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1-BP07-6169

CELEBRITY ENDORSEMENT IN SURROGATE ADVERTISING: LEAVING FOOTPRINTS ON CONSUMERS

DR. RUCHI GUPTA[1]

Advertising has often been criticized for promoting such products to people which undermine their health. Considering the harmful effects of some such products, the advertising of liquor and tobacco products was banned by the Government of India by introducing various laws and regulations. As a reaction to this, the manufacturers of liquor and tobacco products introduced various other products like sodas, fruit juices, cassettes and CDs in the market with the same brand name (as that of the liquor and tobacco brands). When such substitute products (surrogates) are advertised, it keeps reminding the customers about the liquor and tobacco products with the same brand name, the advertisement of which is banned. This phenomenon, known as ‘surrogate advertising’ is of ethical and legal concern in advertising.

The practice of surrogate advertising has been used extensively by liquor and tobacco industry in India. The practice needs to be checked if the ban on liquor and tobacco products needs to be implemented in real sense in India. However, there seems to be a serious concern here with the top most celebrities endorsing liquor and tobacco brands in the country. This is especially true when empirical researches have already proved the effectiveness of celebrity endorsements in achieving brand recall. Today celebrity endorsement has become an integral part of the advertisement industry. Numerous researches have proved empirically the effectiveness and the positive influence of the endorsements by the celebrities in advertising, particularly on message reminder, announcements approval, achieving consumer attention and positive ad perception, building brand attitudes and purchase intention. Marketers expect their brands to benefit in many more ways by linking their brands to the celebrities.

The present study attempts to find out the impact of celebrity endorsement on consumers’ brand attitude and purchase intention by collecting responses from a sample of educated youth of India on a recent case of surrogate advertisement of a popular liquor brand. Confirmatory factor analysis is used to test the model for unidimensionality, reliability, convergent validity and discriminant validity. Structural equation modeling is used to find the impact of celebrity endorsement in surrogate advertising on brand attitude and purchase intention of the liquor products. Results reveal that the strategy of using celebrity endorsement for surrogate products of the liquor brand has a significant impact on brand attitude and purchase intention for the liquor products of the said brand. Thus, it can be concluded that the use of celebrities in surrogate advertisements defeats the very purpose for which the ban on liquor products was imposed. This has important implications for the policy makers.

Keywords: Brand attitude, celebrity endorsements, confirmatory factor analysis, purchase intention, structural equation modeling, surrogate advertising.

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2-BP11-6094

ECONOMIC ACTIVITIES ARE BENEFICIAL FOR ECONOMIES BUT CHALLENGES FOR ENVIRONMENT: AN EMPIRICAL INVESTIGATION ON THE BACKGROUND OF CHINA-PAKISTAN ECONOMIC CORRIDOR (CPEC)

PROF. DR. AHMAD RAZA BILAL[2]; TEHREEM FATIMA; AND DR. MUHAMMAD NAVEED

The aim of this study is to investigate the impact of economic activities and reciprocate challenges for environment, particularly in the CPEC region. To test long-run and short-run relationships among economic activities and environment, we used time series data for the period 1971 to 2015 for the economic activities i.e. energy consumption, economic growth, trade openness, financial development, urbanization and carbon emissions. To find statistical evidences of proposed hypotheses, Johansen cointegration, error correction and granger causality tests are used. Our results indicate that energy consumption, trade openness and urbanization have long run positive relationship with CO2 emissions in Pakistan. In short-run, energy consumption and trade openness are found to have positive impact on CO2 emissions, while urbanization is negatively linked to CO2 emissions. In case of China, no cointegration is found among variables but unidirectional causality is established from energy consumption and economic growth to CO2 emissions, economic growth to financial development, trade openness to economic growth and urbanization to financial development. In addition, bidirectional causal effect is traced between economic growth and energy consumption as well as trade openness and financial development. In line with statistical evidences, as well as massive projected economic development in different sectors of CPEC countries, policy makers and regulators are recommended to be more focused for improvement in environmental protection policies in China and Pakistan. Particularly in case of coal and oil based energy projects, environmental friendly technology should be used to sustain clean environment for the communities.

3-BP04-6224

GUESS WHO'S LOOKING: THE EFFECTS OF ANTICIPATED AUDIENCE ON SELF-PRESENTATION BEHAVIOUR

DR. GAVIN PRICE[3]; AND MR THOMAS JACKSON, MBA GRADUATE

"These self-evaluations are a charade…. It's a farce. People cannot be impartial about themselves." (Gurganous, Pedrad and Riggi, 2012). These are the opening lines from an episode of 30 Rock, spoken by the character Jack Donaghy, President of NBC. Liz Lemon, reports to Jack: "I finished my self-evaluation. Nailed it! My greatest weakness is humility. I'm probably the most humble person in the whole world!" (Gurganous, Pedrad and Riggi, 2012).

