee, work environment, and media which was effected to service of Vichavej International Omnoi

3. Conclusion

The quality analysis result of management strategy and service planning by conducting an interview with the director, vice director and head of departments who work with outpatient at Vichavej International Hospital Omnoi show details as follow:

1. Budgeting implementation of Vichavej International Hospital Omnoi factor, planning an annual budget allocation, Budget's items are generally divided into two classifications: capital budget and expenditure of department. Regardless, head of departments will submit expenditure which are controlled spending as budget set. Moreover, the hospital should provide indirect budget in order to spend if necessary. Thus, every departments have sufficiency bid get to allocate.

2. Personal factor, Vichavej International Hospital Omnoi has personnel recruitment procedure which required employee who have knowledge and professional to work sufficiently such as the doctor should diagnosis the disease as quickly possible. Plus the doctor should have ability to survey diagnosis specific disease and treat the patient as quick as possible until the patient will be safe as health care standard. Moreover, the doctor should have ability to screen the patient and refer to see the specialist properly. The doctor should have knowledge to take care of patient case by case. Ant the doctor should also have skill to give a primary care advice to the patient.

Service of employee are still lacked of attention and friendly to the customer including coordinated activities with related department. The employee have less experience, unable to solve unexpected problems and wait for an executive making a decision.

Coordinated factor, employee do not give the detail of customer service procedure in order to get fast track and convenience. Due to the quantity of work and inadequate staff. Because of an expand area of service. At the present time X-Ray Center has a small number of professional radiologist. And also Outpatient Department of Pediatrics Clinic has professional staff Shortage.

3. Period of service factor, the hospital generally issue the period of service in its procedure to ensure that the customer will be taken care quickly as the hospital's mission. The period of service in each procedure are normally distributed as follow: first, the period of check-in with registration staff at the front desk to complete the registration process in not over than 5 minutes. Second, the period of waiting for screening by nurse is not over than 5 minutes. Third, the period of waiting and seeing the doctor is approximately 15 minutes. Finally, the period of waiting for receiving medication is not over than 10 minutes. In some cases, there are no Lab re-RAG or medical procedure so the patient should allow approximately 35-40 minutes to complete this process which is effect to patient satisfaction. On the other hand, some department has got the delay on their services for example X-Ray Center usually has got long period of waiting because it is quite complicate with queue card system with both general patient and insurance patient. At present the period of waiting at X-Ray

Center is shorter than before. Because the hospital has used the technology business management for data visualization and radiology system such as digital system and professional staff. But in general the X-Ray Center still has waiting queue problem between 10 am to 12 am. Which are a lot of patients. The physicians have to do multiple lists. Beside, at the Physical Therapy Center the period of waiting service is quite long. Because many patients have been made an appointment at the same time.

An overview of Medical Technology Laboratory Center Delay in the period of service procedure. Because of missing documents and operational processes are still unclear. Likewise, Outpatient Department has some problems such as waiting for screening by nurse, waiting to see the doctor, and waiting to get medication.

4. Credibility of Vichavej International Hospital Omnoi factor, There is emphasis on ability and quality of employee who are professional for instant doctors, nurse, and technician. The hospital has recruit procedure, performance appraisal, reward to encourage its employee to work efficiently. Beside, medical doctors convey a sense of expertise in a particular disease/condition were approved by Hospital Accreditation (HA) from the Healthcare Accreditation Institute (Public Organization). Vichavej International Hospital provides specify specialist by the hospital's experienced doctor start from 7 am to midnight and operates emergency care for 24-hour. The hospital is creditable in standard service, experienced doctor, service mind of employee, and reliability equipment. Yet public relation of the hospital is less communicate with the customer. The hospital should increase communication with public through media and need to create and maintain a customer's image and maintain a good reputation.

5. Hospital's environment factor is very important to customer's confidence. For example, cleanliness, orderliness, parking space, waste water treatment, pollution control, including beautiful places and manner of employee who work at hospital.

The hospital's environment is quit fair. Moreover, the hospital has relaxation area which was designed landscape with clean, beautiful, neat and tidy. In addition, there are building layout and clearly nameplate of the room. Moreover, Hospital is far from the main road which is noisy and located in the peace area. So it is appropriate for the patient who admit in the hospital. Besides, there is safety environment around the hospital such as put the handle in every bathrooms, garbage is eliminated by standard of Infection Control system.

