

EUROMED Conference 2016

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Students' learning outcomes from a multicultural learning environment

Bengoa, D.S.; Rajala, A.; Trevisan, I.; Van Berkel, J.; Zulauf, K., Wagner, R.

Abstract

In today's environment, business interconnectivity and multicultural societies are becoming the normal way of living. Especially, recent migration waves are challenging societies to cope with such cultural diversity. More than ever before, students are increasingly facing multicultural environments and they need to be made aware of the challenges and opportunities these offers, and their readiness and willingness to work in collaborative productivity needs to be nurtured. The learning environment should offer a harmonious and fruitful setting for the acquisition of such intercultural skills. Therefore, it is necessary that the students are aware of their communalities and differences with other students to gain cultural understanding. The speed of how students develop their cultural intelligence will be impacted by the students co-operative social skills and the amount of interactions in multicultural environments.

It is an imperative for educational institutions to provide as many opportunities as possible to gain this knowledge. The EU with the Erasmus program is one of the most important and successful ones within Europe.

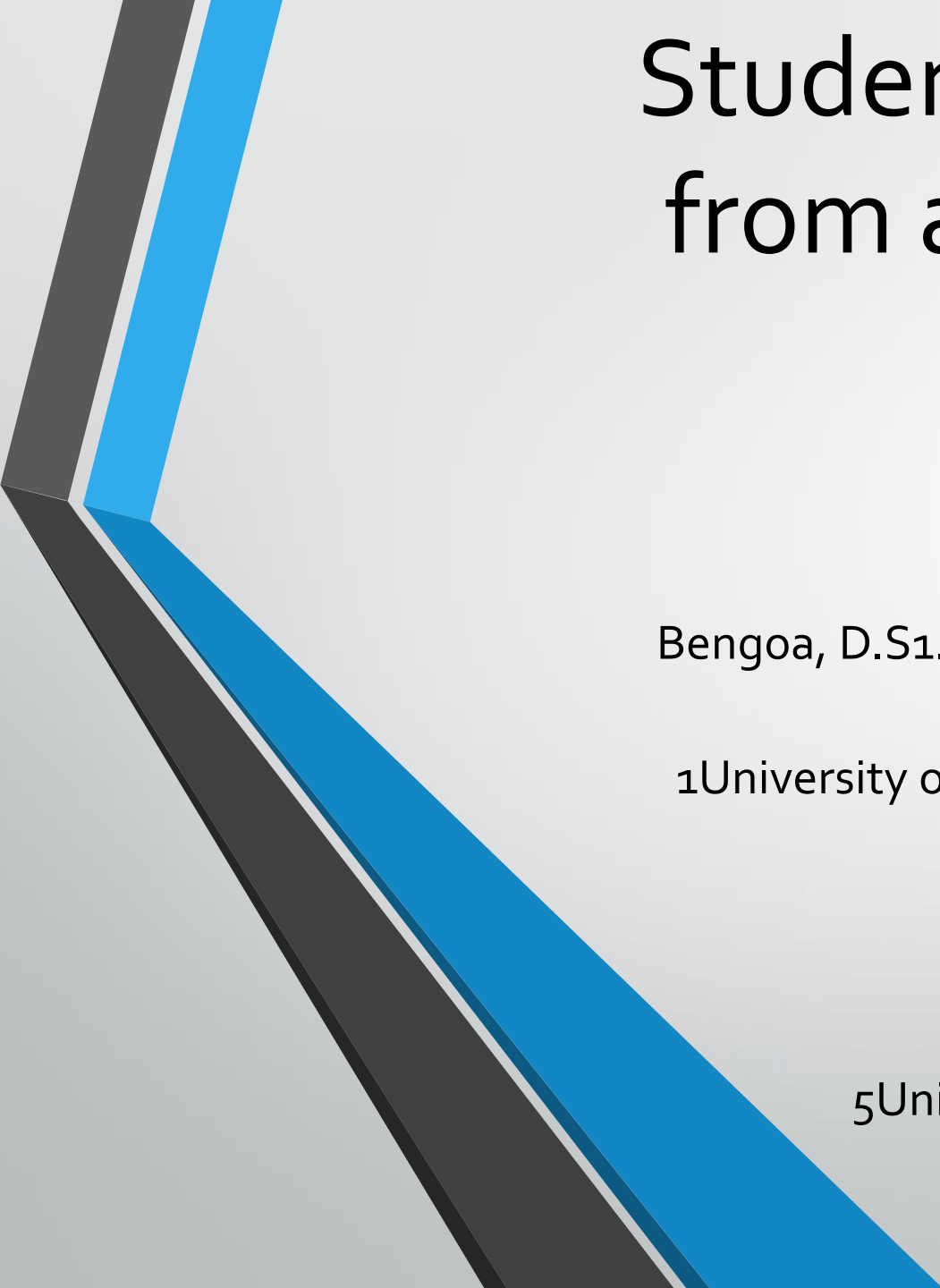
The aim of this paper is to analyze the skills and attitudes development of students before and after having participated in multicultural teams in an intensive program. The project relates to Marketing Communication of European Entrepreneurs, with the acronym Marciee.

The research was conducted using quantitative methodology. The questionnaire design was based on the one developed by Prof. Dr. Armstrong (Wharton School, University of Pennsylvania). It probes, through the students' self-assessment, their progress made during the participation in the project. The analysis presented in the paper is mostly descriptive, comparing the progress in knowledge and skills of the participating students of various nationality from before the start of the Intensive programme to its end.

Some research findings relate to attitudes towards developing and sharing knowledge, stress, attitudes towards learning and task orientation, intercultural communication, and cultural awareness skills related to the impacts of culture on the different ways of learning when working in multicultural teams

Keywords: entrepreneurship, marketing, multicultural learning, culture





Students' Learning Outcomes from a Multicultural Learning Environment

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Agenda



HOCHSCHULE DER WIRTSCHAFT
FÜR MANAGEMENT

UNIVERSITY OF APPLIED
MANAGEMENT STUDIES

- Project presentation and aim
- Literature review (main topic)
- Research methods
- Findings
- Conclusions

Today's environment

- The important goal in today's education environment is to help students to recognize differences and similarities between students from different cultural background and to encouraging the development of co-operative social skills (Wardle,2008)
- 'the increasing globalization and the interconnectedness of multinational work environment have intensified the demand for graduates capable of operating in culturally diverse context', Jones (2013 in Mikhaylov 2015, p 95)
- In order to meet this challenge, the educational environment should increase both the international and multicultural student presence in today's learning environment and should encourage and facilitate meaningful interactions among diverse student groups (Mikhaylov,2015)

The MARCIEE Project and the paper's aim

- The EU project (2015-2017): Marketing Communication of European Entrepreneurs, with the acronym Marciee. The European project is in the second year of implementation.
- 10 European Universities and 3 international intensive programs (Budapest, Vilnius and Trento)
- To analyze the skills and attitudes' development of students after having participated in multicultural teams in an intensive program.



Methodology

- Quantitative research
- Questionnaire development: Prof. Dr. Armstrong (Wharton School, University of Pennsylvania) for the students self-assessment on their progress made during the participation in the project.
- The participants (75) filled in the questionnaire in the beginning, in the middle and at the end of a course.
- Three questions: (1) What do you know? (2) What do you want to learn? (3) What have you learned? With this procedure, the teachers get a direct feedback about the knowledge, the needs and the learning success for each individual topic.
- For the international intensive program evaluation, it was decided to assess the improvements related to (1) knowledge, (2) soft skills.
- Program used for the analysis: SPHINX (Paired Samples Statistics, Paired Samples Correlations and Paired Samples Test)
- Methodology limitation: Next time emphasis on filling in all the parts of the questionnaire, and give a better explanation for filling in the 100 points for the students aims

Hypothesis



- H₁. Working in International teams increases individual knowledge
- H₂. Working in international teams expands individual skills
- H₃. The level of stress increases when working in international teams

Findings: Knowledge/ Skills

	Start				Begin				End		
Your Knowledge about ...	Mean	Std	N		Mean	Std	N		Mean	Std	N
Entrepreneurship (e.g., definition, concepts)	6.0	1.9	69		6.9	1.4	68		8.2	1.2	61
Entrepreneurial orientation dimensions	4.3	2.4	69		5.3	2.4	69		7.7	1.3	62
Causation logic and effectuation logic	3.4	2.4	69		4.9	2.5	69		7.9	1.3	62
Influences of cultural contexts on business communication processes	6.8	1.8	69		7.2	1.6	69		8.1	1.1	61
Assessing culture	7.0	1.7	69		7.3	1.6	69		8.1	1.1	62
Local adaptation of global strategy	6.7	1.5	69		7.1	1.5	69		8.0	1.1	62
International marketing campaigns	6.6	1.2	69		7.1	1.2	69		8.0	0.9	62
Financial impact on entrepreneurial projects	5.2	2.1	69		5.8	2.0	69		7.4	1.2	62
Incorporation of new media in business strategy	5.9	2.0	69		6.5	1.8	69		7.9	1.1	62
Social media techniques in the entrepreneurial context	6.1	2.1	69		6.7	1.7	69		7.8	1.2	62
Average Knowledge	5.8	1.4	69		6.4	1.3	68		7.9	0.8	60
Your Skills about ...											
Working in cross-cultural teams	7.2	2.4	69		7.6	2.0	69		8.4	1.3	61
Business interactions in English	7.4	1.9	69		7.7	1.7	69		8.3	1.2	61
Using office tools (video, pptx, excel, word) to deliver high quality outcomes	7.8	1.4	69		7.9	1.3	69		8.1	1.2	62
Resistance to stress	7.6	1.7	69		7.7	1.6	69		8.0	1.5	61
Organisational skills	7.3	1.5	69		7.6	1.3	69		8.0	1.2	61
Adaptiveness	7.8	1.3	69		8.0	1.2	69		8.3	1.1	61
Persuasiveness (Convince the others without annoying them)	7.1	1.3	69		7.2	1.2	69		7.8	1.1	60
Average Skills	7.5	1.2	69		7.7	1.1	69		8.1	0.9	60

Findings



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- **Knowledge complexity:** At the start of the project there is quite a difference in knowledge per delegation.
- The average knowledge of students from Kassel is significant lower than the average knowledge of students from Utrecht, especially on the topics of 'Entrepreneurship', 'Entrepreneurial orientation dimensions', 'Causation logic and effectuation logic', 'Influences of cultural contexts on business communication processes', 'Assessing culture' and 'Social media techniques in the entrepreneurial context'

Findings

- **Skills:** At the start of the project there is also quite a difference in skills per delegation.
- Students from Kassel have a significant lower score on 'Working in cross-cultural teams' and 'Business interaction in English' and the students of Budapest have a significant lower score on 'Resistance to stress', 'Adaptiveness' and 'Persuasiveness'
- The teams from Budapest and Kassel really benefit from working in international teams. Students from Kassel improved significantly on all the knowledge topics and on the skills 'Working in cross-cultural teams' and 'Business interactions in English' and the students from Budapest nearly on the same topics and also on the skill 'Resistance to stress'

Conclusion



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UNIVERSITY OF APPLIED
MANAGEMENT STUDIES

- Complexity by delegations' level of knowledge. At some universities the students are well known with topics related to entrepreneurship. At other universities it seems that entrepreneurship for the students is a new topic
- Not all the delegations are used to work in an international setting;
- Gain knowledge or improving skills is quite different between the different delegations during the time students work in national teams together;
- During the whole project, especially during the week in Budapest, students gained a lot of knowledge of topics related to entrepreneurship and improved their skills significantly;
- At the end of the project the differences in knowledge and skills has been decreased between the students;
- Despite complexity, it is important and the students benefit a lot for cross-cultural learning

KNOWLEDGE ENGINEERS AT WORK: EUROPEAN LESSONS LEARNED FROM THE MARCIEE PROJECT

Ralf Wagner

University of Kassel, Germany

Marketing Communication Innovativeness of European Entrepreneurs

The 25th Annual World Business Congress

Kingston University, London, 15-19 June 2016

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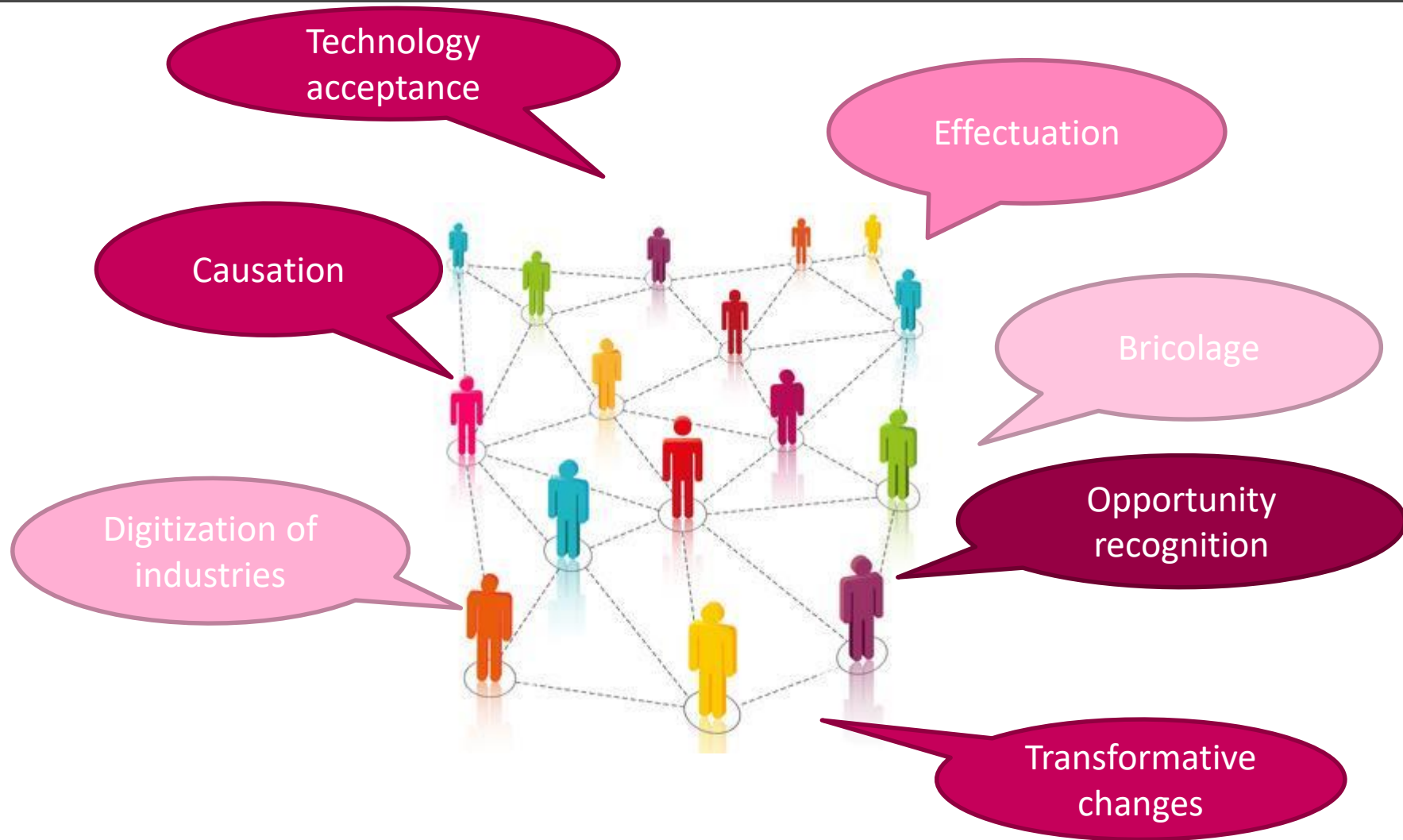
Strengthening the innovativeness and professionalizing the intercultural communication and marketing activities of European entrepreneurs to establish competitive advantages over non-European entrepreneurs.

