

6th International Conference on Marketing 2018 (ICOM 2018)

Marketing in the 21st Century: The Way Forward to “Dream Society”

11th - 12th October 2018 in Hanoi, Vietnam

TECHNICAL PROGRAM

DAY 01 – THURSDAY, 11TH OCTOBER 2018

INAUGURATION SESSION	Thursday, 11 th October 2018 08.00 to 10.10 VIP I	
	08.00 – 09.00	Conference Registration
	09.00 – 09.10	Welcome Address by the Conference Convener Mr. Isanka P. Gamage (<i>Co-Founder & Managing Director - The International Institute of Knowledge Management (TIKM), Sri Lanka</i>)
	09.10 – 09.20	Welcome Address by the Conference Chair – ICOM 2018 Prof. Sergius Koku (<i>Florida Atlantic University, Boca Raton, Florida, USA</i>)
	09.20 – 09.30	Welcome Address by the Conference Chair – WCOSM 2018 Prof. Dr. Alassane B. Ndiaye (<i>Universite Libre de Bruxelles, Belgium</i>)
	09.30 – 09.40	Speech by the Hosting Partner – ICOM 2018 Dr. K.P.L. Chandralal (<i>University of Sri Jayewardenepura, Sri Lanka</i>)
	09.40 – 09.50	Speech by the Academic Partner – ICOM 2018 (<i>Foreign Trade University, Vietnam</i>)
	09.50 – 10.00	Speech by the Academic Partner – WCOSM 2018 Associate Prof. Nguyen Thanh Chuong (<i>Vice Rector, University of Transport & Communications, Vietnam</i>)
	10.00 – 10.10	Conference Photograph
	10.10 – 10.30	Morning Refreshments

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KEYNOTE FORUM	Thursday, 11th October 2018 10.30 to 12.00 VIP I	
	10.30 – 11.00	"Doing Well by Marketing Better" Prof. Serigus Koku (<i>Florida Atlantic University, USA</i>)
	11.00 – 11.30	Prof. Dr. Alassane B. Ndiaye (<i>Universite Libre de Bruxelles, Belgium</i>)
	11.30 – 12.00	"Consumers Trends in Vietnam 2018-2020 and Next Steps for Marketing and Communications" Mrs. Dang Thuy Ha (<i>Director, Nielsen Client Service, Vietnam</i>)

GENERAL INFORMATION DISCUSSION	Thursday, 11th October 2018 12.00 to 12.15 VIP I	
	12.00 – 12.15	Mr. Isanka P. Gamage (<i>Co-Founder & Managing Director - The International Institute of Knowledge Management (TIKM), Sri Lanka</i>)
	12.15 – 13.20	Networking Lunch

TECHNICAL SESSION 01	MARKETING IN THE DIGITAL ERA	
	Thursday, 11 th October 2018 13.20 to 15.00 VIP I	
	Chaired by Dr. Rajendra Nargundkar (<i>Indian Institute of Management, India</i>)	
	13.20 – 13.40	A1 An Empirical Study of the Motivations for Intention to Read Brand-Related User-Generated Content on Social Media in Vietnam Thi Minh Nghia Luu (<i>Posts & Telecommunications Institute of Technology, Vietnam</i>)
	13.40 – 14.00	A2 Antecedents of Consumer Acceptance of Smart Houses Enabled by Internet of Things Technology V.G. Pavani Lakshika, R.M.K. Samudrika Rasanjaleen (<i>University of Sri Jayewardenepura, Sri Lanka</i>)

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	14.00 – 14.20	A3	The Influence of E-Commerce on Customer’s Satisfaction: An Analysis of Online Shopping in China Assoc. Prof. Dr. Gholam Reza Zandi ¹ , Xu Yi Dan ² , Mohammad Mohammad Amin ³ (¹ Universiti Kuala Lumpur, Malaysia, ² SEGi University, Malaysia, ³ International Islamic University Malaysia, Malaysia)
	14.20 – 14.40	A4	Antecedents of Undergraduates’ Demand for Smartphones: Empirical Evidences from Sri Lankan State Universities W.P.S.H. Tissera, D.T. Rathnayake (<i>University of Sri Jayewardenepura, Sri Lanka</i>)
	14.40 – 15.00	A5	The Role of Self-Esteem and Cognitive Subjective Well-Being on Online Impulsive and Compulsive Buying Khoi N.H., Tuu H.H. (<i>Nha Trang University. Vietnam</i>)