Why are self-evaluations, so common in the workplace, such ripe subject material for comedy? This research argues that this is because people adapt their presentations of the self to their circumstances, so much so that self-presentations in the workplace, as a true reflection of a person's performance or character, are barely worth the paper they are written on.

This research approaches this phenomenon of misrepresentation of the self from a situational perspective, demonstrating that individuals strategically adapt their representations of the self for the audience they perceive. In this sense, self-presentation is not an objective

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[3] Dr. Gavin Price, Senior Lecturer, Gordon Institute of Business Science.

assessment of the self but better understood as a process of resolving the internal self with the social domain, or of presenting the dimensions of the self for an audience. In this sense, people are able to represent the audience's reactions to different reporting behaviour, as there is a shared understanding of what different reported on dimensions mean in a given context and adapt their responses accordingly. Self-evaluations are typically performed in the workplace to apportion rewards, judge suitability for promotions and to assign people to appropriate roles. However, people adapt their representations of the self to their circumstances so much so that self-evaluations, as a true reflection of a person's performance or character, are often of little worth. Assuming honest and sincere rather than manipulated feedback in the workplace is preferable for achieving business objectives, this research describes hypothesised key drivers of self-presentation behaviour and contributes towards improving the design of self-evaluation instruments.

A theoretical model of self-presentation behaviour is constructed drawing on theory of social desirability bias, impression management and accountability that proposes that anticipation of two distinct characteristics of an audience – power to reward and knowledge of the dimensions being assessed – cause the self-presenting individual to adapt their representations of themselves in specific and predictable ways.

A quasi-experiment was performed using a sample of 278 executive MBA students on the effects of audience anticipation on self-reporting on the dimensions of performance and personality. Statistical pair-wise comparisons of means in experimental groups and principal components analysis verified the theoretical model. The results demonstrate that self-presentation of both personality characteristics and performance is influenced the anticipated audience.

4-BP12-6088

TRADE OPENNESS AND ECONOMIC GROWTH: A CASE OF PAKISTAN

MR. BILAL MUHAMMAD YASEEN[4]; AND FATEH MUHAMMAD KHAN

This study is an attempt to investigate the relationship between trade openness, remittances and economic growth. Using different sources, annual time series data on Pakistan is collected and used over the period 1976-2017. To find the order of integration, different stationarity tests such as Augmented Dickey-Fuller (ADF) and Phillip-Perron (PP) were used. Autoregressive Distributed Lag (ARDL) Bounds Test techniques was used to find the long run relationship between the variables. The result shows the existence of short run relationship between the variables and long run negative relationship between GDP per capita and trade openness. On the other hand, GDP per capita has no long run relationship with remittances.

[4] Mr. Bilal Muhammad Yaseen, Lecturer, University of Central Punjab (UCP).

5-BP17-6443

THE STUDY OF THE CSV STRATEGY BY THE SMALL AND MEDIUM COMPANY : MAINLY ON INDUSTRIAL AGGLOMERATIONS AND FOREIGN CURRENCY ACQUISITION

MR. SATOSHI MOMOTAKE[5]

This report is a study of the Industrial agglomerations of the small and medium company by the networking based on a theory of Creating Shared Value(CSV) creating of M.E.Porter and R. Kramer. The last purpose of this study is to arrive at universal Regional Development theory.This report chose the second economic zone of Japan, an area called Sensyu area of South Osaka in the Kinki district.In this area, an artificial island named Kansai International Airport was built in 1994. Kansai International Airport is an airport of the Japanese third place that around 6 million foreigners use in one year (the first: Narita Airport, the second: Haneda Airport).However, the sightseeing spot popular with in bound tourists is Tokyo, Osaka (Central Osaka), Hokkaido. Therefore, the inbound tourist used Kansai International Airport, but the economic effect was light without using it around an airport. In late years Japan Tourism Agency which is affiliated with Japan Ministry of Land, Infrastructure and Transport appeals to the local government for the DMO(Destination Management/Marketing Organization) establishment. This is because it is important that the country acquires power to earn money.Therefore, DMO came to be made in the South Osaka Sensyu area with Kansai International Airport.An organization following made DMO is association of Sensyu promotion, association of Izumisano city promotion, association of Kishiwada city promotion. It is written on the printing block in 2016 of the small and medium white paper. The small and medium company should earn "foreign currency" from an inbound tourist" Foreign currency of this case is the money that an inbound tourist uses in Japan.". This report analyzes the point of view of the Industrial agglomerations about the small and medium company to earn the small and medium company network and the foreign currency in the area from CSV. And This report clarifies future Japanese the small and medium company network model from the viewpoint of CSV.