Research

Learning Experience
&
Stimulation

Knowledge Transfer
&
Supporting
Entrepreneurs

KNOWLEDGE ENGINEERING AT WORK



INSTITUTIONS

U N I K A S S E L
V E R S I T Ä T



UNIVERSITÀ DEGLI STUDI
DI TRENTO



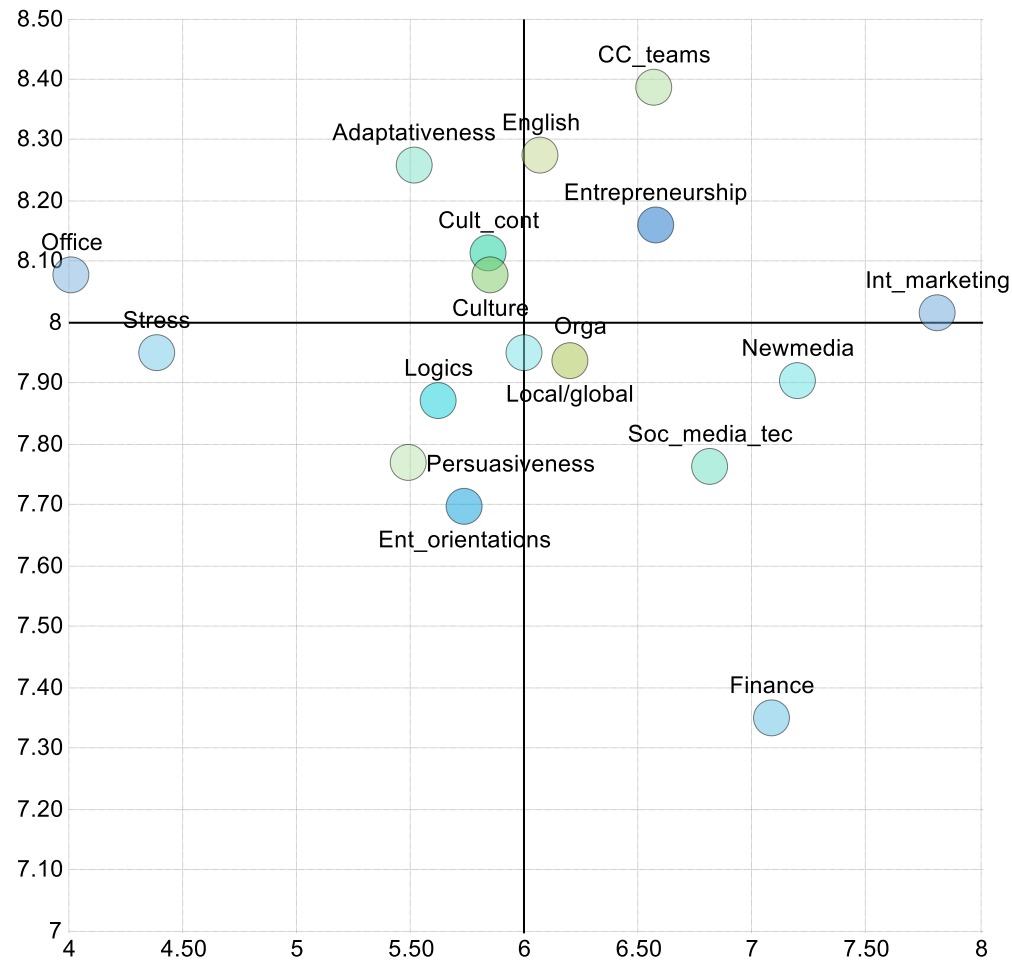
UNIVERSITY OF ICELAND

LEARNING EXPERIENCE



EVALUATION OF OUR TEACHING

Importance / final level



DOCTORAL TRACK

Benefits:

- Becoming part of an international research network
- Participating in method courses on a sophisticated level
- Systematic coaching by well-established European advisors
- Participating in the design, setup and evaluation of a European database related to entrepreneurial communication
- Writing academic publications

Profile:

PhD-candidates and post-docs with an interest in:

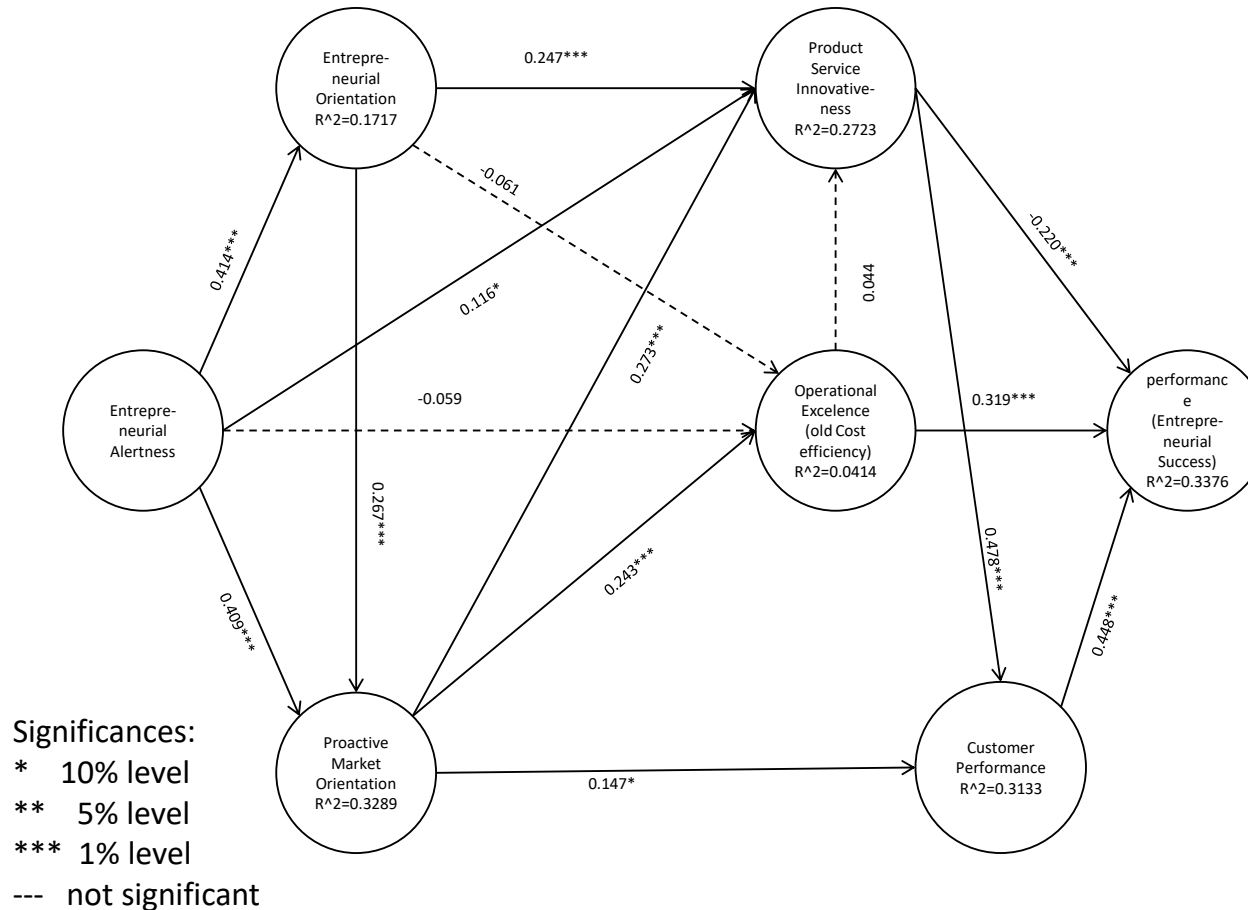
Entrepreneurship, international communication & marketing, customer relationship management, empirical research methods, interaction & (social) networking, cross-cultural management

Contribution:

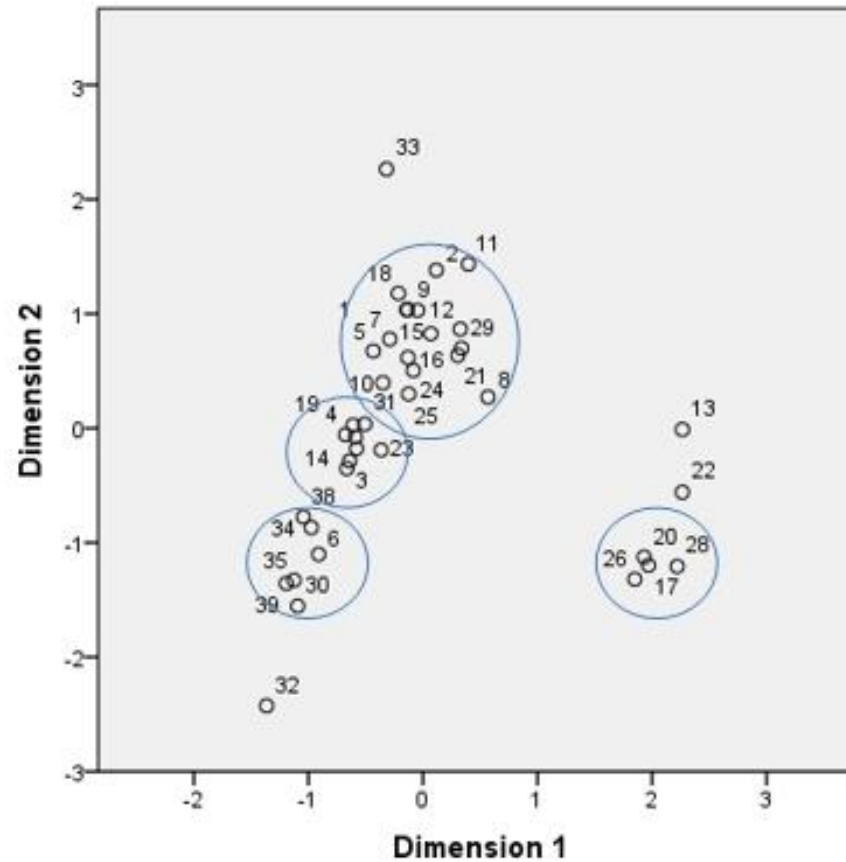
Committed work and active participation, taking part in (annual) meetings

THE IMPACT OF ENTREPRENEURIAL ALERTNESS ON ENTREPRENEURIAL ORIENTATION AND MARKET ORIENTATION

n = 330 European Entrepreneurs

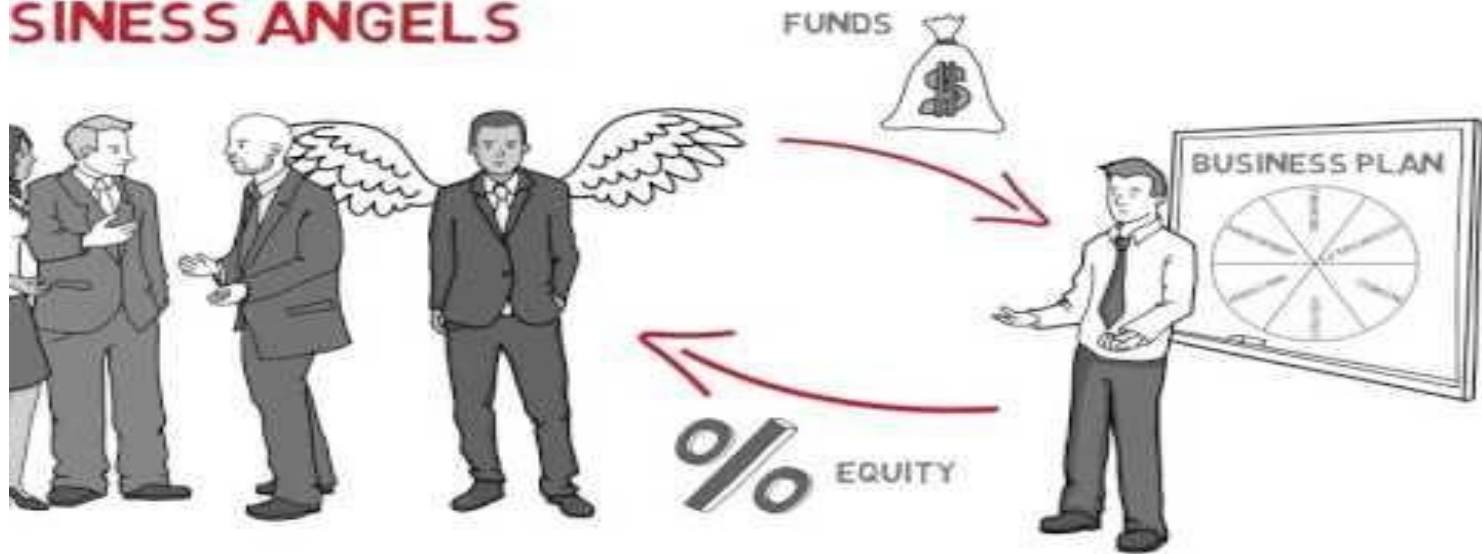


MULTIPLE CASE STUDIES OF ENTREPRENEURS



KNOWLEDGE TRANSFER

SINESS ANGELS



<https://www.youtube.com/watch?v=w99lymar9ic>

LEARNINGS & RESULTS

- Entrepreneurial reality does not confirm out text book wisdoms.
 - We need to update permanently.
 - Students substantially contribute to knowledge engineering, if guided.
 - Entrepreneurs, students and academic researchers assimilate in the course of the research.
 - Seeding of further joint (research) projects.
- Seeding of further joint (research) projects.
- Research collaboration between divergent research teams is much more fun than expected.

FURTHER INFORMATION

Our website:

www.uni-kassel.de/go/marciee

Tips for Entrepreneurs on YouTube:

<https://www.youtube.com/watch?v=w99lymar9ic>

Download teaching material: [http://www.uni-kassel.de/fb07/fileadmin/datas/fb07/5-](http://www.uni-kassel.de/fb07/fileadmin/datas/fb07/5-Institute/IBWL/Wagner/MARCIEE/Output_6_Teaching_Material_MARCIEE_2015.pdf)

[Institute/IBWL/Wagner/MARCIEE/Output 6 Teaching Material
MARCIEE 2015.pdf](http://www.uni-kassel.de/fb07/fileadmin/datas/fb07/5-Institute/IBWL/Wagner/MARCIEE/Output_6_Teaching_Material_MARCIEE_2015.pdf)



Twenty Fifth Annual World Business Congress

GLOBALIZATION: DEVELOPMENTS, OPPORTUNITIES AND CHALLENGES

**Kingston University
London, United Kingdom
June 15 – 19, 2016**

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WELCOME MESSAGE TO THE 25th ANNUAL WORLD BUSINESS CONGRESS PARTICIPANTS

**Kip Becker, Congress Co-chair and President of the International Management Development
Association (IMDA)**

This is an exciting month for IMDA as the world congress in Kingston will mark a quarter of a century that the IMDA has held the annual congress. Many of the original participants who attended the initial five World Business Congress in Halifax, Nova Scotia; Turku, Finland; Penang Island, Malaysia; Istanbul, Turkey and Hamilton, Bermuda remain with the organization and each year since we have gained new members, colleagues and friends.