Department's environment for example some area of Medical Technology Laboratory is not suitable and insufficient for the large number of patient thus it is overcrowding. Some service area should be separated for instant the patient who is contagious. Outpatient Department's environment, medical examination rooms are old. In addition to air-conditions and basin are working poorly. Parking space management is untidy. Further, there are a few convenient stores. Beside, Hospital should provide more security system for example showing a fire exit during night time and prevent and disseminate infection system in department where taking care of patients who are known or suspected to be infected.

6. Nursing factor is significant the same as health care by professional doctor. So the hospital provide nursing specialty training course in order to maintain creditability in taking care of patient quickly and correctly. For example Intensive care until nurse or critical care nurse are registered nurses who specialize in providing care in intensive care units of hospital. Example of expert care nurse include: emergency, surgical, intensive care units, cardiac, and orthopedic. Therefore, it is better use of knowledge and skills of professional nurse. Team nursing provide nursing services to patients with good standard. The objective of team nursing is to give the best possible quality of patient care by utilizing the ability of every nurse. Beside, a system of nursing care is devised to improve patient satisfaction.

7. Others factor, vision is essential to develop health care service system in order to response to customer's need include service beyond customer's expectation. For example service of Outpatient

Department, Midnight Clinic by professional doctor, and service of Sport Medicine Center and Anti-aging Clinic.

4. Suggestions

The employee who work with outpatient at Vichaivej International Hospital Omnoi should be focused on principle of personnel recruitment. The employee required the person who have knowledge and ability to work sufficiently, diagnostic, fast and safe treatment as health care standard by providing the training skill and enhance employee to be adequate to workload of unit itself.

Issue the period of service time in each procedure obviously. The customer should not wait for a long time to ensure that customer will be taken care quickly regardless the hospital's previous mission.

Medical appliance should have efficiency and sufficiently to use for massive customer service

Build personnel in organization to have trustworthiness and royalty. Because it is significantly important machinery to enforce existing credibility of hospital itself.

Provide parking space with shade. Moreover, upgrade pathway or footpath have got roof and neon light.

Health care employee should have ability, knowledge and service mind to satisfy the customer.

Increase justification social responsibility activity in order to be community organization and providing public relations in various media channel so that media approach to people would be enhance.

5. Future study

This research study might be defective due to many reason. Thus, if there will be the next study, the research should consider the suggestion as follow:

- (1) Study an opinion toward problem and employee development who work involve with outpatient at Vichaivej International Hospital Omnoi
- (2) Study the expectation of employee quality who work involve with outpatient at Vichaivej
- (3) A comparative of opinion of employee who work involve with outpatient in difference hospital.
- (4) Always recheck customer's opinion in order to study the factor customer's opinion change.

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Natnicha Hasoontree	Suan Sunandha Rajabhat University, Bangkok, Thailand
Nedra Noureddeen Jomaa Shili	Jazan University, KSA. PS2D Laboratory, Tunis El Manar
Niranjan J Prabhu	Manipal University, India
Nopadol Burananuth	Suan Sunandha Rajabhat University, Bangkok, Thailand
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Rachada Fongtanakit	Suan Sunandha Rajabhat University, Bangkok, Thailand
Rajesh K.Singh	Delhi Technological University, Delhi
Robert Driver	LeTourneau University, USA
Robert Halliman	Austin Peay State University, Clarksville, TN, USA
Ruchi Pathak	Amity University, Noida (UP), India
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Sarathip Hasoontree	Suan Sunandha Rajabhat University, Bangkok, Thailand
Shakila Yasmin	University of Dhaka, Bangladesh
Shawn M. Newhouse	Vice President for Traditional Undergraduate Academics Cornerstone University, MI, USA
Shri Parag Sunil Shukla	The Maharaja Sayajirao University of Vadodara
Siravit Koolrojanapat	Suan Sunandha Rajabhat University, Bangkok, Thailand
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Tasneem Joosub	University of the Witwatersrand, Johannesburg, South Africa
Tikas G.D	Indian Institute of Science, Bangalore, India
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3-4th July 2017

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List of Authors & Article title