6-BP13-6431

CONSEQUENCES OF ECONOMIC CONDITION AND MONETARY POLICY FOR CREDIT RISK IN THE USA

DR. MÁRIA BOHDALOVÁ[6] AND MARTIN PAŽICKÝ

Financial institutions have faced difficulties caused by clients´ credibility for many years. The main reasons of these problems include soft credit standard rules for borrowers and counterparties, poor portfolio risk management, lack of attention to changes in economic growth, or other circumstances that may lead to a deterioration in the credit standing of the bank's counterparts. Moreover, macroeconomic conditions and the monetary policy can affect the clients´ credit behaviour. Therefore, each bank should know their credit risk evolution to establish the objectives guiding the bank's credit-granting activities and adopt the necessary policies and procedures under different economic conditions. In this paper, credit behaviour of the clients in the US is described using Markov chain model expressed by transition probability matrices to discover credit migration probabilities. Consequently, we analyse the influence of

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[6] Dr. Mária Bohdalová, Assistant Professor, Comenius University in Bratislava.

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US macroeconomic conditions and the monetary policy on the stationarity of credit migration probabilities. Macroeconomic conditions reflecting the business cycle were approximated by an output gap that was estimated using well-known Hodrick-Prescott filter. The effect of monetary policy was investigated using the Fed Fund rate. The entire analysed period was divided into several sub-periods depending on short-run trends. For each period, we have estimated and compared transition probability matrix. We discovered that the best credit quality performance is observed during periods, when output gap was stable. Our results do not indicate that the credit conditions were more favourable during the periods of positive output gap and vice versa. We have discovered two periods with negative output gap. The first period was from Q3 2001 to Q1 2005 and the second period was from 3Q 2008 to Q1 2014. We found that markets did not see the risks before starting the global financial crisis and therefore credit of clients had high quality standards. Different result comes from the period from 3Q 2008 to Q1 2014. The credit quality of clients deteriorated, which means that the market learned from the history and anticipated the possible troubles. Concerning to the monetary policy, we discovered that monetary policy should have an impact on credit standards. First, we identified certain similarities with output gap in positive credit quality corresponding to the stable evolution. In case of Fed Fund rates we found that a stable evolution of interest rate results in better credit quality, which is independent on the level of the interest rate. In the event of dovish monetary policy, we observed worsening of the credit quality related to the cheaper cost of borrowing, easier access to the loans and higher appetite of banks to borrow. The last could be referred as a moral hazard phenomenon. In times of hawkish monetary policy the evidence is not straightforward. Therefore, it would be beneficial to verify more factors, such as total credit injected to the economy measured by the total assets of the central bank, etc. to verify an impact of monetary policy on credit quality of debtors.

7-BP10-6209

ANALYSIS ON TOURISM DEMAND OF INBOUND VISITORS TO LAS VEGAS

PROF. DOOHWAN WON[7] AND DR. JAEWON LIM

Approximately 20% of total visitors to Las Vegas come from foreign countries. Since mid-2000s, the origins of foreign visitors further diversified with the growing number of Chinese visitors. During Great Recession of 2008, Las Vegas had greatly suffered from the external shocks due to the shrinking tourism demand of both domestic and foreign visitors. This paper develops income elasticity and price elasticity of tourism demand for the foreign visitors from the top 16 origin countries. Using a dynamic panel data analysis over 10-year period (2006-15), we estimate short run and long run dynamic models for all foreign visitors, European visitors and visitors from Asian countries and Australia. Estimation results clearly demonstrate how a local tourism industry in Las Vegas is linked to economic conditions of foreign countries including GDPs and exchange rate. This study provides implications for policymakers of economic development to make informed decisions with the understanding of the potential impact of global economic conditions on local tourism industries.

[7] Prof. Doohwan Won, Professor, Pusan National University.