Kingston University is a perfect location for the quarter century celebration being the site of Henry VII famous 1529 Hampton Court Castle where, somewhat like the academic world, feasts and beheadings here abundant. The Kingston site, much like the IMDA's celebration, unites its history while enjoying a vibrant present with it's London location as well as the Wimbledon tennis tournament which will follow the congress on June 27th

We owe a special thanks to Kingston University for hosting this important event and I would truly like to express my gratitude to Professor Ron Tuninga, Pro Vice Chancellor Enterprise and Dean Faculty of Business and Law at Kingston. Ron is both a personal friend as well as a long supporter of the IMDA having hosted three prior world congresses. Gaëlle Vallée-Tourangeau, Jack Kenward, and Niyat Henok all of the Kingston faculty, have worked continuously over the last year to provide you with an exciting congress venue and rich academic and social program. I and the membership are truly indebted to them and their enthusiastic spirit and tireless work. Their extreme efforts and personal sacrifices over the year have culminated in this highly organized and exceptional experience. A broader word of thanks goes to the administration, faculty and staff of Kingston University for their sincere support in hosting our twenty-fifth congress.

Having been, along with Erdener Kaynak and Bert Rosenbloom, an initial organizer of the IMDA this milestone of twenty-five years is particularly meaningful to me. I am truly grateful to all the great members who, over the years, have provided me with the opportunity to make long lasting friendships and gain in many academic ways. The IMDA has truly expanded my, and our members, appreciation of countries that few get to experience as we have. For example who can forget the Republic of Georgia, Suriname, Bosnia and Herzegovina, Croatia, Poland or Spain to name only a few of our special twenty-five congress locations. As such, I would also like to personally thank each of you. You are an essential ingredient in making the IMDA so highly successful. Your involvement, strengthen bonds of professionalism and friendship is what makes the IMDA special.

To those of you that are coming to your first IMDA congress, I welcome you to a truly unique professional organization. I ask that you follow a congress tradition and strive, over the next few days, to get to know as many members as possible. By conference end make it your goal to leave Kingston on the Thames with, not just a collection of colleague's business cards, but with many new friends.

WELCOME MESSAGE FROM CONGRESS PROGRAM CHAIR

Erdener Kaynak

Executive Vice-President & Director of IMDA and Congress Program Chair

On behalf of the Executive Board of the IMDA, Program Committee, Track and Session Co-chairs, I take this great pleasure to welcome all of the delegates and the accompanying persons and guests to London, United Kingdom for the Twenty Fifth World Business Congress of the IMDA held from June 15th through 19th 2016. This is our first congress in the United Kingdom- an important cultural hub and center of western Europe for trade, investment and development. Since July 2015, Congress Organizing Committee members both in the U.S.A. and in the United Kingdom have been working very diligently to organize a diverse congress program, which will be academically challenging and stimulating and culturally enriching for all of the participants, spouses, and the accompanying persons.

Congress Local Arrangements Committee in the United Kingdom has worked very hard and diligently to organize an outstanding congress. I must particularly thank Dr. Gaelle Vallee-Tourangeau, Congress Co-chair of Kingston University profusely in being involved meticulously at and every stage of the congress organization. Without her able and enthusiastic leadership, it would have been far more difficult to organize this congress. She was the invisible hand behind the doors! We all owe her a special gratitude and appreciation.

On Wednesday afternoon June 15th, 2016, for the registered delegates and their spouses and accompanying persons, there will be a city tour to interesting sites in the vicinity of Kingston Borough afternoon between 14:00 -18:00. These are Hampton Court Palace and Gardens. On Thursday, June 16th, 2016 there will be a winery tour and dinner at Denbies Wine Estate. We will host the Award Ceremony and Dinner at the Twickenham Rugby Stadium on Friday, June 17th, 2016, and finally Congress Farewell Dinner will be Boat Party on the River Thames on Saturday, June 18th, 2016. We are extremely pleased that a number of plenary sessions and panels with representatives from local industries, trade organizations and the government departments have been organized. On Thursday, June 16th, 2016 we organize plenary sessions devoted to British Economy: Past, Present and the Future and the second one is devoted to British Entrepreneurship and Small Business Development. There will be an academic panel with representatives from a number of scholarly business journals. There are also keynote addresses by distinguished academics.

The paper presentation sessions will be held all day on Friday, June 18th, 2016 and until 12:30 p.m, on Saturday, June 19th, 2016. On each day, there will be two parallel academic sessions and special panels devoted to various contemporary management and business development issues. This year, as in past IMDA congresses, we are offering full papers, research-in-progress papers, and special panels/sessions. We are delighted to note that a broad spectrum of papers, ideas, and research findings are being presented by scholars and practitioners coming from four continents and some 27 countries. As part of our IMDA tradition, we will again publish the Congress Best Papers in future issues of the Association's premier Journal of Transnational Management (JTM) or Journal of Euromarketing (JEM). The first journal is in its 21st volume and the second one is in its 25th volume. They are both included in several citation indices. Also, our own Advances in Global Business is in its 25th volume. Some seven years ago, our Advances in Global Business was admitted to Reuters' Web of Science Social Sciences Citation Index for proceedings. Only a small number of proceedings (10%) around the globe are included in this citation index. One other noteworthy development is that we have established IMDA Press and its first publication is the Journal of Euromarketing which was acquired from Taylor & Francis Group. It is edited by Erdener Kaynak who is

assisted by Jan Nowak as Associate Editor and Kip Becker as Technology and E-Commerce Editor. Our Book Review Editor is Claude Cellich. We would welcome your article contributions to both of our journals. If you have book reviews on European marketing topics, please pass them on to Claude Cellich at ccellich@iun.ch We are also interested in expanding our portfolio of journal publications. If you are interested in developing a new business journal for IMDA Press, please consult with Drs. Kip Becker and Erdener Kaynak.

We are extremely pleased with the co-sponsorship of Kingston University and a number of British institutions and companies whose names and logos are printed in this congress program as well as in IMDA Website at www.imda.cc We would like to take this opportunity to profusely thank our partner institution and our diverse sponsors. Special thanks go to Congress Honorary Chair Ronald, Congress Co-chairs Gaelle Vallee-Tourangeau and Kip Becker. Special Sessions and Panels Chairs, IMDA Board of Directors, and Congress Administrative Directors in two locations as well as Local Arrangements Committee members in the U.S.A and the United Kingdom were of special help to us. Congress Executive Secretary Niyat Henok was also of special assistance. All of these individuals did an outstanding job at every stage of the congress organization and development. The congress webpage and final version of the congress proceedings were prepared by Talha Doğan Harcar of Pennsylvania State University at Beaver. The excellent congress website and databases Talha has developed and improved over the years substantially aided and helped streamline the work of the congress organizers, and presenters. The congress delegates, paper presenters, and participants at large have found congress-related links on our website very useful. Special thanks and appreciation also go to track co-chairs, manuscript reviewers, and colleagues who are chairing panels and academic sessions at the congress. As always, our family members, especially our wives, deserve great credit for the help and support they have rendered throughout the year.

I wish much success in the deliberations at the Twenty Fifth World Business Congress of the IMDA. We are certain that we will all benefit from the proceedings and ensuing discussions immensely. We encourage all of you to attend the Twenty Sixth World Business Congress to be held in Bishkek, Kyrgyz Republic from May 19th through 23rd, 2017. For this congress, our local host institution is Kirgizistan-Turkiye Manas University- one of the largest universities in the country.

WELCOME MESSAGE FROM CONGRESS HONORARY CHAIR

Dear Colleagues, Participants,

Welcome to the Faculty of Business and Law of Kingston University in the beautiful Royal Borough of Kingston upon Thames in southwest London. The name of Kingston comes from the phrase *Kinges Tun*, meaning a royal farm or estate. The very first reference to this town was made in 838 AD. Seven Saxon Kings are believed to have been crowned in Kingston. Kingston bridge was only one of two bridges spanning the Thames for many centuries and was probably the single most important factor in putting Kingston on the map from such an early time. Bridging cultures and linking people are equally important and is our aim today.

We are delighted to be this year's host for the Twenty Fifth Annual World Business Congress. It is a great honor to be able to celebrate with IMDA this 25th anniversary with another fantastic global conference. The theme of this year's conference "Globalization: Developments, Opportunities and Challenges" is very relevant and fitting with Kingston University, London and the world we live in. It is our intention to make

this conference as stimulating and comfortable as possible for our participants in line with the historic tradition of Kingston.

Global Entrepreneurship is at the core of the Kingston University London. We are host to the Global Entrepreneurship Development Center, a global collaboration among some of the best business schools in the world. London is the most international city in Europe and, some claim, in the World with people living in London from every country in the world. We are working hard to provide you and your spouses with a program that matches the historic and global context of Kingston upon Thames.

Kingston Business School and Law School offer programs to students from more than 100 countries by faculty members from across the globe. We are, thus, well aware of the many diverse cultures and business environments, which can be challenging or offer opportunities as our theme this year highlights.

We are looking forward to a successful academic conference and we are impressed by how hard everyone has worked to submit high quality papers. We will ensure that you will have plenty of opportunity to network with each other in both formal and informal settings. We hope you will also enjoy the special dining venues we have selected for you.

It is important to us that those accompanying you to the conference also have a very enjoyable time while in Kingston upon Thames. They will have plenty opportunities to visit historic places in and around London.

It is great to have you here at our Faculty of Business and Law at Kingston University London.

Kind regards,

Ronald S.J. Tuninga
Dean Faculty of Business and Law
Pro-Vice Chancellor Enterprise
Kingston University London

WELCOME MESSAGE FROM CONGRESS CO-CHAIR

Gaelle Vallee-Tourangeau
Professor of Business Administration, Kingston Business School of Kingston University London,
United Kingdom

Dear Colleagues,

On behalf of the Organizing Committee, I am thrilled to welcome you to the 25th Annual World Business Congress, hosted by the International Management Development Association (IMDA) and Kingston Business School at Kingston University. London is a city where the world connects. It is a vibrant, thriving multicultural city with a dazzling array of attractions from the more sedate pleasures of its world famous art galleries, museums and theatres to the bustle of the city's commercial heart and busy shopping areas. It has numerous free attractions, parks, shops, and restaurants ready to be enjoyed. The congress is located at the Kingston Business School, in the southwest of London at the Royal Borough of Kingston upon Thames. In

addition to being very historical, Kingston is the second major shopping area in London after Oxford street in Central London. Kingston riverside has some very good and trendy restaurants and cafés. The very popular Rose Theatre is also located at Kingston. If you visit Kingston Town Centre you may come across twelve disused red telephone boxes tipped down to lean against one another like dominoes: it's one of the iconic sights of the city, known as the "Out of Order" sculpture by David March.

The 2016 meeting will keep with IMDA traditions, providing a friendly and engaging forum for professionals and faculty from various disciplines coming from all around the globe to exchange ideas and best practice in the pursuit of professional growth and management development.

The Kingston Business School is an innovative, international and culturally diverse Business School, focused on excellence in learning, teaching and research. Our vision is to be recognised globally for an innovative and entrepreneurial approach to education and research, creating and realising life-changing opportunities. We do this by creating the best possible environment for staff and students which is diverse and inclusive, led by learning, entrepreneurial, and research-informed. KBS was the first business school in the world to receive triple accreditation from the Association of MBAs (AMBA) across its portfolio of general management masters and doctoral courses. Many of our postgraduate and undergraduate programmes are accredited by the European Foundation for Management Development. All in all, KBS's approach to education is a fine match for IMDA.

Our theme this year is "Globalization: Developments, Opportunities and Challenges." We are now in the midst of the information age, and the global economy is driven as much if not more by information computerization than by traditional industrial processes. In this context, globalization is inescapable as physical distance is no longer a barrier to business and management, and internationalisation almost an inescapable necessity.

The Congress will offer a series of keynote addresses on Thursday the 16th June, as well as three panel discussions, formal paper symposia, case study presentations, and special sessions. The Faculty of Business and Law, home to the Kingston Business School and the Kingston Law School has sponsored many exciting social functions as part of the Congress Program, including the presentation of the Business of the Year award on Friday at the famous Twickenham Rugby Stadium.

We warmly invite you to take advantage of all that IMDA can offer, so you can meet other delegates, increase your network, exchange ideas, and foster new collaborations around management development.

The organisation of a successful congress involves input from many people and many organisations. Particular thanks go to Ms Niyat Henok, the IMDA Executive Secretary, who helped organized all the social events and catering and to the IMDA Executive Vice President, Prof Erdener Kaynak, and congress honorary chair, Prof Ron Tuninga. Lastly, special thanks and welcome to all of the delegates. I know that many will travel from distant parts of the world to be part of this event. Please be assured of a warm welcome, I look forward to meeting you all in person.

CONGRESS PROGRAM COMMITTEE

HONORARY CONGRESS CHAIR

Ronald Tuninga
Dean of the Faculty of Business and Law
Pro-Vice Chancellor for Enterprise
Kingston University
Kingston-Upon-Thames, Surrey
UNITED KINGDOM

CONGRESS CO-CHAIRS

Sunitha Narendran

Kingston Business School
Kingston University
Kingston Hill
Kingston-Upon-Thames
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Numan Salati, Independent IT Consultant, USA
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Talha Dogan Harcar, Penn State University at Beaver, USA, *Global Business (Misc.)*

LIST OF TRACKS, PANELS AND SPECIAL SESSIONS

Company Internationalization
Consumer Behavior: Issues and Strategies
Country Specific Cases of Globalization
Cross-National/Cultural Marketing
Current Issues in Trade and Development
Organizational and Human Resources Development Issues
Global Business and Development
Marketing Management Strategies

Entry and Operational Strategies
 Strategic Management Development
 Global Business: Developmental Perspective
 Global Training and Development
 International Business Competitiveness
 International Finance and Risk Management
 Managing in the Global Marketplace
 Technology Transfer and Foreign Direct Investment
 New Perspectives on Global Corporate Responsibility and Business Ethics
 Services Management and Marketing
 New Developments in Global Business Education
 Environmental Challenges in International Business Development
 Business Issues in Emerging Markets
 Entrepreneurship and Business Development
 Case Research Pedagogy in Emerging Markets
 Investment and Portfolio Management
 International Business in Transitional Economies
 Comparative Management Systems

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CONGRESS PROGRAM SCHEDULE

WEDNESDAY, June 15, 2016

- | | |
|---------------|---|
| 11:00 – 13:00 | Congress Registration will take place at Kingston Business School
Room: KHBS0027
Lunch will take place at Kingston Business School The Atrium |
| 14:00 – 18:00 | <p>PRE-CONGRESS TOUR TO HAMPTON COURT PALACE AND GARDENS</p> <p>Please congregate at Kingston Hill Campus Bus Stop around 13:50 and busses will depart sharp at 14:00. The tour will last approximately 4 hours .</p> <p>(This tour is organized for registered delegates, registered spouses and registered accompanying persons. Please present your function ticket before proceeding to the buses)</p> <p>Arrival Back at Kingston University Kingston Hill Campus Before 18:00</p> <p>IMDA Board of Directors Meeting
 18:00-18:30 Room: KHBS0023</p> |
| 18:30-21:00 | Congress Early Bird Reception
(Meet Old and New Friends)
Venue: Business School, Kingston Hill Campus, The Atrium |

Dress Code: Informal
Opening Addresses
Announcing the Matters Needing Attention

(The reception is organized for registered delegates, registered spouses and registered accompanying persons. Please present your function ticket at entrance)