Index

Name/Affiliation/Country	Topic/theme
Abraham Park Pepperdine University, USA	<i>The motivations and the risks of real estate strategies of firms in the restaurant industry</i>
Akhilesh K.B Indian Institute of Science, Bangalore, India	<i>Team innovation capability: how 'organizational-level leadership' impacts research teams in India</i>
Alan Morgan Dublin Institute of Technology (DIT), Dublin, Ireland	<i>An investigation of Internal Brand Management within a Retail Internationalisation context - A case study analysis using an international retailer as a basis for understanding the antecedents and outcomes of managing the internal branding mechanisms to help forge internationalisation strategy</i>
Alexandra Lipitakis Kent Business School, University of Kent, Canterbury, UK	<i>On e-business strategy planning and performance evaluation: An adaptive algorithmic managerial approach</i>
Anchal Gupta Delhi School of Management, Delhi Technological University, Delhi, India	<i>Modeling the barriers of Indian logistics service providers: ISM approach</i>
Archana Shrivastava Birla Inst. of Management Technology, Greater Noida, UP, India	<i>Relating emotional quotient to understand self and adapt socially</i>
Arif Nazir Butt Lahore University of Management Sciences (LUMS), Lahore, Pakistan	<i>Political skill and counterproductive work behaviour: A power perspective</i>
Ashvini Chawla Airforce Technical College, Bangalore, Karnataka, India	<i>Dear to dare - need for human resource virtuosity re-thinking approach and execution!!! a mixed method study in Indian context</i>
Avanenge Faajir Benue State University Makurdi, Nigeria	<i>Storage facility development and marketing of grains in - The states of the north of Nigeria</i>
Bernd M. Zunk Graz University of Technology, Graz, Austria	<i>Drivers of customer attractiveness on raw material markets</i>
C K Hebbar Mangalore University, India	<i>BRICS banking: Review of green banking initiatives among the BRICS nations</i>
Chaithanaskorn Phawitpiriyakliti Suan Sunandha Rajabhat University, Thailand	<i>Influencing success factors of a ceramic industry cluster in the North of Thailand</i>
Chandej Charoenwiriyaikul Suan Sunandha Rajabhat University, Thailand	<i>Acquiring Start-Up capital for small entrepreneurs</i>
David Coldwell University of the Witwatersrand, Johannesburg, South Africa	<i>The FDI psychic distance paradox: myth or reality?</i>
Elvis Ojeda Peoples' Friendship University of Russia, Moscow,	<i>The roles of rapid developing economies countries in global economy: the context of sustainable energy</i>

Russia	
Enuoh, Rebecca Oliver University of Bradford, West Yorkshire, UK	<i>Corporate social responsibility and psychological contract: towards redefining relationships</i>
Evangelia A.E.C. Lipitakis Kent Business School, University of Kent, Canterbury, UK	<i>On e-business strategy planning and performance evaluation: An adaptive algorithmic managerial approach</i>
Fariha Zahid Lahore University of Management Sciences (LUMS), Lahore, Pakistan	<i>Political skill and counterproductive work behaviour: A power perspective</i>
Federico Caniato Università degli Studi di Bergamo, Bergamo, Italy	<i>Estimation of urban infrastructure deficit in developing countries as a function of historical cement consumption</i>
Goulas Eleftherios Bedfordshire University, UK	<i>Government-sponsored labour-market training and output growth cyclical, structural and globalization influences</i>
Guillermo Grassi Politecnico di Milano, Milano, Italy	<i>Estimation of urban infrastructure deficit in developing countries as a function of historical cement consumption</i>
Gulyaeva Oksana A Financial University under the Government of the Russian Federation, Moscow, Russia	<i>Commercial mortgage loan institution as a necessary means of long-term lending for small businesses in Russia</i>
Guru Prasad Rao Manipal University, India	<i>BRICS banking: Review of green banking initiatives among the BRICS nations</i>
Guru Prasad Rao Manipal University, India	<i>Gulf economic crisis of 2015-16 and its impact on Indian economy</i>
Guru Prasad Rao Y Manipal University, India	<i>A Study related to the Importance of performance evaluation structure in a hotel management establishment</i>
Hanaa Abdelaty Hasan Esmail Jazan University, KSA. Theba Academy, Cairo, Egypt	<i>The relationship between happiness and economic growth in KSA: Study of Jazan Region</i>
Iredele Oluwamayowa Olalekan University of Lagos, Akoka, Lagos, Nigeria	<i>Identifying barriers to environmental management accounting practices: a comparative study of Nigeria and South Africa</i>
Jetsalid Angsukanjanakul Suan Sunandha Rajabhat University, Bangkok, Thailand	<i>An examination of level of satisfaction: a case study of international tourists at Phuket, Thailand</i>
John Spencer Cape Peninsula University of Technology, South Africa	<i>Working towards community upliftment: a case of a tourism management service learning project</i>
John spencer Cape Peninsula University of Technology, Cape Town, South Africa	<i>Economic implications of universal accessibility in promoting sustainable tourism in uMhlabuyalingana, KwaZulu-Natal</i>
Juan Carlos Botello Universidad Popular Autónoma del Estado de Puebla, México, Business School	<i>The new determinant creation theory: the case of Peru</i>
Karen Starr Deakin University, Victoria, Australia	<i>Preparing education business leaders for Australia's autonomous schools: Work-in-progress report</i>
Kevin Wongleedee Suan Sunandha Rajabhat University, Bangkok, Thailand	<i>Important marketing decision to purchase condominium: A case study of Bangkok, Thailand</i>
Khansa Hayat	<i>Interactive effects of hindrance stressors and Core self</i>