8-BP09-6237

PERSONALITY AS A PREDICTOR OF KNOWLEDGE HIDING BEHAVIOR: CASE STUDY OF ALPHA ELECTRONICS

MS. SADEEQA KHAN[8] AND DR. MUHAMMAD USMAN, ASSISTANT PROFESSOR

Employees' knowledge hiding behaviors can be detrimental to their interpersonal relationships and individual and organizational learning and creativity. However, to the best of our knowledge, the literature on the contingencies, antecedents and outcomes of employees' knowledge hiding behaviors is still in its infancy. On the other hand, not everyone who hides knowledge hides it the same way, as individuals are different, so do their behaviors. This study explores the links between employees' personality traits and their knowledge hiding behaviors. By using a single case study as a research methodology and collecting data through 28 semi-structured interviews from employees working in Alpha Electronics (the pseudo name of the company to ascertain anonymity) operating in Pakistan, we foreground the patterns of relationships between employees' personality traits and knowledge hiding behaviors – rationalized hiding, evasive hiding and playing dumb. Our findings suggest that employees high on extraversion involve in evasive knowledge hiding; while employees low on extraversion (introverts) demonstrate rationalized hiding. Moreover, both extrovert and introvert employees involve in playing dumb in situations that involve risk for their jobs and careers. For instance, when knowledge is requested from their managers, both extrovert and introvert employees tend to play dumb, as in such cases, evasive and rationalized hiding can be harmful to their job and career-related interests and motives. Other than theoretical contributions, the study offers important implications for organizations faced with the challenges of shortage of skills and knowledge.

9-BP01-6171

SOME CHARACTERISTICS OF JAPANESE MARKETING AND VALUE CO-CREATION: A CASE STUDY OF NESCAFE AMBASSADOR

MS. KAZUKO DENO[9]

Nestlé Japan Ltd. is a leader in domestic instant coffee market and they are also active player in the production and sales of food and beverages. Nestlé Japan has been operating a large scale promotion named "Nescafe Ambassadors" since 2012 by which provides a coffee machine for free to individuals who wants to take part in the program.

These people, called ambassadors, place the coffee machine at their workplaces and make it possible for colleagues to enjoy cups of coffee with a little money. Mostly ambassadors place a piggy bank next to the coffee machine and ask people to pay proper amount of money each time they drink coffee. The money is used only to pay for the next order of coffee and cartridges.

The ambassadors are office workers not associated with Nestlé Japan. But they are expected to report their problems or opinions to the company because they are considered to be a part time marketer. Nestlé Japan and the ambassadors have discussed the following issues and solved them through trial and error: How to have their coffee machines placed in offices, how to convince more people to drink coffee at workplaces, what kind of drinking experiences they can deliver, and how best they can receive payments for coffee.

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[8] Ms. Sadeeqa Khan, Assistant Professor, PUCIT, University of the Punjab.

[9] Ms. Kazuko Deno, Doctoral Student, Kwansei Gakuin University.

The main focus should be on solving customers' problems by offering solutions that cover services and machines. Nestle Japan has prepared instruction tools for the new office, offered subscription service, and improved the machines to response for ambassador's requests.

Since Nestlé's headquarter encouraged Nestlé Japan to take the responsibility and adjust to the needs of the Japanese market. In 2017, the number of the ambassadors reached more than 300,000. From this point of view, "Nescafe Ambassadors" program requires customization from country to country.

The president realized that this program contributes to "self-realization" of the ambassadors, which Kotler named "Marketing 4.0". In Japan, people traditionally have the mind of "Omotenashi," which focus on the whole people in their organization instead of pursuing their self-interests. In this paper, the author discusses about value co-creation model of "Nescafe Ambassadors" using the service marketing triangle (Grönroos, 2016). Then the author shows county differences of contents of the value among Japan, USA and Finland .

The findings will show clearly the characteristics of Japanese relationship marketing and the importance of considering the cultural differences when adopting the business model.

10-BR06-6439

MEETING OR MISSING THE REQUIREMENTS OF A SOCIAL MODEL APPROACH TO MENTAL DISABILITY- AN ANALYSIS OF THE PERTINENT LAWS OF TRINIDAD AND TOBAGO

MRS. AFIYA FRANCE[10]

As a group, persons with disabilities ("pwd") have historically been oppressed, excluded and denied human rights. As a subset of this group, persons with mental disabilities ("pwmd") have been doubly subjugated.

Disability scholars have made the argument, drawing from the theory of social constructivism, that disability is socially produced. From this train of thought, the "social model" of disability evolved. Under this model, a negative experience of disability is caused, not predominantly because of an individual's impairment, but through the interplay of the impairment and the way that the organizational structures and attitudes of contemporary society oppress the individual and exclude them from mainstream participation. This definition of disability, and by extension the social model, have been endorsed in the Preamble and language of the United Nations (UN) Convention on the Rights of the Child, entered into force in 2008. Trinidad and Tobago, a country within the Commonwealth Caribbean, ratified same on June 25, 2015.

The social model is antithetical to the more orthodox "medical model" approach of locating disability squarely on the impaired individual. This model places all the focus on the treatment of the impairment and no attention to removing the societal discrimination which handicaps people. By altering the traditional definition of disability to place causation for same on the society, the social model sparks an inquiry into the specific areas where societal structures have failed pwd, with a view towards improving the deficiencies. The laws of a country, as set out in legislation and case law, provide a lens through which one can perceive aspects of the structures of the society.