THURSDAY, June 16, 2016

- 08:30 – 15:00 CONGRESS REGISTRATION
Kingston Business School, Kingston Hill Campus
Room: KHBS0027
- 09:00 – 09:30 OPENING CEREMONIES AND WELCOMING ADDRESSES
BY DISTINGUISHED GUESTS
Location: Kingston Business School, Kingston Hill Campus
Room: KHBS0026
- 0.1: WELCOME MESSAGES AND INTRODUCTIONS
- Speakers:
- Erdener Kaynak, Congress Program Chair, Executive Vice-President
and Director of the IMDA, USA
Kip Becker, Congress Co-Chair and President of the IMDA, USA
Ronald Tuninga, Congress Honorary Chair and Dean of the Faculty
of Business and Law and Vice-Chancellor for Enterprise, Kingston
University, United Kingdom
Julius Weinberg, Vice-Chancellor of Kingston University
- 09:30-10:30 1.0: CONGRESS KEYNOTE SPEAKER
The Wolf at the Door: The Impact of Hedge Fund Activism on
Corporate Governance
John C. Coffee, Columbia University, USA
- 10:30-11:00 COFFEE BREAK
Kingston Business School The Atrium
- 11:00-12:30 1.1: SPECIAL PLENARY: KNOWLEDGE BASED ECONOMY
AND THE ROLE OF INSTITUTIONS
Location: Kingston Business School, Kingston Hill Campus
Room: KHBS0026
Moderator: Nic S. Terblanche, University of Stellenbosch, South
Africa
- Speakers:

Developing a Global Strategy: Issues and Challenges
 Michael Mayer, University of Bath, United Kingdom
 Leveraging the Management of Tacit Knowledge to Enhance
 Creativity and Innovation Manufacturing Teams in MNC
 Subsidiaries
 Thomas Garavan, Edinburg Napier University, United Kingdom
 Knowledge Engineers at Work: European Lessons Learned from the
 MARCIEE Project
 Ralf Wagner, University of Kassel, Germany
 Staff Exchanges: An Arrangement with Toyota
 Nic S. Terblanche, University of Stellenbosch, South Africa

12:30-14:00

LUNCH BREAK

Location: Kingston Business School The Atrium

(REGISTERED DELEGATES, SPOUSES, ACCOMPANYING
 PERSONS AND INVITED GUESTS ONLY. ENTRANCE TICKET
 IS REQUESTED)

14:00-15:30

**I.2: SPECIAL PLENARY: BUSINESS CHALLENGES IN
 PRODUCT AND SERVICE INNOVATION**

Location: Kingston Business School, Kingston Hill Campus

Room: KHBS0026

Moderator: Barry Unger, Boston University, USA

Speakers:

Re-conceptualizing the Competitive Advantage: Embracing Digital
 Change

Kip Becker, Boston University, USA

Rethinking the Triple Helix Model: Science Parks and Other
 Government Initiatives to Stimulate Innovation and Entrepreneurship

Barry Unger, Boston University, USA

Richard Lee, Creativity Software, United Kingdom

“Think Like a Startup”

Sarah Bilby, NatWest, United Kingdom

15:30-16:00

COFFEE BREAK

Kingston Business School The Atrium

16:00 – 17:15

**I.3: SPECIAL PLENARY: LEGAL AND POLICY ISSUES IN A
 GLOBALIZING WORLD**

Location: Kingston Business School, Kingston Hill Campus

Room: KHBS0026

Moderator: Alison Baverstock, Alison Baverstock and Associates,
 United Kingdom

Speakers:

Globalization and the Fear Factor of the Financial Crime Compliance
 Regimes

Nicholas Ryder, University of the West England, United Kingdom

Will the Paris Agreement Alter the Global Climate Change Trajectory?
 Stuart Harrop, Kingston University, United Kingdom
 The Prevention of Corruption in the Global Area on Building and Promoting Integrity in a Globalized World
 Lorenzo Pasculli, Kingston University, United Kingdom

17:45 Bus Departs from Kingston University, Kingston Hill Campus Bus Stop. Travel to Denbies Estate

19:00-22:30 WINERY TOUR AND DINNER
 Denbies Wine Estate
 (Registered delegates, registered spouses, and registered accompanying persons only. Entrance tickets are required)

FRIDAY, June 17, 2016

09:00 – 17:00 Concurrent Academic Sessions
 Location: Kingston Business School, Kingston Hill Campus

09:00 – 10:30 Concurrent Sessions
 Location: Kingston Business School, Kingston Hill Campus
 Rooms: KHBS2038, KHFL3024, and KHBS1002

10:30 – 11:00 Coffee Break
 Location: Kingston Business School The Atrium

11:00 – 12:30 Concurrent Sessions
 Location: Kingston Business School, Kingston Hill Campus
 Rooms: KHBS2038, KHFL3024, and KHBS1002

12:30 – 14:00 Lunch Break
 Location: Kingston Business School The Atrium

(REGISTERED DELEGATES, SPOUSES, AND
 ACCOMPANYING PERSONS ONLY. ENTRANCE TICKET IS
 REQUIRED)

14:00 – 15:30 Concurrent Sessions
 Location: Kingston Business School, Kingston Hill Campus
 Rooms: KHBS2038, KHFL3024, and KHBS1002

15:30 – 16:00 Coffee Break
 Location: Kingston Business School The Atrium

16:00-17:30 Concurrent Sessions
 Location: Kingston Business School, Kingston Hill Campus
 Rooms: KHBS2038, KHFL3024, and KHBS1002

18:30 Delegates are transported from Kingston Hill Campus Bus Stop

19:00- 22:00 GALA DINNER RECEPTION
 AWARD CEREMONY, DINNER AND DANCE
 Location: The Twickenham Rugby Stadium

Master of Ceremonies: Kip Becker
 Award Ceremonies
 Best Congress Paper Awards
 IMDA 2016 Outstanding International Business Person of the Year Award
 Congress Announcements: Twenty Sixth World Business Congress of the IMDA will be held in Bishkek, Kyrgyz Republic from May 19th through 23rd , 2017. You are all welcome!

Entertainment and Cultural Performances

(For Registered delegates, registered spouses and registered accompanying persons only. Entrance ticket is required)

SATURDAY, June 18, 2016

09:00 – 12:30 Concurrent Academic Sessions
 Location: Kingston Business School, Kingston Hill Campus

09:00 – 10:30 Concurrent Sessions
 Location: Kingston Business School, Kingston Hill Campus
 Rooms: KHBS2038, KHFL3024, and KHBS1002

10:30 – 11:00 Coffee Break
 Location: Kingston Business School The Atrium

11:00 – 12:30 Concurrent Sessions
 Location: Kingston Business School, Kingston Hill Campus
 Rooms: KHBS2038, KHFL3024, and KHBS1002

12:30 – 14:00 Lunch Break
 Location: Kingston Business School The Atrium

(REGISTERED DELEGATES, SPOUSES, AND
 ACCOMPANYING PERSONS ONLY. ENTRANCE TICKET IS
 REQUIRED)

AFTERNOON IS FREE

18:30 Departure for Congress Farewell Dinner from Kingston Hill
 Campus Bus Stop

19:00 - 22:00

CONGRESS FAREWELL DINNER

Location: Boat Party on the River Thames

(REGISTERED DELEGATES, SPOUSES, AND
ACCOMPANYING PERSONS ONLY. ENTRANCE TICKET IS
REQUIRED)

SUNDAY June 19, 2016

POST CONGRESS TOURS (Extra cost)

This is a post-congress tour organized for congress participants and the accompanying persons.
It will take place between 09:00 – 18:00.

There will be two options: 1. Stonehenge and Bath Tour. 2. Warwick Castle, Stratford, Oxford and the Cotswold

To organize these tours, we need a sufficient number of participants. Please check with us during congress registration on Wednesday, June 15th, 2016 to find out more details

MASTER SCHEDULE

Date	Day	Concurrent Sessions	Time		VENUE				
					Pre Congress Tour Program: Wednesday, June 15, 2016, 14:00 – 18:00 (Meet at Kingston Hill Campus Bus Stop. Please congregate at 13:50 and the bus will depart sharp at 14:00 p.m. For Registered Delegates, Spouses, and Invited Guests. Admission ticket is required.	Lunch is served, Wednesday, June 15, 2016 at 12:00 noon at Kingston Hill Campus The Atrium. Congress Welcome Reception, Wednesday, June 15, 2016, 18:00-21:00 at Kingston Hill Campus The Atrium (For Registered Delegates, Spouses, and Invited Guests Only. Entrance ticket is required)			
					Kingston University Business School Kingston Hill Campus	KHBS2038	KHBS3024	KHBS1002	
June 15, 2016	Wednesday		11:00-21:00		Congress Registration at Kingston Business School, Kingston Hill Campus on Wednesday, June 15, 2016, 11:00- 13:00, KHB0027, on Thursday, June 16, 2016, 09:00-15:00, Friday June 17, 2016, 09:00-14:00, and Saturday June 18. 2016, 10:00- 12:00.				
June 16, 2016	Thursday	1	09:00-09:30 09:30-10:30	C O N G R E S S	0.1 Opening Ceremony 1.0 Keynote Address	Kingston Business School KHBS0026			
		2	11:00-12:30		I.1 Special Plenary: Knowledge Based Economy and the Role of Institutions	Kingston Business School KHBS0026			
		3	14:00-15:30		I.2 Special Plenary: Business Challenges in Product and Service Innovation	Kingston Business School KHBS0026			
		4	16:00-17:30		I.3 Special Plenary: Legal and Policy Issues in a Globalizing World	Kingston Business School KHBS0026			
		5	18:00-21:00		Reception at Kingston Business School	The Atrium			
June 17, 2016	Friday	1	09:00-10:30		Parallel Academic Sessions	II.1	II.2	II.3	
		2	11:00 12:30		Parallel Academic Sessions	II.4	II.5	II.6	
		3	14:00-15:30		Parallel Academic Sessions	II.7	II.8	II.9	

		4	16:00-17:30	R E G I S T R A T I O N	Parallel Academic Sessions	II.10	II.11	II.12	
June 18, 2016	Saturday	1	9:00-10:30		Parallel Academic Sessions	III.13	III.14	III.15	
		2	11:00-12:30		Parallel Academic Sessions	III.16	III.17	III.18	
			12:30-14:00		Lunch is served at Kingston Business School, Kingston Hill Campus The Atrium (Registered delegates, registered spouses, and registered accompanying persons only. Entrance ticket is requested) Congress Farewell Dinner Boat Party on the River Thames				
			19:00-22:00						
June 19, 2016		The tour will start on Sunday, June 19 th , 2016 morning at 09:00... and the return to Kingston Hill Campus early evening at 18:00..			A full day tour to either Option 1: Stonehenge and Bath Tour or 2. Warwick Castle, Stratford, Oxford and the Cotswolds. For the tours to take place, we need enough number of interested participants. More information will be available on Wednesday, June 15 th , 2016 during congress registration.				

Wednesday, June 15, 2016

**TOUR OF HAMPTON COURT PALACE AND GARDENS
14:00 – 18:00**

**(Registered Delegates, Registered Spouses, and Registered Accompanying Persons Only.
Invitation ticket is requested for attendance. Please congregate at Kingston Hill Campus Bus
Stop by 13:50 at the latest. We will depart sharp at 14:00**

Visit to Interesting and Noteworthy Sites in the Tour Area

CONGRESS REGISTRATION
Location: Kingston Business School, Kingston Hill Campus
Room: KHBS0027
11:00 – 13:00

CONGRESS LUNCH
Location: Kingston Business School The Atrium
12:00-13:00

CONGRESS WELCOME RECEPTION
Kingston Business School, Kingston Hill Campus
Location: The Atrium

18:00 – 21:00
Dress Code: Informal

**(REGISTERED DELEGATES, REGISTERED SPOUSES AND REGISTERED ACCOMPANYING
PERSONS ONLY. ENTRANCE TICKET IS REQUIRED)**

Thursday, June 16, 2015

OPENING CEREMONIES

09:30-10:30

SPECIAL PANELS

11:00 – 12:30

14:00—15:30

16:00 – 17:15

COFFEE BREAKS

10:30 – 11:00

15:30 – 16:00

LUNCH BREAK

12:30-14:00

Location: Kingston Business School The Atrium

CONGRESS RECEPTION

AND DINNER

Location: Denbies Wine Estate

19:00 – 22:30

Dress Code: Informal but Smart

**(Registered Delegates, Registered Spouses, and Registered Accompanying Persons Only.
Please congregate at Kingston Hill Campus Bus Stop by 17:45. at the latest. We will depart
sharp at 18:00)**

CONGRESS REGISTRATION

Location: Kingston Business School, Kingston Hill Campus

Room: KHBS0027

09:00 – 15:00

Friday June 18, 2016

CONGRESS REGISTRATION

**Location: Kingston Business School, Kingston Hill Campus
09:00 – 15:00**

ACADEMIC SESSIONS

9:00 – 10:30

11:00-12:30

14:00-15:30

16:00-17:30

**Location: Kingston Business School, Kingston Hill Campus
Rooms: KHBS2038, KHFL3024, and KHBS1002**

COFFEE BREAKS

10:30-11:00

15:30-16:00

Location: Kingston Business School The Atrium

LUNCH BREAK

12:30 – 14:00

Location: Kingston Business School The Atrium

AWARD CEREMONY, DINNER AND DANCE

19:00 – 22:30

The Twickenham Rugby Stadium

Dress: Formal

(For Registered Delegates, Registered Spouses and Registered Accompanying Persons)

Busses will depart from Kingston Hill Campus Bus Stop at 18:30

**ANNOUNCEMENT OF THE VENUE FOR THE TWENTY SIXTH WORLD
BUSINESS CONGRESS OF THE IMDA**

May 19-23, 2017

Bishkek, Kyrgyz Republic

Congress Venue: Kirgizistan-Turkiye Manas University

Saturday, June 18, 2016

CONGRESS REGISTRATION

**Location: Kingston Business School, Kingston Hill Campus
KHBS0027**

CONCURRENT SESSIONS

9:00 – 10:30

11:00 – 12:30

**Location: Kingston Business School, Kingston Hill Campus
Rooms: KHBS2038, KHFL3024, and KHBS1002**

COFFEE BREAK

**Location: Kingston Business School The Atrium
10:30 – 11:00**

LUNCH BREAK

12:30 – 14:00

Location: Kingston Business School The Atrium

CONGRESS FAREWELL DINNER

**Location: Boat Party on the River Thames
19:00 – 22:00**

**THE INTERNET ACCESS DURING THE
CONGRESS**

During the congress, the Wi-Fi Internet access will be available at Kingston Business School

CONCURRENT SESSIONS

Friday, June 17, 2016

9:00 – 10:30

II.1: Cross-National/Cultural Marketing

Location: KHBS2038

CHAIR: Ralf Wagner, University of Kassel, Germany

SPEAKERS:

Children's Attitude towards Advertising in Developing Countries, the Case of Morocco

Nicholas Hamelin, SPJAIN- School of Global Management, Singapore

Talha D Harcar, Pennsylvania State University at Beaver, USA

Consumer Perceptions of Coffee Brands: A Market Segmentation Study

Mehmet Haluk Koksall, Al Hosn University, United Arab Emirates

Differences in Consumer Behavior and Lifestyle between Sportsmen and Coach
Potatoes/Sedentaries

Luca Rochetti, University of Kassel, Germany

Taylan Urkmez, University of Kassel, Germany

Ralf Wagner, University of Kassel, Germany

II.2: Strategic Marketing Management

Location: KHBS3024

CHAIR: Nic S. Terblanche, University of Stellenbosch, South Africa

SPEAKERS:

Consumer Attributions toward Brand-harm Crisis: The Role of Corporate Brand Dominance

Patrick Poon, Lingnan University, Hong Kong

Lianxi Zhou, Brock University, Canada

Marketing Management at Regional Headquarter in Singapore: An explorative Study

Hiroshi Tanaka, Chuo University, Japan

Marketing's Contribution to Quality of Life: A Study of the Percetions of South African
Consumers

Nic S. Terblanche, University of Stellenbosch, South Africa

II.3: Organizational Culture and Development
Location: KHFL1002

CHAIR: Dalia Rachman-Moore, COMAS College of Management, Israel

SPEAKERS:

Chinese Stratagem Culture: Nature, Formation and Implications

Hong Liu, H Y Consulting Group, United Kingdom

Gender Differences in International Entrepreneurship: The Mediating Role of Emotion

*Wendy W. N. Wan, Guandong Academy of Social Sciences, The People's Republic of
Chung-Leung Luk, City University of Hong Kong, Hong Kong*

The Impact of Business Networks on Companies' Internationalization Process

Melis Attar, Selcuk University, Turkey

Coffee Break: 10:30 – 11:00
Location: Location: Kingston Business School The Atrium

CONCURRENT SESSIONS
Friday, June 17, 2016
11:00 – 12:30

II.4: Global Business Development and Internationalization
Location: KHBS1002

CHAIR: Jan Nowak, IBD Business School, Poland

SPEAKERS:

INGLOT-From a Small Family Business to a Global Brand

Jan Nowak, IBD Business School, Poland

Towards Effective Stereotyping in International Business: The Role of Cultural Metacognition

Romana Korez Vide, University of Maribor, Slovenia

Milan Jurse, University of Maribor, Slovenia

Where Does the Buck Stop?: Examining the Role of Brand Crisis Attributions in Diminishing
Negative Spill Over Effects in Consumer Evaluation of Brand Alliances

La Toya Quamina, Kingston Univeristy, United Kingdom

Jaywant Singh, Kingston Univeristy, United Kingdom

Stavros Kalafatis, Kingston University, United Kingdom

II.5: Financial Performance in Selected Countries

Location: KHFL3024

CHAIR: Kip Becker, Boston University, USA

SPEAKERS:

Classification Of Passenger Airlines in Turkey Based On Porter's Generic Strategies

Ayca Akdil, Kocaeli University, Turkey

Ali Talip Akpınar, Kocaeli University, Turkey

The Impact of Psychological Distance on The Willingness to Pay Price Premium for Cause-Related Products

Melanie Xue, Kingston University, United Kingdom

The Use of Financial vs. Operational Hedges by the Public Sector to Mitigate Exposure to Currency Fluctuations

Anand Krishnamoorthy, Troy University, USA

David R. Shetterly, Troy University, USA

II.6: Technology Transfer and Innovation Management

Location: KHBS2038

CHAIR: Barry Unger, Boston University, USA

SPEAKERS:

Global Business in Africa: The Role of BOP Innovations in Stimulating Organizational Performance and Poverty Reduction

Ben Q. Honyenuga, Ho Polytechnic, Ghana

Innovativeness Impact on Attitude Development Towards Mobile Payment Applications

Gökhan Aydın, Istanbul Arel University, Turkey

Şebnem Burnaz, İstanbul Technical University, Turkey

Using Literature to Contextualize and Build Engagement with Current Management Thinking at Undergraduate Level: ReadRight and The Critique

Jane Southall, Kingston University, United Kingdom

Hilary Wason, Kingston University, United Kingdom

Lunch Break: 12:30 – 14:00

Location: Kingston Business School The Atrium

CONCURRENT SESSIONS

Friday, June 17, 2016

14:00 – 15:30

II.7: Global Competitive Strategy Development

Location: KHBS2038

CHAIR: Jung Wan Lee, Boston University, USA

SPEAKERS:

China's 13th Five Year Plan: How Frameworks From Management, Law, and Social Science Can Contribute to Its Goals for Cooperative International Development and Sustainable Innovation

Virginia Greiman, Boston University, USA

Barry Unger, Boston University, USA

Wendy W. N. Wan, Guandong Academy of Social Sciences, The People's Republic of China

Switch-Shopping or Cross-shopping? Investigating the Relationship between Switching Intention and Actual Behavior in Grocery Store Shopping

Hayiel Hino, Ariel University, Israel

Shalom Levy, Ariel University, Israel

The Role of Investment Promotion Agencies in Nation Branding for Foreign Direct Investment: A Comparative Cross-National Examination

Alia El Banna, Carleton University, Canada

Nicolas Papadopoulos, Carleton University, Canada

Leila Hamzaoui-Essoussi, University of Ottawa, Canada

II.8: Effective Management Practices

Location: KHFL3024

CHAIR: Gaelle Vallee-Tourangeau, Kingston University, United Kingdom

SPEAKERS:

Consumer Responses to Social Media Advertisements in Two High-Context Cultures: Effects of Perceived Trust, Informativeness and Intrusiveness

Erdener Kaynak, Pennsylvania State University at Harrisburg, USA

Ali Kara, Pennsylvania State University at York, USA

Dhoha A. AlSaleh, Gulf University for Science and Technology, Kuwait

Nergis Aziz, Suleyman Sah University, Turkey

Demystifying Success Factors in Foreign Market Entry: An Empirical Study of Internal Organizational Capabilities and Flexibility

Richard Ettenson, Arizona State University, USA

Douglas Quackenbos, University of South Carolina, USA
Martin S. Roth, University of Hartford, USA
Seigyoung Auh, Arizona State University, USA

The Participation of PWD in Moroccan Businesses: The Moderating Effect of Leadership Style in the Hiring Decision

Rajae Maria Alem, University of Liverpool, United Kingdom
Shaukat Ali, University of Wolverhampton, United Kingdom

II.9: New Developments in Global Business Education

Location: KHBS1002

CHAIR: Claude Cellich, International University in Geneva, Switzerland

SPEAKERS:

A Modular Approach to Cybersecurity Education for Management Students

Vijay Kanabar, Boston University, USA

Identifying Facilitators and Barriers to Effective Engagement between Higher Education and Employers in Management Education

Georgy Petrov, Kingston Univeristy, United Kingdom

Jane Southall, Kingston Univeristy, United Kingdom

Richard Bolden, University of West of England, United Kingdom

Teaching Information Literacy in Marketing Courses

Melodi Guilbault, New Jersey Institute of Technology, USA

Coffee Break: 15:30 – 16:00

Location: Kingston Business School The Atrium

CONCURRENT SESSIONS

Friday, June 17, 2016

16:00 – 17:30

II.10: Strategic Management Development and Entrepreneurship

Location: KHBS2038

CHAIR: Shaukat Ali, University of Wolverhampton, United Kingdom

SPEAKERS:

Profile of the Latin American Buycotter

María-Matilde Schwalb-Helguero, Universidad del Pacífico, Peru

Iñaki Gracia-Arrizabalaga, Univeridad de Deusto, Spain

Strategic Management Accounting of Internet Service Company in China
Steve Fong Chun Cheong, Macao Polytechnic Institute, Macau

Variety Seeking Amongst South African Wine Consumers
Nic S. Terblanche, Stellenbosch University, South Africa

II.11: Environmental Challenges in International Business Development
Location: KHFL3024

CHAIR: Virginia Greiman, Boston University, USA

SPEAKERS:

Consumer Attitudes toward Genetically Modified Food in the U.S.: Are Millennials Different?
Bülent Oz, Korkut Ata University, Turkey
Fahri Unsal, Ithaca College, USA
Hormoz Movassaghi, Ithaca College, USA

Invasion of the Cyber Attackers: Combatant, Criminal, Terrorist or Spy
Virginia Greiman, Boston University, USA

Variety Seeking Amongst South African Wine Consumers
Nic S. Terblanche, Stellenbosch University, South Africa

II.12: Global E-commerce and Online Marketing
Location: KHBS1002

CHAIR: Fahri Unsal, Ithaca College, USA

SPEAKERS:

"Why Do I and Why Don't I?": Motivators for, and Inhibitors to, Posting Online Reviews in the Hotel Industry

Melissa Vignardi, Kingston University, United Kingdom
Wendy Lomax, Kingston University, United Kingdom
Robert East, Kingston University, United Kingdom

E-Commerce in Japan- A Case of Rakuten
Yukiko Yamaguchi, Saga University, Japan
Erdener Kaynak, Pennsylvania State University at Harrisburg, USA

National Culture Characteristics for Adapting Social Media and Online Reputation Management
Jung Wan Lee, Boston University, USA
Kip Becker, Boston University, USA

CONCURRENT SESSIONS

Saturday, June 18, 2016

9:00 – 10:30

III.13: Organizational Development and Human Resources Management

Location: KHBS2038

CHAIR: Hermann Lasseben, Reutlingen University, Germany

SPEAKERS:

Antecedents to Burnout: the Intermediate Role of Job Satisfaction and Job Insecurity

Evan Yiu Wah Chan, University of Macau, Macau

Joanne Sow Hup Chan, University of Macau, Macau

Teaching Qualitative Interviewing to the Expert Job Interviewer

Marvyn Boatswain, Kingston University, United Kingdom

When the Candidate of Choice Turns You Down: An Empirical Study of the Reasons for Job Offer Rejection

Hermann Lasseben, Reutlingen University, Germany

Ramona Mayer, Reutlingen University, Germany

III.14: Social Media Strategies

Location: KHFL3024

CHAIR: Erdener Kaynak, Pennsylvania State University at Harrisburg, USA

SPEAKERS:

An Exploratory Study of Awareness and Attitudes Toward Jersey Sponsorship in La Liga: The Case of Rival Soccer Teams, FC Barcelona versus Real Madrid

Talha Harcar, Pennsylvania State University at Beaver, USA

Berrin Guner, Rowan University, USA

Bouchra Hamelin, Al Akhawayn University, Morocco

Effects of Emotional Advertising on Driving Attitude Score and Recall: A Novel Facial Analysis Approach

Othmane El Moujahid, Al Akhawayn University, Morocco

Nicholas Hamelin, SPJAIN-School of Global Management, Singapore

Talha Harcar, Pennsylvania State University at Beaver, USA

To Click or Not To Click? Kyrgyz Consumers' Attitudes towards and Responses to Social Media Ads

Erdener Kaynak, Pennsylvania State University at Harrisburgh, USA

Ali Kara, Pennsylvania State University at York, USA

III.15: Current Issues in Trade and Development
Location: KHBS1002

CHAIR: Mehdi Hojjat, Neumann University, USA

SPEAKERS:

2020 Projection of the U.S. Current and Capital Accounts

Mehdi Hojjat, Neumann University, USA

A Closer Glance at the Notion of Fairtrade

Angelika Schmitz, University of Kassel, Germany

Taylan Urkmez, University of Kassel, Germany

Ralf Wagner, University of Kassel, Germany

Determinants of International Competitiveness

Mehdi Hojjat, Neumann University, USA

Coffee Break: 10:30 – 11:00

Location: Kingston Business School The Atrium

CONCURRENT SESSIONS

Saturday, June 18, 2016

11:00 – 12:30

III.16: Services Management and Supply Chain

Location: KHBS2038

CHAIR: Mehmet Haluk Koksall, AlHosn University, United Arab Emirates

SPEAKERS:

In Search of Relationship between Power and Influence in the Context of Indian Distribution

Channel: An Empirical Analysis

Kaushik Mandal, National Institute of Technology, India

Koushick Roy, National Institute of Technology, India

Managing Supply Chain Risks: A Case of Potato Chips Manufacturing Firm in Pakistan

Haris Aslam, University of Management and Technology, Pakistan

Syed Zawar Haider Kazmi, University of Management and Technology, Pakistan

Tashfeen M. Azhar, University of Management and Technology, Pakistan

III.17: Business Issues in Emerging Markets
Location: KHFL3024

CHAIR: Anand Krishnamoorthy, Troy University, USA

SPEAKERS:

High Performance Work Systems, Work Intensification and Employee Wellbeing: Examining the Employees' Perspective from Insurance Industry

Fawad Asif Rana, SZABIST, Pakistan

Uzma Javed, Effat University, Saudi Arabia

Importance, Role and Impact of Web-based Training in Telecom Sector

Shipra Sharma, School of Management CDAC Nodia, India

Shalini Garg, Guru Gobind Singh Indraprastha University, India

Psychological Contract Obligation: "Delivery of the Deal"

Anitha C. Thomas, Navrachana University, India

Avijan Dutta, National Institute of Technology, India

III.18: Business Sector Analysis
Location: KHBS1002

CHAIR: Simon Kwai Ming Mak, City University of Hong Kong, Hong Kong

SPEAKERS:

Analysis and Estimation of Foreign Exchange Reserves (FER) in India Using Soft Computing Techniques

Mriganka Mohan Chanda, National Institute of Technology, India

Gautam Bandyopadhyay, National Institute of Technology, India

Neelotpaul Banerjee, National Institute of Technology, India

Customer Reactions to Service Failure and Recovery in the Restaurant Industry: A Structural Equation Modeling Approach

Muhammad Hafiz Abd Rashid, Universiti Teknologi MARA, Malaysia

Fauziah Sh. Ahmad, Universiti Teknologi MARA, Malaysia

Rahayu Hasanordin, Universiti Teknologi MARA, Malaysia

Dynamic Capabilities and Performance: A Supply Chain Perspective: A Supply Chain Perspective

Haris Aslam, University of Management and Technology, Pakistan

Tashfeen M. Azhar, University of Management and Technology, Pakistan

RECIPIENT OF THE IMDA 2016 DISTINGUISHED INTERNATIONAL BUSINESS PERSON OF THE YEAR AWARD

**Yoganathan Ratheesan (Ratheesh), Chairman & CEO of the Lebara Group,
United Kingdom**

Yoganathan Ratheesan (Ratheesh) co-founded Lebara in 2001 at the age of 25, with the clear aim of transforming the international calling market by providing migrant communities with high quality, low cost solutions for keeping in touch with family and friends.

Lebara is now one of Europe's fastest growing communication companies with 5 million active customers, over 1,000 employees and operations in eight countries. Priding itself on its customer-centric focus, Lebara has won numerous customer service awards and successfully been recognized by industry experts as the 'Best MVNO' (mobile virtual network operator) for seven consecutive years in 2016. In 2015, Lebara launched, and also won 'Innovative Service' at the Mobile News Awards for, Lebara Play – the multi-ethnic entertainment content platform for mobile devices and TV.

As Chairman & CEO of the Lebara Group, Ratheesh is leading the company's transition from traditional MVNO to a diversified digital business, building towards the 2020 vision of touching the lives of a community of 1 billion migrants around the world. Ratheesh is passionate about serving the needs of migrants to make their lives as easy and enjoyable as possible. This is a complex, under-served community, with needs created by distance and relocation, and is one that Ratheesh understands well having arrived in the UK aged 15 to escape civil war in his native Sri Lanka.

Ratheesh and the other Lebara shareholders are committed to giving back to the communities that Lebara serves through the Lebara Foundation. Established in 2008, the Foundation has donated over US\$15 million to help protect and educate more than 200,000 disadvantaged children in 11 countries where Lebara customers have family and friends. In 2013, Lebara donated 100,000 Euros to UNHCR to help aid efforts in the wake of Typhoon Haiyan in the Philippines. The Lebara Foundation has also acquired 30 acres of land to build a school for 1,000 disadvantaged children in Tamil Nadu, India.

Ratheesh holds a B.Sc. in Aeronautical Engineering from Kingston University, London. In 2012, he was awarded an Honorary Doctorate from Kingston Business School and named Ernst & Young 'London and South' Entrepreneur of the Year. In 2014, Ratheesh was nominated to join the World Economic Forum of Young Global Leaders.

THE JOURNAL OF TRANSNATIONAL MANAGEMENT

Editor: Kip Becker (kbecker@bu.edu)

The *Journal of Transnational Management* is the official journal of the International Management Development Association. In addition to receiving submissions from authors in nations with strong research records and abilities, the journal has, and will continue, to distinguish itself as a leader in providing editorial assistance to authors from developing nations. The journal has a dedicated editorial board that is multi-national in scope and prepared to provide the assistance needed to encourage authors from nations that are not the traditional contributors with their submissions in order to optimize the opportunity to authors in developing nations to present their management articles to an international audience. The journal, in addition to research publications, is interested in receiving media/book reviews. Information concerning the JTM relating to past volumes and submission information is available on the web site of IMDA www.imda.cc Please feel free to contact me with questions concerning the JTM.