The University of Lahore-Islamabad Campus, Pakistan	<i>evaluations on in-role and extra-role behaviors of employees. Evidence from Islamic Banks of Pakistan</i>
Kittima Mekhabunchakij Suan Sunandha Rajabhat University, Thailand	<i>Modeling linked open data for decision support in Thailand tourism</i>
LO, Olivine Wai Yu Hong Kong Shue Yan University, Hong Kong	<i>Gao guanxi and interpersonal communication media preferences for China market</i>
Lumen Shawn Lobo Manipal University, India	<i>Gulf economic crisis of 2015-16 and its impact on Indian economy</i>
Madhuri Malhotra Loyola Institute of Business Administration, Chennai, India	<i>Long run performance of initial public offerings in India</i>
Madhusudan N. Pandya The Maharaja Sayajirao University of Vadodara, India	<i>Examining the linkages between retail shoppers' experiences versus satisfaction on retail store attributes</i>
Małgorzata Magdalena Hybka Poznań University of Economics and Business, Poland	<i>Fiscal audits in Poland – general principles, objectives and outcomes</i>
Manakhov Boris Financial University under the Government of the Russian Federation. Russia, Moscow	<i>The influence of the Sharia gold standard introduction on the gold</i>
Marja Matinmikko University of Oulu, Finland	<i>Toward the value-based business ecosystem model for 5G mobile communications networks</i>
Mark Smith LeTourneau University, USA	<i>Using the real options binomial lattice to select and plan capital projects</i>
Martín Dávila Universidad Popular Autónoma del Estado de Puebla, México, Business School	<i>The new determinant creation theory: the case of Peru</i>
Martin J. Marchner Graz University of Technology, Graz, Austria	<i>Drivers of customer attractiveness on raw material markets</i>
Marvin O. Bates Lewis University, IL, USA	<i>Prahalad's market approach impacting brand loyalty in base of the pyramid Philippines</i>
Matteo Kalchschmidt Università degli Studi di Bergamo, Bergamo, Italy	<i>Estimation of urban infrastructure deficit in developing countries as a function of historical cement consumption</i>
Meghna Sharma Amity University, Noida (UP), India	<i>Dear to dare – need for human resource virtuosity re-thinking approach and execution!!! a mixed method study in Indian context</i>
Michael D. MacColl Vancouver Island University, Nanaimo, British Columbia, Canada	<i>Market competency: The role of the customer in evaluating strategic competitiveness</i>
Mohammad Mohiuddin University of Dhaka, Bangladesh	<i>Working capital management, competitive performance and strategic choices of the companies listed in Dhaka Stock Exchange</i>
Muhammad Zaheer Abbas International Islamic University, Islamabad, Pakistan	<i>The issue of undeserving patent monopolies in innovation-based businesses and implications thereof for underprivileged consumers</i>
N. Premkumar Madras School of Economics, India	<i>Long run performance of initial public offerings in India</i>
Narcisa Roxana Mosteanu American University in the Emirates, UAE	<i>Currency pegged to a foreign currency - GCC and Europe models</i>
Natnaporn Aeknarajindawat	<i>International passengers' satisfaction: A case study of low-</i>