This paper makes two unique contributions to the literature. First, using the literature on the social model of disability and the obligations under the CRPD, this paper creates a social model conceptual framework of the main normative positions existing in a law which is

[10] Mrs. Afiya France, PhD Student, The University of the West Indies.

responsive to the social model and impacts pwmd. Specifically, such law should remove existing societal barriers to pwmd; promote inclusion and not marginalization of pwmd; be non-discriminatory; afford and not deny human rights to pwmd. Second, using the framework it analyses TT legislation and case law impacting pwmd in the areas of involuntary detention, medical treatment and employment to assess the extent to which these laws surpass, model or fall short of the conceptual framework. The findings reveal antiquated laws and social attitudes steeped in the medical model tradition. The use of the conceptual framework offers a critical assessment of the extent to which Trinidad and Tobago demonstrates a social model approach to disability and fulfils its obligations under the CRPD. In addition, it furthers the literature on the social model by showing its applicability in a developing country and provides a conceptual framework that can be used to evaluate the legal approaches to pwmd in other jurisdictions.

11-BR07-6456

ENFORCEMENT (AMENDMENT) ACT 2017 TO THE IMPLEMENTATION ACT 2013 OF SAUDI ARABIA: A CRITICAL REVIEW

MR. ABDULKARIM ALOTAIBI[11]

The current legal framework in the Kingdom of Saudi Arabia compel Both Courts Decisions and arbitration tribunal awards seeking enforcement in the Kingdom to go through specialised enforcement courts and be subject to the enforcement law of 2013. This law is the first unified enforcement regulation in the kingdom's legislative history and reflect a real attempt towards modernising the kingdom's legal framework. Before the introduction of the 2013 enforcement regulation, the enforcements of foreign decisions and awards used to be subject to unnecessary complications that made the kingdom's legal system less attractive to international commerce. However, the kingdom's authorities have realised such deficiency in the its enforcement procedures and as a result the enforcement law of 2013 was issued. This regulation was followed by the issuance of a number of other regulations in different areas of law that aims to codify the Saudi legal system by creating a set of written rules that are easily accessible by both local and foreign concerned parties. Such attempts to codify the kingdom legal system has helped bring the kingdom's legal framework more in line with the developed world practices and increased its attractiveness and reliability in the eye of foreign commerce. This is particularly important because the kingdom has suffered from a long standing history of dissatisfying foreign commerce especially when its comes to the enforcement of foreign awards and decisions. In light of such modernising vision, the kingdom has further attempted to develop its enforcement procedures by issuing a second implementation act for the 2013 enforcement regulation. This act was issued in November 2017 and introduced nine new provisions that attempt to clarify some of ambiguities embodied in the 2013 enforcement regulation. This paper aims to critically assess the 2017 amendments and the extent to which they develop the enforcement procedure in Saudi Arabia.

[11] Mr. Abdulkarim Alotaibi, PhD Candidate, Warwick University.

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12-BR01-6207

APPRAISING THE ROLE OF LENDER OF LAST RESORT: A COMPREHENSIVE STUDY OF FEDERAL RESERVE, BANK OF ENGLAND AND STATE BANK OF PAKISTAN

MR. MUHAMMAD HASSAN IDREES[12]

This research enunciates the functions and the significance of the lender of last resort (LOLR) with reference to contemporary financial issues. Primarily, the research provides the conceptual underpinning of the doctrine of LOLR and divulges that the ambit of the role of LOLR was nothing more than merely liquidity hence; it could not get attention by the policy makers until the recent global financial crisis of 2007-08. It further explores the progression in the responsibilities of the Central Banks (CBs) after the financial crisis of 2007-08. Equivocal financial challenges eroded the contentions and paved the way for the LOLR and made it an inevitable part of the functions of CBs. Qualitative study is applied to carry out this research. It appraises the operations of LOLR during the crisis and highlights the lacunas of current legislation regarding it. It explains the emergence of Federal Reserves as a CB for the United States and unfolds its rescue operations to strengthen the financial institutions during crises. It also evaluates the gaps of the Federal Reserve's Act, 1913 and extensively explains the significance of Dodd-Frank Act, 2010. Additionally, it studies the financial challenges of the United Kingdom and the operations of the Bank of England as LOLR. In the current hour, the financial system of Pakistan is enduring numerous financial challenges nonetheless; there is not much scholarly work done in this context. This research highlights regulatory problems and suggests reform proposals hence; it will immensely contribute to the literature and benefit the concerned researchers of this area. The laws which legitimate the powers of CBs as LOLR are also studied. Finally, it provides a comprehensive discussion regarding the moral hazard problems which are inseparable in the presence of LOLR and argues that how effacing these problems could be for the system.

