Dear IBAICM-16 Authors,

Please find Parallel session schedule for IBAICM-16. Sorry for long-body email as we cannot attach heavy files in easychair.

Day 1: Monday, December 19th, 2016

Track: Marketing Communication Track Chair: Dr. Salman Bashir/Saima Hussain
(Room A: Azman Hashim Building Level 2)

2:00pm – “Customer’s Attitude towards Ramadan Advertising”
Authors: Farheen Khalid, Muhammad Sufyan Ramish, Junaid Ansari and Dr. Tariq Jalees.

2:30pm – “The Discourse: Doing it differently – the Oreo princess campaign”
Authors: Nida Aslam Khan and Jami Moiz

3:00pm – “Viral Marketing via the New Media: The Case of Communication Behavior in WhatsApp”
Authors: Wan Yu Chong and Yusriza Kamarulzaman

3:30pm – “Identifying factors leading to the success of social justice campaigns driven by social networking engines in engaging the online youth audience”
Authors: Sara Khan, Rida Sarwar and Mehar Naeem

Track: Bottom of the Pyramid Track Chair: Ms. Farah Baig
(Room B: Azman Hashim Building Level 2)

2:00pm – “What Constitutes the Bottom of Pyramid Market for Innovation?” (International Marketing Track)
Authors: Fasiha Subhan and Amira Khattak

2:30pm – “Traces of Company Strategy for Bottom of Income Pyramid in Pakistan - A Probing Analysis”
Authors: Mohammad Eklaque Ahmed, Marium Mateen Khan and Mohammad Taha Kalam

3:00pm – “Rent Discrimination in Sarajevo”
Authors: Recai Aydin and Sejma Aydin

3:30pm – “Ethics of Serving the Bottom of Pyramid Market- A Study in Context of Indian Food Market”
Authors: Yukti Sharma and Dr. Reshma Nasreen
Track: Marketing Strategy  Track Chair: Dr. Yusniza Kamarul zaman  
(Room C: Azman Hashim Building Level 2)

2:00pm – “An agent-based approach to vehicle dispatch and route planning in a dynamic milk collection network”

Authors: Mohammad Mumtaz

2:30pm – “A study of buyers' and sellers' perception of organic foods in Pakistan: towards a more effective marketing mix”

Authors: Sara Khan

3:00pm – “The Impact of Industry Type, Business Age and Size on Proactive and Responsive Customer Orientation”

Authors: Corrinne Lee and Norbani Che Ha

3:30pm – “FOUNDER CHARACTERISTICS AND SMALL FIRM PERFORMANCE IN PAKISTAN”

Authors: Ejaz Mian and Osman Mohamad

Track: Green Marketing  Track Chair: Dr. Amrul Asraf  
(Room D: Azman Hashim Building Level 2)

2:00pm – “Moving Towards Sustainable Consumption: A Study of Reduce, Reuse and Recycle (3Rs) Adoption among Malaysians”

Authors: Regina Yan Ginny and Yusniza Kamarulzaman

2:30pm – “Trends on Green Consumer Behavior (GCB): A Viewpoint from Developed and Developing Countries”
Authors: Siti Aisyah Asrul

3:00pm – “Cosmopolitan Orientation, Consumer Consciousness, Green Purchase Intention: Mediating Role of Green Trust”
Authors: Muhammad Danish, Amira Khattak and Kamal Badar

Day 2: Tuesday, December 20th, 2016

Track: Brand Management  Track Chair: Dr. Ejaz Mian  
(Room A: Azman Hashim Building Level 2)

2:00pm – “Comparative study: Effect of color on major Chocolate brands in Pakistan”
Authors: Khawaja Saad Sohail and Sarah Khan
2: 30pm – “Brand Switching Behavior of Muslim Consumers; The Road Not Taken”
Authors: Munazza Saeed and Ilhaamie Binti Abdual Ghani Azmi

3:00pm – “Tactics to save Brands from permanent failure”
Authors: Kausar Saeed, Syed Fahim, Aisha Siddiqui and Kamran Siddiqui

3:30pm – “The mediating role of brand image of health product brands on consumer-brand relationships in social media”
Authors: Dilip Mutum, Jing Ning and Ezlika Ghazali

Track: Consumer Behavior   Track Chair: Dr. Amira Khattak   (Room B: Azman Hashim Building Level 2)

2:00pm – “Structural Effect of Psychological Capital on Online Purchase Intention”
Authors: Muhammad Zahid Maitlo, Dr. Salman Memon and Sumaiya Syed

2:30pm – “Towards a better understanding of fashion clothing purchase involvement”
Authors: Mahfuzur Rahman, Mohamed Albaity, Che Ruhana Isa and Nurul Azma

3:00pm – “The Influence of Religiosity on the Shopping Orientation of Muslims in Karachi”
Authors: Ayesha Latif Shaikh and Dr. Mustaghis Ur-Rahman

3:30pm – “The Influence of Personal and Product Factors on Gift ‘Purchase Intention”
Authors: Cheng Siang Liew, Yusniza Kamarul zaman and Mohd Nor Othman

Track: Research Methodology   Track Chair: Dr. Sara Khan   (Room C: Azman Hashim Building Level 2)

2:00pm – “Heuristics of Applying Statistical Tests Using Appropriate Measurement Scales”
Authors: Kamran Siddiqui, Muhammad Ather Elahi and Ishtiaq Bajwa

2:30pm – “Re-clarification of Corporate Character Scale (Davies et al., 2003) in Upscale Hotels”
Authors: Dr. Mozard Mohtar, Associate Professor Dr. Norbani Che Ha and Dr. Zalfa Laili Hamzah

3:00pm – “Translating practice theory into consumer research with coherent research strategies”
Authors: Yoon Lee, Amrul Asraf Mohd- Any and Norbani Che-Ha
3:30pm - “Micro Credit System for Increasing Female Employment and Entrepreneurship in Turkey”
Authors: Senol Yap

Track: Marketing & Innovation: Track Chair: Nida Aslam Khan (Room D: Azman Hashim Building Level 2)

2:00pm – “Empirical Determinants of Product Innovation in Micro-enterprises in Pakistan - An Exploratory Analysis”
Authors: Syed Mohammad Saeed and Mohammed Nishat

2:30pm – “Identification of perceived quality attributes and its influence on brand attitude and purchase intentions in context of car buying”
Authors: Hira Naeem and Huma Amir

Keywords: Perceived Quality, Perceived Attributes, Cars, Attitude.

3:00pm – “Online grocery in Pakistan: A remote proposition or an exciting opportunity?”
Authors: Khadija Abubakar, Sarosh Mustafa, Sarah Zubair and Sidra Javaid

3:30pm - “Organic Growth of BOP E-Commerce Business Model through Entrepreneurial Marketing (EM)”
Authors: Anum Kamran and Imran Khan

Regards,
Technical Chair
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