TECHNICAL SESSION 02	MARKETING FOR EMERGING TOURIST DESTINATIONS		
	Thursday, 12 th October 2018 15.00 to 16.00 VIP I		
	Chaired by Dr. Paya Y.C. Hsu (<i>Duy Tan University, Vietnam</i>)		
	15.00 – 15.20	B1	Impact of Destination Brand Experience on Revisit Intention: Comparative Study for Two Adventure Tourism Destinations in Sri Lanka Lakmal H.M.A., Hettiarachchi W.N., Wetthasinghe D.S. (<i>University of Sri Jayewardenepura, Sri Lanka</i>)
	15.20 – 15.40	B2	What Have They Heard: Pre-Visit Image on Sri Lanka as a Tourism Destination Siriwardana S. (<i>University of Sri Jayewardenepura, Sri Lanka</i>)
15.40 – 16.00	B3	Destination Image and Loyalty Intention: With Special Reference to Ella Regional Destination in Sri Lanka Dr. K.P.L. Chandralal, G.W.G.C.N.K. Premasiri (<i>University of Sri Jayewardenepura, Sri Lanka</i>)	
16.00 – 16.20	Evening Refreshments		

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POSTER SESSION	Thursday, 11th October 2018 16.20 to 17.00 VIP I	
	Chaired by Prof. Sergius Koku (<i>Florida Atlantic University, USA</i>)	
	P1	Social Marketing in Changing Traffic Participating of Hanoi Citizen PGS.TS. Vu Tri Dung, TS. Pham Hong Hoa, TS. Nguyen Hoai Long (<i>National Economics University, Vietnam</i>)
	P2	Consumer Advocates: Who are They and What do They Value? An Investigation in the Banking & Financial Services Dr. Jayasimha K.R. (<i>Indian Institute of Management, India</i>)
	P3	Strategies and Solutions of Building Strong Brand for Vietnamese Commercial Banks Prof. PhD. Nguyen Viet Lam (<i>National Economic University, Vietnam</i>)
	P4	Exploring The Impact of Destination Personality on Foreign Tourist’s Revisit Intention: The Case of Hanoi and Quangninh, Vietnam Tran Hai Ly (<i>Foreign Trade University, Vietnam</i>)
	P5	Questionnaire Validation for Assessing Consumers' Green Purchasing Intention in Vietnam Paya Y.C. Hsu (<i>Duy Tan University, Vietnam</i>)
	P6	Impact of Social Media on the Choice of Eating Destination for Customers in Vietnam Nguyen Ngọc Dạt (<i>Foreign Trade University, Vietnam</i>)
	P7	Online Buying Behaviour: Official Website Versus Third Party Websites Anjali Sharma, Rajendra Nargundkar (<i>IIM Indore, India</i>)

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TECHNICAL SESSION 03	MARKETING IN HIGHER EDUCATION FOR ENTREPRENEURS		
	Thursday, 11 th October 2018 17.00 to 18.20 VIP I		
	Chaired by Dr. Le Thi Thu Huong (<i>National Economics University, Vietnam</i>)		
	17.00 – 17.20	C1	Focused Marketing Strategy for Ateneo De Zamboanga University Enriquez J.M. (<i>Ateneo de Zamboanga University, Philippines</i>)
	17.20 – 17.40	C2	'I am a University Student': Symbolic Consumption Manifested through Identity Transformation as University Students Chathuranga B.T.K., Rathnayake D.T., Jayawickrama W.D.C. (<i>University of Sri Jayewardenepura, Sri Lanka</i>)
	17.40 – 18.00	C3	Do Starting Salaries in Vietnam and Singapore Impact upon Young Graduates Appetite for Entrepreneurship? Prof C.J. Birch ¹ , Alan Go Thian Seng ² (<i>¹University of Greenwich, England, ²CEO ERC Institute, Singapore</i>)
18.00 – 18.20	C4	Investigation of the Student Engagement Behaviour at the Faculty Level in a University Nguyen Thu Lan (<i>National Economics University, Vietnam</i>)	

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DAY 02 – FRIDAY, 12TH OCTOBER 2018