13-BP15-6415

A STUDY IN THE EFFECT OF TOURISM INDUSTRY SERVICE PROVIDERS' RAPPORT BUILDING BEHAVIOR ON RELATIONSHIP QUALITY AND LOYALTY

MS. YAN WENYAN[13]; DR. YOOSHIK YOON ,PROFESSOR; AND MS. MIJEONG PARK, RESEARCHER

The purpose of this study was to identify the types of rapport formation behaviors of tourism industry service providers and to investigate the influence of rapport formation behaviors of tourists on the quality of relationship and loyalty with foreign tourists. Data collection was field surveys for foreign tourists visiting Seoul. A total of 271 validity samples were used for final analysis. Statistical package the SPSS 23.0 program was used to analyze frequency, exploratory factor analysis, reliability analysis, and multiple regression analysis.

The result showed that rapport formation behaviors of tourism industry service providers were identified by three factors such as "Common Grounding Behavior and Information Sharing Behavior", "Connecting Behavior", and "Courteous Behavior". Also, the rapport

[12] Mr. Muhammad Hassan Idrees, Student, Canterbury Christ Church University.

[13] Ms. Yan Wenyan, Researcher, Kyunghee University Tourism Industry Reseach Insitute.

formation behaviors of tourism industry service providers effects improving the quality of relationship between tourism industry service providers and foreign tourists. It also effects on loyalty. Based on the results of this study, it can be expected to be used as an empirical data for human resource management in tourism industry.

14-BP16-6441

A STUDY OF LOCAL RESIDENTS' EXPOSITION IMPACT PERCEPTION AND MARKET SEGMENTATION: A CASE OF YEONGJU

MS. MISEONG KIM[14]; MR. KIHYUN KIM; ANDPROF. YOO-SHIK YOON

Even though local residents are key success factor of the regional industrial exposition, there are only few studies which researched about the behavioral intention of local residents to support holding the regional industrial exposition.

The purpose of this study was to identify the exposition impact perception factors of local residents in Yeongju(one of the rural city in Republic of Korea), and segment the exposition market using a cluster analysis based on expo impact perception.

Using the quota sampling based on demographic characteristics(gender, age, residence, income, etc.), total of 513 questionnaire was distributed in Yeongju city. Among them, 14 insincere questionnaire were ruled out and 499 remaining were used to analyze. Factor analysis was performed to determine the expo impact perception factors, and cluster analysis was applied to identify groups of local residents based on the delineated four impact perception factors.

Through the factor analysis, the study revealed the 4 factors of the expo impact perception; 'Positive Impact on Regional Tourism Infrastructure', 'Positive Impact on promotion and awareness improvement of the region', 'Positive Impact on related industries', and 'Negative Impact on the Region'.

Using the cluster analysis, three distinct groups were formed; High Impact Perceived Group, Middle Impact Perceived Group and Low Impact Perceived Group. The results of the study showed statistically significant differences among the three groups in terms of demographic, support and behavioral intention variables. The study revealed the age, hometown and interests in holding the expo are most significant factors for segmentation among all factors for segmentation. In addition,Two-way ANOVA indicated that high expo impact perception could lead high supportiveness and behavioral intention.

Through the findings, marketing and management implications for effectively targeting each segments and further implications for industry practitioners and public officers as well as suggestions for future study were discussed. By improving positive effects of the expo and expo impact perception level, successful hosting of regional industrial expo could be achieved. Also, using the strategy targeting each segment will lead support and participation for hosting the expo from the local residents. For High Impact Perceived Group which is mainly composed of the men in over 50s who were born in Yeongju and for Middle Impact Perceived Group which is mainly composed of the people who are in their 30~40s and own private business, since they have a high interest in expo, providing the various information about holding the expo will lead their behavioral intention and active participation. For Low Impact Perceived Group which mainly composed of the people who are in their 40s and came from other cities, improvement of their expo impact perception is the first and most important thing. In order to hosting the world-class expo, future studies need to compare various regions and research foreign visitors as well.

[14] Ms. Miseong Kim, Ph.D. Student, Kyunghee University.

15-BP03-6323

TRIPLE HELIX REVISITED: CAN THE INVOLVEMENT OF DIASPORA ENHANCE TECHNOLOGY INNOVATION PERFORMANCE IN EMERGING AFRICAN ECONOMIES?