Suan Sunandha Rajabhat University, Bangkok, Thailand	<i>cost airlines</i>
Natnicha Hasoontree Suan Sunandha Rajabhat University, Bangkok, Thailand	<i>Factors affecting performance efficiency of hotel employees: A case study of Phuket Province, Thailand</i>
Nedra Nouredeen Jomaa Shili Jazan University, KSA. PS2D Laboratory, Tunis El Manar	<i>The relationship between happiness and economic growth in KSA: Study of Jazan Region</i>
Niranjan J Prabhu Manipal University, India	<i>BRICS banking: Review of green banking initiatives among the BRICS nations</i>
Niranjan J Prabhu Manipal University, India	<i>A Study related to the Importance of performance evaluation structure in a hotel management establishment</i>
Nopadol Burananuth Suan Sunandha Rajabhat University, Bangkok, Thailand	<i>The enhancement of service quality by utilizing traditional service factors as competitive advantages for Thai tourism industry</i>
Ogunleye Omowunmi Jumoke University of Lagos, Akoka, Lagos, Nigeria	<i>Identifying barriers to environmental management accounting practices: a comparative study of Nigeria and South Africa</i>
Oliver Menk University of Salzburg Business School & University of Latvia	<i>The correlation of the forces of leadership and the level of management</i>
P.K.Suri Delhi School of Management, Delhi Technological University, Delhi	<i>Modeling the barriers of Indian logistics service providers: ISM approach</i>
Pallavi Katoch Director & Founder- Per4m Dwarka, Delhi, India	<i>Relating emotional quotient to understand self and adapt socially</i>
Pan Wenjie Shanghai Lixin University of Accounting and Finance, China	<i>Life insurance contribution, insurance development and economic growth in China</i>
Parameswar Nayak Birla Institute of Management Technology, Bhubaneswar, India	<i>Effectiveness of women in managerial roles in corporate sector in India: perceptions of their manager colleagues</i>
Parimal H. Vyas The Maharaja Sayajirao University of Vadodara	<i>Examining the linkages between retail shoppers' experiences versus satisfaction on retail store attributes</i>
Pathawit Chongsermsirisakul Chulalongkorn University, Bangkok, Thailand	<i>Reconstructing retail management in wholesale business in order to survive in online era - case study of bakery business in Thailand</i>
Pavla P. Mokoena Cape Peninsula University of Technology, South Africa	<i>Working towards community upliftment: a case of a tourism management service learning project</i>
Petri Ahokangas University of Oulu, Finland	<i>Toward the value-based business ecosystem model for 5G mobile communications networks</i>
Phatthanan Chaibabut Suan Sunandha Rajabhat University, Bangkok, Thailand	<i>The influencing of service marketing mix: a case study of three star hotels in Thailand</i>
Pimporn Thongmuang Suan Sunandha Rajabhat University, Bangkok, Thailand	<i>Drugstores in Bangkok, Thailand: The business of responsibility for people</i>
Polamorn Tamprateep	<i>An investigation of international tourists' loyalty: a case</i>