Over the past two years the journal has received articles from authors representing 16 different nations. In line with one of the journal's missions, that of assisting authors from developing nations, IMDA should be proud that during this time frame articles have been published from Turkey, China, Hungary, Poland, Hong Kong, Fiji Islands, Lebanon, Taiwan, Jordan and Qatar in addition to the USA, Canada, Australia, UK, France, Spain, Italy, the Netherlands, Germany, Italy and Greece which are more frequently represented. I have provided the title, country discussed, author and his/her nation of residence to provide a broad picture of the Journal's scope over the past several years.

JOURNAL OF EUROMARKETING

Editor-in-Chief: Erdener Kaynak (ek9@comcast.net)

Enlarged Europe is playing an increasingly more important role in the global economy. The purpose of the Journal of Euromarketing is to meet the needs of academics, practitioners, and policy makers in the discussion of marketing issues pertaining to Europe and European countries' trading relationship with other nations. The purpose of this exciting journal is to increase our understanding of the strategic planning aspects of marketing management in Europe. As well, marketing and international business aspects of the trading relationship between European and foreign firms are also explored conceptually as well as analytically. The unique position of the region would provide fascinating reading material for practitioners, public policy makers and academicians. The articles submitted to the journal create a forum whereby a conceptual understanding of the European markets and marketing systems be operationalized, analytical insights obtained as well as the past, the present, and the future of European marketing be highlighted.

The manuscripts submitted should report the results of cross-cultural/national and comparative studies conducted among countries of Europe. They can be based upon a single country of the region and/or industry there upon with a concerted effort to contrast the results/findings and managerial implications with those obtained by international marketing scholars/practitioners elsewhere. Both thought provoking and well-developed and documented conceptual/theoretical as well as empirical

contributions are sought. But every manuscript must have an applied, managerial orientation.

With its 27 full and 5 associate members, EU is the world's largest internal market possessing nearly \$12 trillion economy. Its importance is constantly increasing. Currently, there is a vacuum in the marketing literature which needs to be filled by relating the Europe factor to the global marketing scene; emphasizing on an interaction mode – that is, the horizontal dimension as well as the inter and intra trade and marketing activities in Europe. As such, Journal of Euromarketing covers the following areas of inquiry:

- a) Functional areas of marketing in Europe and comparison with the practices of those in other regions.
- b) The dynamics that account for the linkage of European national markets into markets of the developing world, North and Latin America, the Far East and Africa.
- c) Determine the best methods available for marketing goods and services in different socio-economic, demographic, cultural, competitive, and legal-political environments of Europe at national and regional levels.
- d) The method by which European marketing institutions are linked together into viable and coherent business systems.
- e) The type of environmental factors prevailing in different European countries of the region which force changes in the marketing structure of the area countries and industrial sectors
- f) How efficiently does the marketing system perform its universal functions in the countries of Europe and how the weaknesses of the marketing system can be overcome in the region?
- g) The various stages of market and marketing system development in Europe as a working device for generalizing and, possibly, predicting likely developments in marketing in individual countries of the region.

Both thought provoking theoretical/conceptual and insightful empirical contributions containing most current and up-to-date knowledge which offer the greatest managerial insights are considered. Articles submitted must contain practical information for the marketing practitioners, public policy makers, classroom teachers and researchers with a major emphasis on European marketing. The Journal tries to appeal to a larger group of readers, so the articles should be written in such a manner that those outside the field can comprehend the expertise and attitudes of those who work within it. Hence, a major criterion is that the language used should be as simple as possible without altering in any way, form, or shape the quality of the information to be communicated. Although not exhaustive, the following topics are illustrative of the subject areas to be covered in the Journal:

- ❖ Cross-National Consumer Segments in Europe
- ❖ Export behavior of European Firms
- ❖ Marketing Strategies of European Multinationals
- ❖ Marketing Implications of Strategic Alliances of European Firms
- ❖ Markets and Marketing Systems of European Countries
- ❖ Marketing Practices of Europe Companies
- ❖ Public Sector Marketing in Europe
- ❖ Comparative Marketing Systems in Europe
- ❖ Diffusion of Innovations Among European Nations

- ❖ Transfer of Marketing Technology and Reverse Technology Transfer in Europe
- ❖ Buyer-Seller Interactions and Organizational Buyer Behavior Issues in European Markets
- ❖ Business Customs and Practices Among European Countries
- ❖ Marketing Interaction/Interrelationships Between Europe and Other Trading Blocs
- ❖ European Corporate Cultures
- ❖ Legal-Political Aspects of Marketing in Europe
- ❖ Marketing Issues Pertaining to EU, EFTA, Council of Europe, European Members of OECD, and Associate Members of EU
- ❖ Marketing Research in Europe
- ❖ Communication/Promotion/Advertising Strategies of European Firms
- ❖ Other Topics Directly Related to European Marketing

The Journal is published four times a year. Papers are blind reviewed by at least two members of the Editorial Review Board. Book reviews and special case study materials based on product/service, success and/or failure of European companies in global markets and industries shall also appear as regular items in the Journal of Euromarketing.

Prospective authors are requested to attempt to restrict their submissions to approximately twenty-five double spaced pages including figures, tables, and references. Authors should submit their manuscripts electronically along with a short abstract and a one-page executive summary to either Editor-in-Chief Erdener Kaynak at ek9@comcast.net or Associate Editor Jan Nowak at jnowak@ibd.pl. The IMDA Press style guidelines should be used in preparing manuscripts. If in doubt, prospective authors should either refer to the inside back cover of any IMDA Press journal or use The American Psychological Association style guidelines. For “Instructions for Authors” and for additional information, please contact the Editor-in-Chief.

TWENTY SIXTH WORLD BUSINESS CONGRESS OF THE IMDA

Bishkek, Kyrgyzstan



WELCOME MESSAGE FROM THE RECTOR OF KYRGYZ TURKISH MANAS UNIVERSITY

**Prof.Dr. Sebahattin BALCI, Rector of Kyrgyz Turkish Manas University,
Bishkek, Kyrgyzstan**

Dear Participants to the 25th World Business Congress,
On behalf of Kyrgyz Turkish Manas University, I am delighted to welcome all the delegates and their guests to London, United Kingdom, for the 25th World Business Congress that will take place from June 15 to 19, 2016.

I would like to extend my gratitude to all of you who have taken part in the organization of this Annual World Business Congress until today. Special thanks to Executive Board of International Management Development Association respectively for their decision to hold 26th World Business Congress in Bishkek, at the Kyrgyz Turkish Manas University in 2017. I would like to mention and thank Dr. Erdener KAYNAK, Vice President of the International Management Development Association, for his personal efforts to organize next congress in Bishkek, Kyrgyzstan. We are extremely pleased to be your local co-host and hope that you will enjoy traditional Kyrgyz hospitality. Kyrgyzstan – is a country located in Central Asia with a long and eventful history.

Kyrgyzstan-Turkey Manas University was founded in Bishkek, the capital of Kyrgyz Republic, according to the agreement between governments of Turkish Republic and Kyrgyz Republic in 1995. Our university is open to innovations and international collaborations in order to contribute to the development of science and development of the business in the region. I believe that the congress will make considerable contribution to the world business studies and practical applications. Additionally, I hope that this congress will give new starts to collaborations between our universities and organization.

I wish much success in the deliberations at the 25th World Business Congress of the IMDA in London. We are confident that the congress will truly be fruitful and memorable for everyone. On behalf of Kyrgyz Turkish Manas University, I welcome all participants of the Congress once again and wish you all good luck.

Hope to see all of you in Bishkek next year.

LIST OF COUNTRIES REPRESENTED AT THE CONGRESS

Canada	Peru
France	Poland
Germany	Republic of China
Ghana	Saudi Arabia
Hong Kong	Singapore
India	Slovenia
Israel	South Africa
Japan	Spain
Kuwait	The People's Republic of China
Kyrgyz Republic	Turkey
Macau	United Arab Emirates
Malaysia	United Kingdom
Morocco	USA
Pakistan	

CALL FOR PAPERS

Journal of Euromarketing

Special Issue

Economic Integration and Marketing

Submission Deadline: December 31, 2016

Guest Editor: Abu Waheeduzzaman, Ph.D.



The Journal of Euromarketing is the official Journal of the International Management Development Association (IMDA) published by IMDA Press. It is a premier publication outlet in international marketing with a focus on Europe, emerging nations and other countries. It serves the academics, practitioners, and public policymakers on issues pertaining to marketing and related disciplines.

Economic integration can be achieved at three levels: (1) global level under WTO, (2) regional level through in various regions of the world (e.g., EU, NAFTA, ASEAN, MERCOSUR, or TPP), and (3) bilateral level between nations through free trade agreements. Manuscripts pertaining to integration and marketing at all three levels are welcome. Possible topics are as follows.

- Investigate how economic integration affects marketing at macro (national) and micro (industry specific) level. Relate geopolitics, size of the nation, geographic location, globalization, democracy, economic freedom, environment or culture to the phenomenon.
- Discuss the effect of “trade creation” and “trade diversion” in marketing.
- Determine the effect of economic integration on international trade, direct investment, and marketing decisions of the multinational corporations.
- Examine the relationship between integration and various concepts in marketing, viz., country of origin, consumption convergence, standardization-adaptation, or marketing productivity.
- Offer policy suggestions for business and governments pertaining to integration and marketing. Is more integration good for marketing?
- Study methodological issues in measuring economic integration and relate them to marketing.

The Special Issue on *Economic Integration and Marketing* invites manuscripts focusing on the impact of economic integration in marketing. The manuscripts should be no longer than 9000 words, double spaced (including references, tables, figures and abstracts) with a margin of at least one inch (2.54 cm) on all sides. Each manuscript has to be accompanied by a statement that it has not been published and has not been submitted simultaneously for publication elsewhere. Authors are responsible for obtaining permission to reproduce copyrighted material from other sources. All accepted manuscripts, artwork, and photographs become the property of the publisher.

Authors are encouraged to submit both conceptual and empirical papers. Use APA Style in preparing the manuscript. Submit manuscripts to the guest editor electronically via email at waheed@tamucc.edu. Hard copy submissions can also be sent to the following address. Authors from emerging and developing nations are encouraged to submit.

Abu N. M. Waheeduzzaman, Ph.D.
 College of Business
 Texas A&M University-Corpus Christi
 6300 Ocean Drive, OCNR 319, Unit 5808
 Corpus Christi, Texas 78412
 USA

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**INTERNATIONAL MANAGEMENT DEVELOPMENT ASSOCIATION (IMDA)
NEWSLETTER INFORMATION**

Please provide us with information concerning your academic and professional activities. We would like to use this information in our forthcoming IMDA Newsletter.

Title and full name: _____

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Research interests: _____

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Consulting/Research experience: _____

Recent consulting / Research assignments: _____

Recent publications: _____

Are your publications available free of charge? Yes _____ No _____

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Other information: _____

Please return this form to: Dr. Talha Harcar, School of Business Administration, Penn State University at Beaver, 100 University Drive, Monaca, PA 15061, USA, Tel: +1-724-773-3892, Fax: +1- 7 24-773-3557, E-mail: tdh13@psu.edu



INTERNATIONAL MANAGEMENT DEVELOPMENT ASSOCIATION

Twenty Sixth Annual World Business Congress
Kirgizistan-Turkiye Manas University
Bishkek, Kyrgyz Republic
May 19-23, 2017

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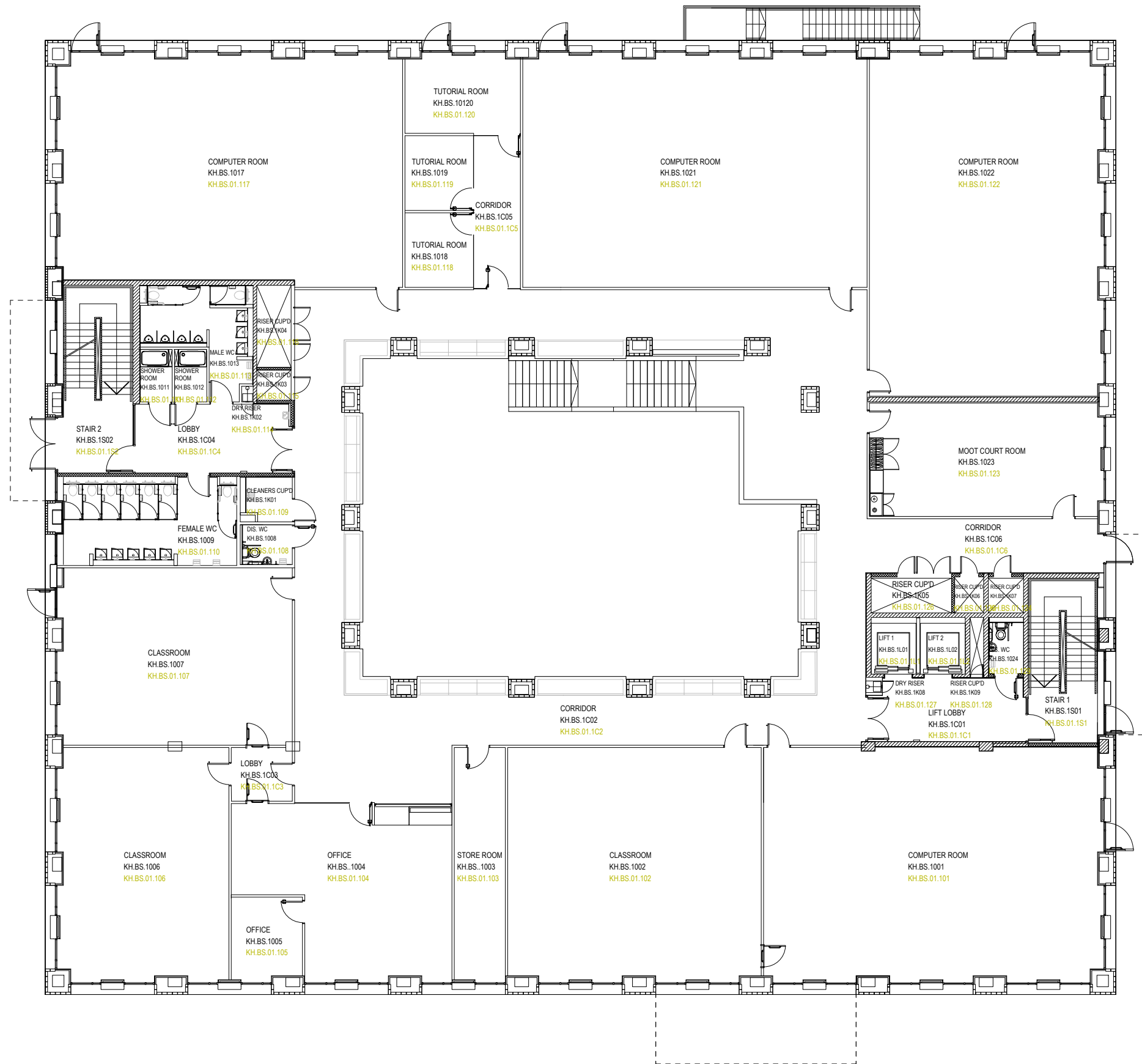
WANT TO BE INVOLVED IN THE 2017 IMDA PROGRAM?
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Name: _____
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I would like to participate in the 2015 IMDA Program as:

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_____ Special session/Panel organizer _____
Suggestions for session, track or paper: _____
Any other suggestions: _____