MS. MARINA TOLKACHEVA[15] DR. WEI WEI WU, PROFESSOR; AND DR. KINFE TSEGAY BEYENE, PROFESSOR

The rapidly changing and uncertain business environment makes organizations face the biggest challenge on how to capture their competitive advantage in this age of knowledge-based economy. The current market is being challenged by the high frequency of advancement in technology, intensive market competition, shortest product life cycle and fast delivery with an ability of satisfying the customer's expectations at minimum cost. An increasing number of research works have investigated the importance and impact of the triple helix, a collaborative system of knowledge generation among University-Industry-Government (UIG) in the development of national innovation competence. However, regardless of the level of effort, triple helix still remains to be an abstract concept in the case of Africa in general and Ethiopian innovation system in particular. On the other hand, studies show that a large number of manpower with better technical and managerial capabilities that can provide supportive knowledge and skills for the technological innovation and transfer efforts of emerging economies is residing in the advanced economies. Thus, the aim of this theoretical framework is to shed light on the importance of harnessing the knowledge and skills of the Diaspora community and integrating is to the current triple helix model. On top of that, the paper identifies the primary problems related to the implementation of the model in the case of Ethiopia. The study in hand will investigate ways of maximizing the benefits of the triple helix model of innovation in the development of competence and boosting the performance of the manufacturing firms in Ethiopia.

Key words: Triple helix, Diaspora, Innovation performance, Emerging economies, Africa

16-BP14-6427

AN ASSESSMENT OF ETHICAL LEADERSHIP DECISIONS FROM INTERNAL STAKEHOLDERS PERSPECTIVE WITH SPECIAL REFERENCE TO BRAHMAPUTRA CRACKER AND POLYMER LIMITED. (BCPL), ASSAM, INDIA

MR. ANURAG BURAGOHAIN[16]; AND DR. AJANTA B. RAJKONWAR, PROFESSOR

Brahmaputra Cracker and Polymer Limited. (BCPL) is a Petrochemical Complex at Lepetkata, Assam, India and the present study aims to analyze the use of PLUS Ethical Decision-Making Model from the Internal Stakeholders perspective. The model is customised to the study area with the objectives as follows: • To find out how ethical the management of the Company in making decisions parse the policies laid down by the Company • To assess the decisions taken are within the purview of legal parameters or regulations of the Company. • To assess that decision taken are in consonance with the core values and the company culture and • To assess

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the decisions taken meet standards of fairness and justice. Research Questions • Whether the decisions are in line with the policies laid out by the Company? • Whether the decisions violate any legal parameters or regulations? • Is it in tune with core values and the Company Culture? • Does it meet standards of fairness and justice? Methodology of the Study The total sanctioned manpower in the Company is 700 (491 executives + 209 non-executives). The employee strength of the Company as on 31st March, 2017 was 576 including 389 executives and 187 non- executives. Purposive random sampling method under non probability sampling has been used for the study. With a purpose to elicit information respondents were taken purposively as per Table 1.1. A total of 40 respondents were taken 18 female and 22 male from different categories of manpower namely from Managerial level, Operational level and Field Staff. The Managerial level is divided into Senior Executives and Executives of which the Researcher randomly selected 4 number of male and 2 number of female Senior Executives and 4 number of male and 3 number of Executives. There were 6 number of male and 5 number of female Supervisors in the Operational level. Under Field staff the strength of manpower under workmen regular and casual were both 4 under each of the category of male and female respectively. The profile of the respondents on the basis of variables such as age, gender and educational qualification are classified to analyse the respondents response to ethical decisions in line with the policies laid out by the Company, the decisions violating any legal parameters or regulations, whether decisions are in tune with core values and the Company Culture and does it meet standards of fairness and justice. Category Designation Strength of Manpower Male Female Managerial level Senior Executive 4 2 Executives 4 3 Operational level Supervisor 6 5 Field Staff Workmen (Regular) 4 4 Workmen (Casual) 4 4 Total 22 18 (Source: Field Survey) Taking the bases of the PLUS Ethical Decision-Making Model, the Researcher has applied the model in the present study and analysed the data with help of simple statistical tools.