TECHNICAL SESSION 04	SUSTAINABILITY, ETHICS, CORPORATE SOCIAL RESPONSIBILITY AND STRATEGIES IN MARKETING I		
	Friday, 12 th October 2018 09.00 to 10.40 VIP I		
	Chaired by Prof. Christopher Birch (<i>University of Greenwich, United Kingdom</i>)		
	09.00 – 09.20	D1	Consequences of Materialism Dr. M.A.A. Malkanthie, Dr. W.G.S. Kelum (<i>University of Sri Jayewardenepura, Sri Lanka</i>)
	09.20 - 09.40	D2	Idiosyncratic Coping Strategies of Consumers Feeling Regret, Anger and Frustration after Service Failures: An Evidence from the Restaurant Industry in Vietnam Le A.N.H., Ho X.H. (<i>University of Economics, Vietnam</i>)
	09.40 – 10.00	D3	Will Value Chain Diversity Increase a Firm’s Sustainability Performance? A Mediation and Moderation Study Tessa Tien Nguyen ¹ , Julian Ming Sung Cheng ² , Ryan Huu Phuc Dang ² (¹ <i>University of Economics Ho Chi Minh City, Vietnam</i> , ² <i>National Central University, Taiwan</i>)
	10.00 – 10.20	D4	Intergrating the Theory of Planned Behavior and Self-Image Congruence Theory to Explain Green Product Purchase Intention Nguyen Thi Hoang Yen ¹ , Nguyen Thi Tuyet Mai ² (<i>¹Posts & Telecommunications Institute of Technology, Vietnam</i> , <i>²National Economic University, Vietnam</i>)
	10.20 – 10.40	D5	Antecedents of Consumer Intention to Follow an Instagram Account R.M.K.S. Rasanjalee, V.G.P. Lakshika (<i>University of Sri Jayewardenepura, Sri Lanka</i>)
10.40 – 11.00	Morning Refreshments		

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TECHNICAL SESSION 05	SUSTAINABILITY, ETHICS, CORPORATE SOCIAL RESPONSIBILITY AND STRATEGIES IN MARKETING II	
	Friday, 12 th October 2018 11.00 to 12.00 VIP I	
	Chaired by Prof. Jayasimha (<i>Indian Institute of Management, India</i>)	
	11.0 – 11.20	D6 From Local to Global: Strategising an Organic Brand for Global Market Diffusion Okoro A.O., Emeh P.C. (<i>Abia State Polytechnic, Aba, Nigeria</i>)
	11.20 - 11.40	D7 Corporate Shared Value Vs. Corporate Social Responsibility Thomas L. Ainscough (<i>University of South Florida, United States of America</i>)
	11.40 – 12.00	D8 The Roles of Marketing on Economic Growth Bui Thi Ly, Le Thi Thu Huong, Nguyen Huyen Minh (<i>Foreign Trade University, Vietnam</i>)
12.00 – 13.00	Networking Lunch	

PUBLICATION WORKSHOP	Friday, 12th October 2018 13.00 to 14.00 VIP I	
	13.00 – 14.00	Publication Workshop Prof. Serigus Koku (<i>Florida Atlantic University, USA</i>)

CONFERENCE CLOSURE	Friday, 12th October 2018 14.00 to 14.40 VIP I	
	14.00 – 14.30	Conference Concluding and Awarding Ceremony
	14.30 – 14.40	Vote of Thanks Mr. Isanka P. Gamage (<i>Co-Founder & Managing Director - The International Institute of Knowledge Management (TIKM), Sri Lanka</i>)

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ICOM 2018 Conference Co-Chair

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Prof. Sergius Koku

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.....
Assoc. Prof. Dr. Nguyen Thi Tuyet Mai

(Faculty of Business Management, National Economics University, Vietnam)

ICOM 2018 Conference Co-Chair

.....
Prof. B.N.F. Warnakulasooriya

(University of Sri Jayewardenepura, Sri Lanka)

Conference Convener

.....
Mr. Isanka P. Gamage

(The International Institute of Knowledge Management, Sri Lanka)

Conference Secretariat

.....
Ms. Lorin Juliyana

(The International Institute of Knowledge Management, Sri Lanka)

Evaluation Panel

- * Prof. Sergius Koku (Florida Atlantic University, USA)
- * Prof. B.N.F. Warnakulasooriya (University of Sri Jayewardenepura, Sri Lanka)
- * Assoc. Prof. Dr. Nguyen Thi Tuyet Mai (National Economics University, Vietnam)

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