Suan Sunandha Rajabhat University, Bangkok, Thailand	<i>study of Chiang-Mai, Thailand</i>
Rachada Fongtanakit Suan Sunandha Rajabhat University, Bangkok, Thailand	<i>Management in effectiveness service for outpatient department (OPD) Vichavej International Hospital Omnoi</i>
Rajesh K.Singh Management Development Institute, Gurgaon, India	<i>Modeling the barriers of Indian logistics service providers: ISM approach</i>
Robert Driver LeTourneau University, USA	<i>Using the real options binomial lattice to select and plan capital projects</i>
Robert Halliman Austin Peay State University, Clarksville, TN, USA	<i>Restructuring of the Global Economy: The role of climate alarmism</i>
Ruchi Pathak Amity University, Noida (UP), India	<i>Dear to dare - need for human resource virtuosity re-thinking approach and execution!!! a mixed method study in Indian context</i>
Sakharchuk Natalia Sergeevna Peoples' Friendship University of Russia, Moscow, Russia	<i>The roles of rapid developing economies countries in global economy: the context of sustainable energy</i>
Sandeep S Shenoy Manipal University, India	<i>BRICS banking: Review of green banking initiatives among the BRICS nations</i>
Sandeep S Shenoy Mangalore University, India	<i>A Study related to the Importance of performance evaluation structure in a hotel management establishment</i>
Sandeep S Shenoy Manipal University, India	<i>Gulf economic crisis of 2015-16 and its impact on Indian economy</i>
Sara Moqaddamerad University of Oulu, Finland	<i>Toward the value-based business ecosystem model for 5G mobile communications networks</i>
Sarathip Hasoontree Suan Sunandha Rajabhat University, Bangkok, Thailand	<i>The Influences of participation and potentiality of community on the development of sustainable cultural tourism</i>
Shakila Yasmin University of Dhaka, Bangladesh	<i>Working capital management, competitive performance and strategic choices of the companies listed in Dhaka Stock Exchange</i>
Shawn M. Newhouse Traditional Undergraduate Academics Cornerstone University, MI, USA	<i>Some attitudinal predictors of fair trade buying behavior in the United States</i>
Shri Parag Sunil Shukla The Maharaja Sayajirao University of Vadodara	<i>Examining the linkages between retail shoppers' experiences versus satisfaction on retail store attributes</i>
Siravit Koolrojanapat Suan Sunandha Rajabhat University, Bangkok, Thailand	<i>Factors affecting prosperity, stability, and sustainability of tourism business and services in Phuket, Thailand</i>
Siripen Iamurai Assumption University, Bangkok, Thailand	<i>Reconstructing retail management in wholesale business in order to survive in online era - case study of bakery business in Thailand</i>
SN Mnqayi Cape Peninsula University of Technology, Cape Town, South Africa	<i>Economic implications of universal accessibility in promoting sustainable tourism in uMhlabuyalingana, KwaZulu-Natal</i>

Sriparinya Toopgrajank Suan Sunandha Rajabhat University, Bangkok, Thailand	<i>Induction on philosophy of the sufficiency economy to the Thai way of life</i>
Stefan O. Grbenic Graz University of Technology, Graz, Austria	<i>Estimating the discount for lack of liquidity in valuing privately held businesses using trading frictions of stocks in small markets: an econometric model approach</i>
Stephen P. Magee University of Texas at Austin Texas, USA	<i>Why Europe's quantitative monetary easing failed compared to the US</i>
Sudawan Somjai Suan Sunandha Rajabhat University, Bangkok, Thailand	<i>Advantages and disadvantages of outsourcing</i>
Tanapol Kortana Suan Sunandha Rajabhat University, Bangkok, Thailand	<i>Key success for registered nurses to be entrepreneur in senior healthcare business in Thailand</i>
Tasneem Joosub University of the Witwatersrand, Johannesburg, South Africa	<i>The FDI psychic distance paradox: myth or reality?</i>
Tikas G.D Indian Institute of Science, Bangalore, India	<i>Team innovation capability: how 'organizational-level leadership' impacts research teams in India</i>
Tom A. Buckles Azusa Pacific University, CA, USA	<i>Some attitudinal predictors of fair trade buying behavior in the United States</i>
Tom A. Buckles Azusa Pacific University, CA, USA	<i>Prahalad's market approach impacting brand loyalty in base of the pyramid Philippines</i>
Veikko Seppänen University of Oulu, Finland	<i>Toward the value-based business ecosystem model for 5G mobile communications networks</i>
Wang Ying China PICC Asset Management Co., Ltd, China	<i>Life insurance contribution, insurance development and economic growth in China</i>
Wannee Sutthachaidee Suan Sunandha Rajabhat University, Bangkok, Thailand	<i>Services cargo operators of logistics service providers in Bangkok Thailand</i>
Warren Matthews LeTourneau University, USA	<i>Using the real options binomial lattice to select and plan capital projects</i>
Yichuan Wang Newcastle University, UK	<i>Achieving market agility through organizational mindfulness towards IT innovation and information processing capacities</i>
Yin Linsen Shanghai Lixin University of Accounting and Finance, China	<i>Life insurance contribution, insurance development and economic growth in China</i>
Yun Wu Salisbury University, USA	<i>Achieving market agility through organizational mindfulness towards IT innovation and information processing capacities</i>
Zervoyianni Athina University of Patras, Greece	<i>Government-sponsored labour-market training and output growth cyclical, structural and globalization influences</i>
Zummar Nayyar Zummar Enterprises (Pvt. Ltd.), Pakistan	<i>Interactive effects of hindrance stressors and Core self evaluations on in-role and extra-role behaviors of employees. Evidence from Islamic Banks of Pakistan</i>

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