17-BP19-6380

INDIGENOUS TOURISM –AN IDEAL SUSTAINABLE TOURISM MODEL FOR IDUKKI, KERALA

MRS. BINCY KALUVILLA[17]

India has been reinvented through the ‘Incredible India’ campaign which highlights the various facets of India. The current Indian tourism scenario seems to be optimistic. India’s growing reputation in the last few years as one of the fastest emerging tourist destinations has enthralled the attention of tourists all over the world. The country is fast catching up on the infrastructural development with the upgradation of roads, airports and hotels. At the same time, there is a big concern of sustainability. Each tourist destination is unique in its own way. The alternative tourism possible in one place may not be same for another. Identifying a suitable tourism model and to conduct a study on its feasibility are very much essential for rightly positioning a tourism destination. This paper examines the indigenous tourism potential of Idukki district of Kerala, which is one of the emerging destinations in South India. Being an identified ecotourism destination, promoting indigenous tourism as special interest tourism was found ideal for the destination. The study examines the perceptions of the tourists about tourism in Idukki and their preferences for various forms of tourism available there. Tourists’ perception on Indigenous attractions of Idukki has also been analysed. Major challenges faced by the destination are addressed along with recommending an Indigenous tourism model suitable for Idukki

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NEW INSIGHTS INTO DIVIDEND POLICY: A CUSTOMIZED AND DYNAMIC SECTORAL ANALYSIS

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Corporate finance encompasses wide range of pivotal areas; among all dividend policy is an imperative decision, while a mature body of corporate finance literature has manifested its entrenched nexus with value creation for shareholders. This study brings into focus new age of research on dividend policy by investigating strategically important areas of dynamic and customized analysis across different sectors. By applying dynamic and nested testing estimator on balanced datasets of non-financial listed firms, the findings of this study substantiate the importance to customized dividend policy according to relative significance of combinations of firm, sector and country level factors. Moreover, the study corroborates the amount of sectors' distinctive nature explaining the firms' dividend behavior. The innovation drive of the study remained focused on dynamic dividend model and customization of dividend decisions in relationship to nested combinations of internal and external factors. Consistent with principle objective, sector level determinants confirm the comprehensive mechanism for sectors in which the resources fullness and level of risk are also measured for each sector, and importantly Herfindahl Hirschman Index examined the level of sectors' concentration, which often becomes vital to be focused. The study warrants the need to unleash the role of policy makers and chief financial officers to revisit the significance of customized dynamic dividend models according to distinctive nature of sectors. Nevertheless, it uncovers future new horizons to investigate dividend policy under financial and economic sensitivity.

Key Words: Dividend policy; Dynamic Analysis, Nested Testing Procedure

19-BR05-6259

BEARING THE BRUNT OF INTENTIONAL CRIMINALIZATION: AN UNENDING STORY OF STIGMA AND DILEMMA OF THE DNT IN INDIA

DR. DEEPSHIKHA AGARWAL[19]

Certain communities were branded as criminal by the British during their rule in India. These were usually nomadic tribes who were always on a move with their household articles and livestock. They always set up their caravans about one or two miles away from the main town or village, usually living between the boundaries of two villages/ towns. They were named as criminal tribes by the British, and later they were given the nomenclature of de- notified tribes by the Indian government.

Various Acts were enacted by the British, like Criminal Tribes Act, 1871, modified in 1897 and 1911. Under the Act, before declaring a particular tribe/ community as criminal, the local government had to report their case to the Governor – General in Council, making a solid case for their criminal activities. There were series of Acts that were generally categorized as "Habitual Offenders Act", which preserved most of the provisions of original Criminal Tribe Act, except for few exceptions In 1949 the Indian government had set up a commission under

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the chairmanship of Ananthasayanam Ayyangar to look into the problems of criminal tribes, and the commission came up with negative reactions against the state provisions. The effect of the government measures was such that many innocent people were arrested and imprisoned, and in the prison, they became hardened criminals.

Government constituted the National Commission for De notified Tribes, Nomadic Tribes and Semi- nomadic tribes in 2005,but it's recommendations were not unanimously accepted by the Ministry of Social Justice.

Perna caste is one of the denotified castes living near Delhi. The Perna people were originally a nomadic tribe, who were branded as vagrants by the British Ethnographers and were compared to the Nats and Bazigars, alleged to be involved in prostitution.

Currently the Perna are a settled community , which provide major agricultural labour force in Haryana. Some of them were given land by the government in order to rehabilitate them, which became settled agriculturists. Some of them migrated to towns and found employment in construction sector. Their economic status is largely precarious and they have been categorized as scheduled castes by the state government.

The Perna are largely and strictly an endogamous group and come what may, they do not marry outside their own community. They practice clan and village exogamy. They are arranged into a hierarchical order, where some groups of Perna are regarded as inferior to the rest. Child marriage is a very common practice polygyny is also rampant.

The Perna women indulge into prostitution, sometimes taking up the traditionally accepted occupation willingly, and at other times they are forced into it by their families. They can be seen soliciting clients on highways at the Delhi border, while the men make all the arrangements and while away their time playing cards and probably keeping a guard. The act of prostitution and criminals activities like theft, stealing things from the clients whom the women solicit is very commonly accepted as a part of their sub- culture.

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