Please send this to: Professor Erdener Kaynak, School of Business Administration, Pennsylvania State University at Harrisburg, 777 West Harrisburg Pike, Middletown, PA 17057, USA, Tel: (717) 948-6343, (717) 566-3054, Fax: (717) 566-8589, E-mail: k9x@psu.edu or ek9@comcast.net



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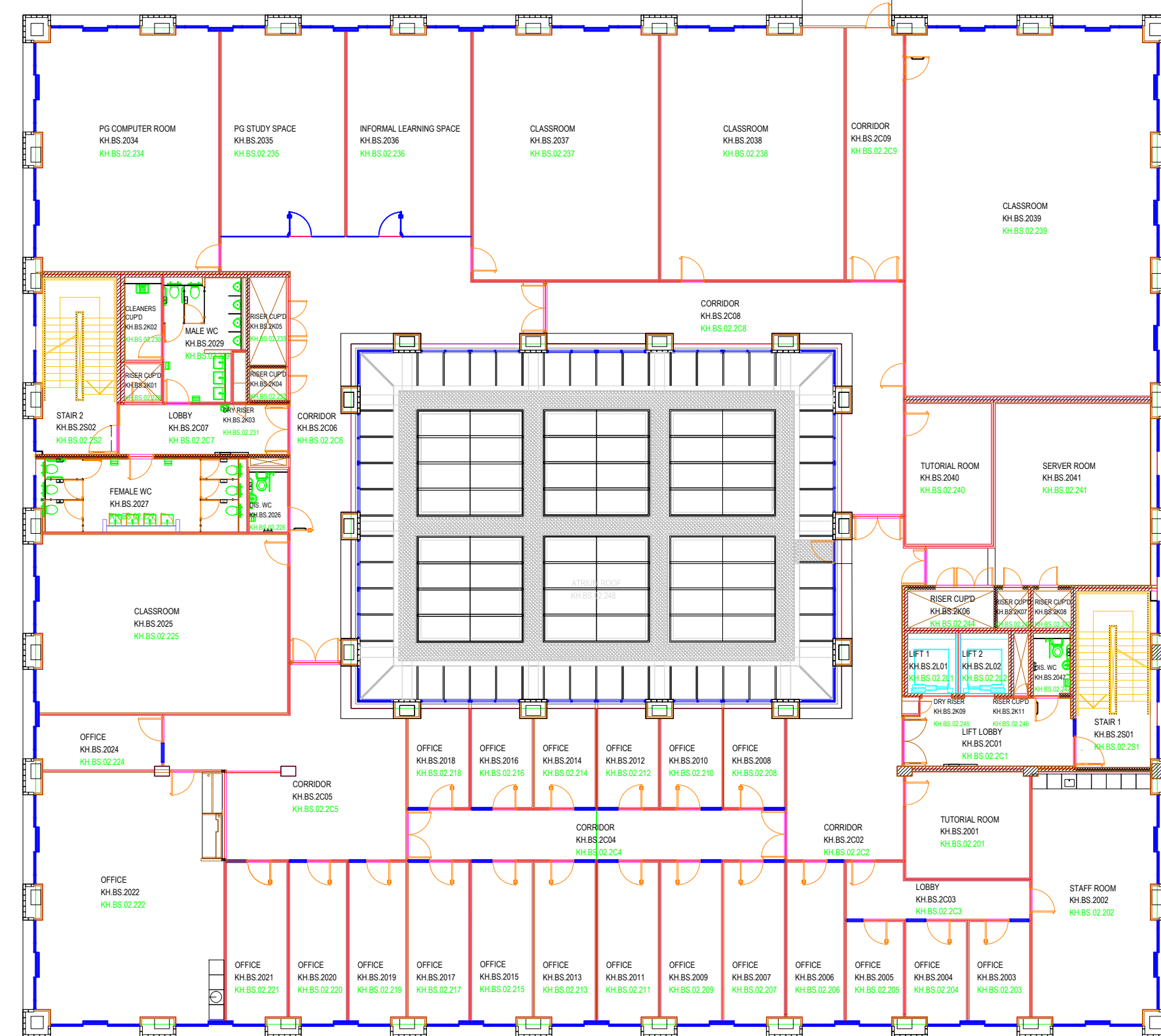
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All dimensions read from this plan shall be checked and verified on
site prior to design or construction works being carried out.

Rev.	Description:	Drwn:	Date:
	KH Room Number Update 2015 Project 1470-11	KWH	08/08/2015

Campus:	Kingston Hill
Building:	Kingston Business School
Level:	First
Drawn by:	JFM

Dwg title:	Existing floor plan		
Dwg no:	KH\BS\01	Rev:	
Scale:	1:200 @ A3	Date:	10/12/13



120330 - ONLY ROOM AREA POLYLINES AMENDED

Kingston University London

Estates

River House
53-57 High Street
Kingston upon Thames
Surrey KT1 1LQ

T:020 8417 3129
F: 020 8417 3144

E: estates@kingston.ac.uk

Notes:

Do not scale from this drawing. Only use CAD generated dimensions. All dimensions read from this plan shall be checked and verified on site prior to design or construction works being carried out.

Rev.

Description:

KHJ Room Number Update 2015 Project 1470-11

Drwn:

KWH

Date:

08/06/15

Campus:

Kingston Hill

Building:

Kingston Business School

Level:

Second

Drawn by:

JFM

Dwg title:

Existing floor plan

Dwg no:

KH\BS\02

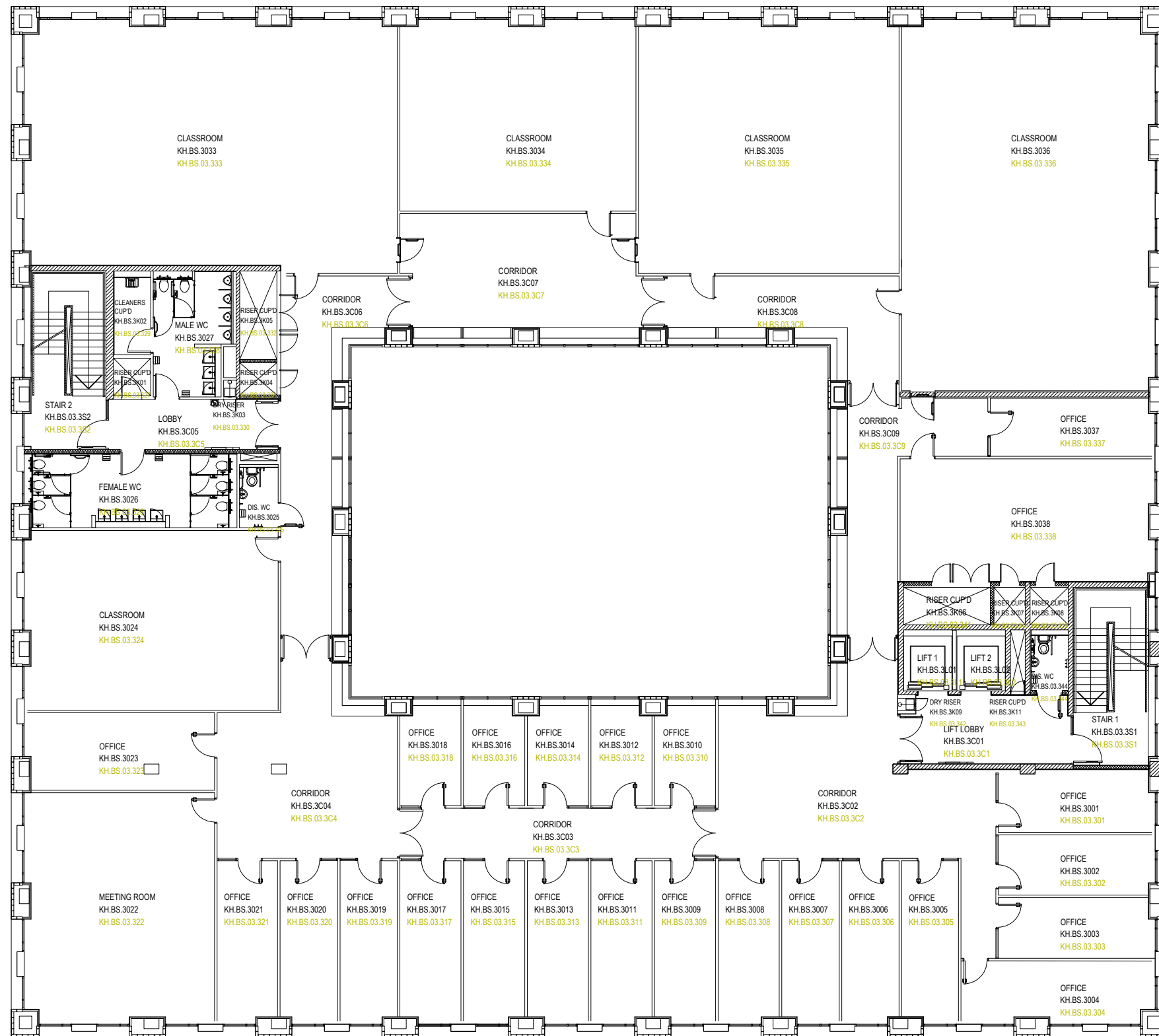
Rev:

Scale:

1:200 @ A3

Date:

03/04/14



Kingston University London
Estates

River House
53-57 High Street
Kingston upon Thames
Surrey KT1 1LQ

T: 020 8417 3129
F: 020 8417 3144
E: estates@kingston.ac.uk

Notes:
Do not scale from this drawing. Only use CAD generated dimensions.
All dimensions read from this plan shall be checked and verified on
site prior to design or construction works being carried out.

Rev. Description:
KH Room Renumber Project 1470-11

Drwn:
KWH

Date:
08/08/02015

Level:
Third

Campus: Kingston Hill
Building: Kingston Business School

Drawn by:
JFM

Dwg title: Existing floor plan

Dwg no: KHBS\03

Scale: 1:200 @ A3

Rev:
Date: 10/12/13

General Information

The InterSite Bus Services are available to all staff and students of Kingston University.

The Time Tables will be adhered to except in the event of traffic congestion, breakdowns, or any other mitigating circumstances.

USEFUL CONTACT DETAILS

For lost property, comments and suggestions:

Campus Quality Manager

Services Building, Kingston University, Penrhyn Road
Kingston-upon-Thames KT1 2EE

Tel: 0208 417 2273 (8.00 - 1600 Monday - Friday only)

Email: InterSiteBusServiceNB@kingston.ac.uk

A downloadable comment form is available from the

'University Bus Service' page of My Kingston

FOR YOUR SAFETY AND COMFORT, the following rules must be adhered to:
Do not talk to or distract the driver whilst the vehicle is in motion.

There is a NO SMOKING policy on all the university buses.

The consumption of food and drink and alcohol is strictly prohibited.

Do not play music out loud, use headphones, with consideration.

Cameras are installed on the buses – CCTV images are recorded for the purpose of crime prevention, detection, legal proceedings and public safety. Images of alleged offenders may be passed to the police and used in a court of law.

THE DRIVER RESERVES THE RIGHT TO REFUSE TRAVEL TO ANYONE

TFL operate additional bus routes, below are bus routes that operate in and around Kingston and the University Campuses.

Day buses including 24-hour services			
Bus route	Towards	Bus stops	Bus stops
71	Chessington	Kingston	Chessington
85	Purney Bridge	Kingston	Falling Broadway
281	Hounslow	Kingston	Kingston
371	Richmond	Kingston	Kingston
406	Epsom	Kingston	Kingston +
418	Epsom	Kingston	Kingston +
465	Dorking	Kingston	Kingston +
K1	Kingston	Kingston	Kingston
K2	Hook	Kingston	Kingston
K3	Esher	Kingston	Kingston
K4	Roehampton Vale	Kingston	Kingston

Night buses			
Bus route	Towards	Bus stops	Bus stops
6.5	Chessington	Kingston	Chessington
458	Tolworth	Kingston	Kingston
459	Kingston	Kingston	Kingston
514	Kingston	Kingston	Kingston
515/515A	Kingston	Kingston	Kingston
965	Kingston	Kingston	Kingston
KUI	Kingston	Kingston	Kingston
KU2	Kingston	Kingston	Kingston

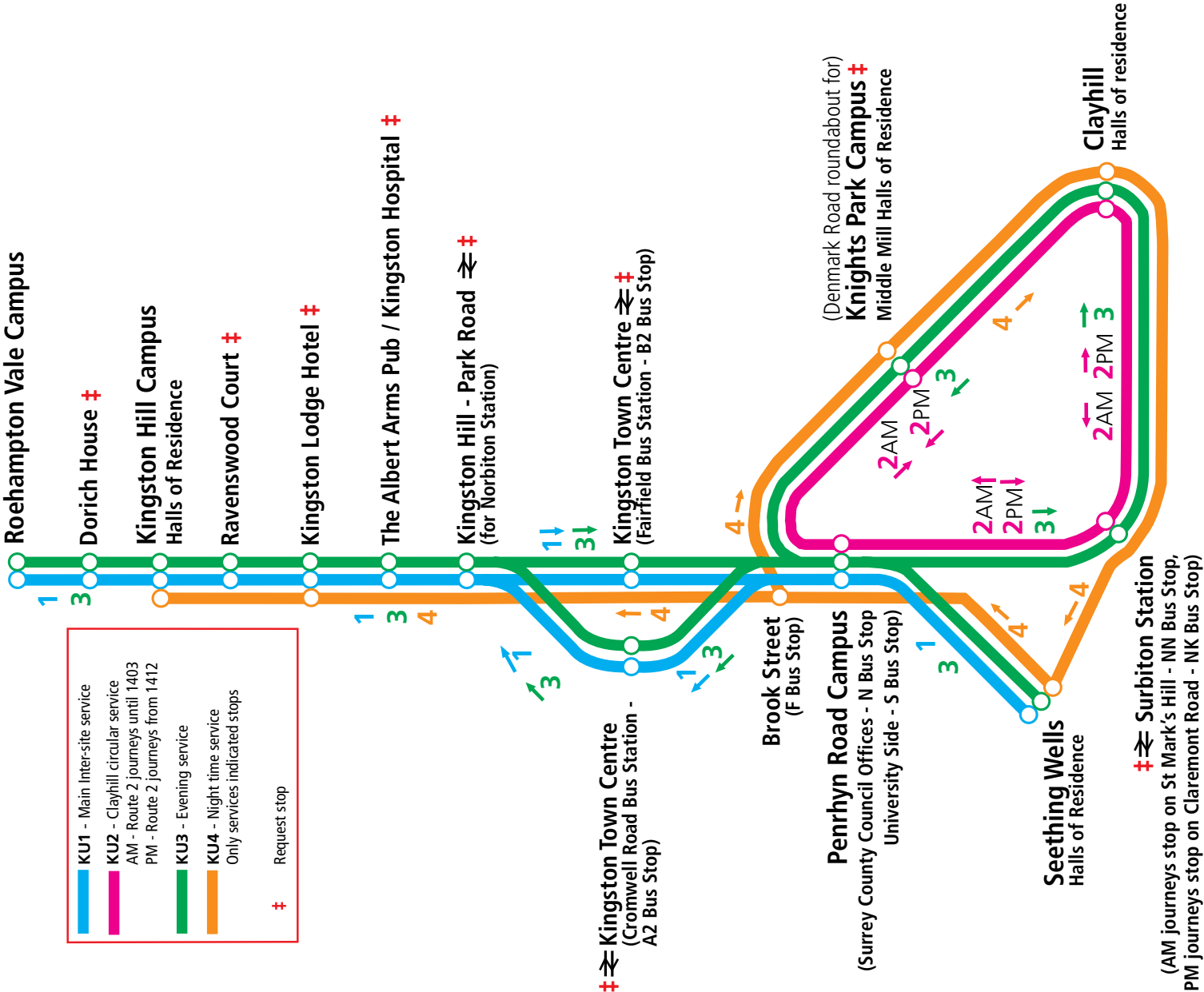


Service is operated by OFJ Connections on behalf of Kingston University

FOLLOW US @KingstonUniBus

Kingston University London

BUS SERVICES for September 2015 -June 2016



KU1 - Seething Wells - Roehampton Vale

First Term (Mon 21st Sept – Fri 18th Dec 2015)

No service on Bank Holidays

Seething Wells	--	--	0745	0755	0805	0815	0825	0835	0845	0855	0905	0915	0925	then every 15 minutes	40	55	10	25	until	1610	1620	1630	1640	1650	1700	1710	1720	1730	1740	1750	1800	1810	1820
Penrhyn Road (Surrey County Council Offices)	--	--	0750	0800	0810	0820	0830	0840	0850	0900	0910	0920	0930		45	00	15	30		1615	1625	1635	1645	1655	1705	1715	1725	1735	1745	1755	1805	1815	1825
Cromwell Rd.	0745	--	0757	0807	0817	0827	0837	0847	0857	0906	0916	0926	0936		51	06	21	36		1621	1631	1641	1651	1702	1712	1722	1732	1742	1752	1802	1812	1822	1832
Kingston Hill	0755	0805	0810	0820	0830	0840	0850	0900	0910	0920	0925	0935	0945		00	15	30	45		1630	1640	1650	1700	1710	1720	1730	1740	1750	1800	1810	1820	1830	1840
Roehampton Vale	0800	0810	0815	0825	0835	0845	0855	0905	0915	0925	0930	0940	0950		05	20	35	50		1635	1645	1655	1705	1715	1725	1735	1745	1755	1805	1815	1825	1835	1845

KU1 - Seething Wells - Roehampton Vale

Second / Third Terms Mon 11th Jan – Fri 18th March 2016, Mon 4th Apr – Fri 24th June 2016)

No service on Bank Holidays

Roehampton Vale	0800	0810	0815	0825	0835	0845	0855	0905	0915	0925	0930	0940	0950	then every 15 minutes	05	20	35	50	until	1635	1645	1655	1705	1715	1725	1735	1745	1755	1805	1815	1825	1835	1845
Kingston Hill	0805	0815	0820	0830	0840	0850	0900	0910	0920	0930	0935	0945	0955		10	25	40	55		1640	1650	1700	1710	1720	1730	1740	1750	1800	1810	1820	1830	1840	1850
Cromwell Rd.	0816	0826	0831	0841	0851	0901	0911	0921	0931	0941	0946	0956	1006		21	36	51	06		1651	1706	1716	1726	1736	1746	1751	1801	1811	1821	1827	1837	1847	1857
Penrhyn Road (University Side)	0820	0830	0835	0845	0855	0905	0915	0925	0935	0945	0950	1000	1010		25	40	55	10		1655	1710	1720	1730	1740	1750	1755	1805	1815	1825	1830	1840	1850	1900
Seething Wells	0825	0835	0840	0855	0900	0910	0920	0930	0940	0950	0955	1005	1015		30	45	00	15		1700	1715	1725	1735	1745	1755	1800	1810	1820	1830	1835	1845	1855	1905

KU2 - Clayhill (Circular)

All Terms (Mon 21st Sept – Fri 18th Dec 2015, Mon 11th Jan – Fri 18th Mar 2016, Mon 4th Apr – Fri 24th June 2016)

No service on Bank Holidays

Seething Wells	--	--	0745	0755	0810	0825	0845	0855	0910	0925	then every 15 minutes	40	55	10	25	until	1610	1625	1640	1655	1710	1725	1735	1750	1805	1820
Penrhyn Road (Surrey County Council Offices)	--	--	0750	0800	0815	0830	0850	0900	0915	0930		45	00	15	30		1615	1630	1645	1700	1715	1730	1740	1755	1810	1825
Cromwell Rd Bus Station	0745	0756	0806	0822	0837	0857	0906	0921	0936			51	06	21	36		1621	1637	1652	1707	1722	1737	1747	1802	1816	1831
Kingston Hill	0755	0810	0820	0835	0850	0910	0920	0930	0945			00	15	30	45		1630	1645	1700	1715	1730	1745	1755	1810	1825	1840
Roehampton Vale	0800	0815	0825	0840	0855	0915	0925	0935	0950			05	20	35	50		1635	1650	1705	1720	1735	1750	1800	1815	1830	1845

Roehampton Vale	0800	0815	0825	0840	0855	0915	0925	0935	0950	then every 15 minutes	05	20	35	50	until	1535	1550	1605	1620	1635	1650	1705	1720	1735	1750	1800	1815	1830	1845
Kingston Hill	0805	0820	0830	0845	0900	0920	0930	0940	0955		10	25	40	55		1540	1555	1610	1625	1640	1655	1710	1725	1740	1755	1805	1820	1835	1850
Fairfield Bus Station	0816	0831	0841	0857	0912	0931	0941	0951	1006		21	36	51	06		1551	1611	1626	1636	1651	1711	1726	1736	1751	1806	1816	1827	1842	1857
Penrhyn Road (University Side)	0820	0835	0845	0900	0915	0935	0945	0955	1010		25	40	55	10		1555	1615	1630	1640	1655	1715	1730	1740	1755	1810	1820	1830	1845	1900
Seething Wells	0825	0840	0850	0905	0920	0940	0950	1000	1015		30	45	00	15		1600	1620	1635	1645	1700	1720	1735	1745	1800	1815	1825	1835	1850	1905

KU2 - Clayhill (Circular)

All Terms (Mon 21st Sept – Fri 18th Dec 2015, Mon 11th Jan – Fri 18th Mar 2016, Mon 4th Apr – Fri 24th June 2016)

No service on Bank Holidays


No service on Bank Holidays																											
Clockwise										Anti-Clockwise																	
Clayhill	0745	0805	0825	0845	0915	then every 20 minutes	35	55	15	until	1347	Clayhill	1412	1432	1452	1512	1532	1551	1610	1629	1654	1714	1734	1754	1819	1839	
Surbiton Station	0751	0811	0831	0851	0920		40	00	20		1352	Knights Park/Middle Mill	1418	1438	1458	1518	1539	1558	1617	1636	1701	1721	1741	1801	1826	1846	
Penrhyn Road <small>(Surrey County Council Offices)</small>	0757	0817	0837	0857	0923		43	03	23		1355	Penrhyn Road <small>(University Side)</small>	1420	1440	1500	1520	1542	1601	1620	1639	1704	1724	1744	1804	1829	1849	
Knights Park/Middle Mill	0759	0819	0839	0859	0925		45	05	25		1357	Surbiton Station	1422	1442	1502	1522	1545	1604	1623	1642	1707	1727	1747	1807	1832	--	
Clayhill	0805	0825	0845	0905	0931		51	11	31		1403	Clayhill	1428	1448	1508	1528	1551	1610	1629	1649	1714	1734	1754	1814	1839	--	

KU3 - Seething Wells - Roehampton Vale - Clayhill

All Terms (Mon 21st Sept – Fri 18th Dec 2015, Mon 11th Jan – Fri 18th March 2016, Mon 4th Apr – Fri 24th June 2016)

No service on Bank Holidays

Seething Wells		1900	2015	2120	2225
Penrhyn Road	(Surrey County Council Offices)	1905	2020	2125	2230
Cromwell Rd Bus Station		1910	2024	2129	2234
Kingston Hill		1920	2030	2135	2240
Roehampton Vale		1925	2035	2140	- -
Kingston Hill	(arr)	1930	2040	2145	- -
Kingston Hill	(dep)	1935	2045	2150	2240
Fairfield Bus Station		1942	2052	2157	2247
Penrhyn Road	(University Side)	1945	2055	2200	2250
Surbiton Station		1947	2057	2202	2252
Clayhill	(arr)	1951	2101	2206	2256
Clayhill	(dep)	1839	2000	2105	2210 2300
Knights Park (Denmark Rd Rndbt)		1846	2004	2109	2214 2304
Penrhyn Road	(Surrey County Council Offices)	1849	2006	2111	2216 2306
Seething Wells		1854	2011	2116	2221 2311



24 hour clock

This is used on this timetable for am and pm times.

For example
9:00 am is shown as 09:00
6:05 pm is shown as 18:05

Tolworth Sports Ground

First & Second Term Service operates Wed only

(Wed 23rd Sept – Wed 16th Dec 2015, Wed 13th Jan – Wed 16th Mar 2016)

Service managed by KU Students Union (KUSU) - Sports Co-ordinator

Penrhyn Road (KU)	1200	1240	1320	1400	1440	--	1600	1640	1720	1800
Tolworth Sports Ground (arr)	1215	1255	1335	1415	1455	--	1615	1655	1735	1815
Tolworth Sports Ground (dep)	1220	1300	1340	1420	--	1540	1620	1700	1740	1820
Penrhyn Road (KU)	1235	1315	1355	1435	--	1555	1635	1715	1755	1835

KU Saturday Service - Seething Wells - Roehampton Vale - Clayhill

First Term Only (Sat 26th September - Sat 12th December 2015)

No service on Bank Holidays

Seething Wells	0900	1000	1100	1200	1400	1500	1600	1700	1800
Penrhyn Road (Surrey County Council Offices)	0905	1005	1105	1205	1405	1505	1605	1705	1805
Cromwell Rd Bus Station	0909	1009	1109	1209	1409	1509	1609	1709	1809
Kingston Hill	0915	1015	1115	1215	1415	1515	1615	1715	1815
Roehampton Vale	0920	1020	1120	1220	1420	1520	1620	1720	1820
Kingston Hill	0925	1025	1125	1225	1425	1525	1625	1725	1825
Fairfield Bus Station	0932	1032	1132	1232	1432	1532	1632	1732	1832
Penrhyn Road (University Side)	0935	1035	1135	1235	1435	1535	1635	1735	1835
Surbiton Station	0937	1037	1137	1237	1437	1537	1637	1737	1837
Clayhill (arr)	0942	1042	1142	1242	1442	1542	1642	1742	1842
Clayhill (dep)	0944	1044	1144	1244	1444	1544	1644	1744	1844
Knights Park/Middle Mill	0948	1048	1148	1248	1448	1548	1648	1748	1848
Penrhyn Road (Surrey County Council Offices)	0950	1050	1150	1250	1450	1550	1650	1750	1850
Seething Wells	0955	1055	1155	1255	1455	1555	1655	1755	1850

KU4 - Brook Street - Middle Mill - Clayhill - Seething Wells - Kingston Hill

All Terms (Mon 21st Sept – Fri 18th Dec 2015, Mon 11th Jan – Fri 18th Mar 2016, Mon 4th Apr – Fri 24th June 2016)

(Night time service operating Monday, Wednesday & Friday (past midnight on these nights))

No service on Bank Holidays

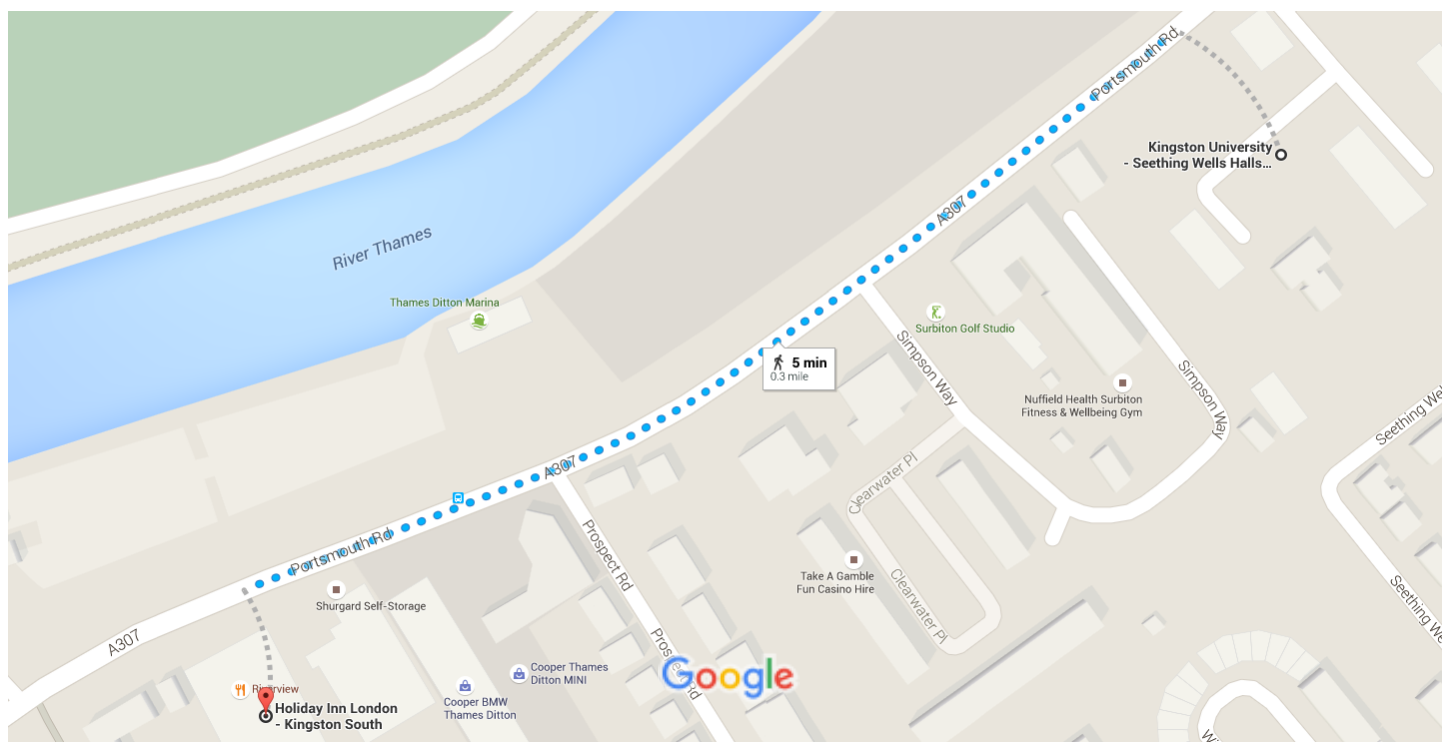
Brook Street (dep)	0040	0135	0235	0335
Knights Park/Middle Mill	0043	0138	0238	0338
Clayhill	0048	0143	0243	0343
Seething Wells	0053	0148	0248	0353
Brook Street (dep)	0105	0205	0305	
Kingston Lodge Hotel	0114	0214	0314	
Kingston Hill	0117	0217	0317	



Kingston University - Seething Wells Halls of Residence to Holiday Inn London - Kingston South

Walk 0.3 mile, 5 min

Bus KU1, KU3 and KU4 go from Kingston Business School to Seething Wells Halls of Residence, which is a short walk from Holiday Inn.



Map data ©2015 Google 20 m

Kingston University - Seething Wells Halls of Residence

Use caution - may involve errors or sections not suited for walking

Portsmouth Road, Surbiton KT6 5PJ, United Kingdom

- ↑ 1. Walk south-west on Portsmouth Rd/A307 towards Simpson Way

[Destination will be on the left](#)

0.3 mi

Holiday Inn London - Kingston South

Portsmouth Road, Surbiton, London, Surrey KT6 5QQ, United Kingdom

These directions are for planning purposes only. You may find that construction projects, traffic, weather, or other events may cause conditions to differ from the map results, and you should plan your route accordingly. You must obey all signs or notices regarding your route.