

ISMD 2018 Conference Programme
The Tail End of Globalization: Technology, Markets, Development and Sustainability

6-7 JULY, 2018, TECHNICAL UNIVERSITY OF MOLDOVA

<http://ismd2018.utm.md/>

Day 1			Opening plenary session
09.00-09.30			Romeo V. Turcan, Conference Co-Chair Viorel Bostan, Rector, Finola Kerrigan, ISMD President
			Debate session 1
09.30-11.00			MARKETS, CONSUMERS, AND CITIZENS IN A CONTENTIOUS LATE GLOBALIZATION ERA <i>Chair: Associate Prof Pia Polsa, Hanken School of Economics, Finland</i>
			Marketing Scholars in a Hyper Consumerized World Prof Ruby R. Dholakia, University of Rhode Island, USA The Future Unsustainability of the Market Prof Fuat Firat, University of Texas Rio Grande Valley, USA Globalisation in the perspective of Global Trends, Institutions and Global value Chains Prof Olav J. Sorensen, Aalborg University, Denmark
	Parallel sessions I		
11.30-13.00	Track 1: MARKETS & CONSUMERS IN TRANSMODERN JAPAN: CRITICAL PERSPECTIVES - I <i>Chair: Nikhilesh Dholakia, University of Rhode Island & Masaaki Takemura, Meiji University</i>	Track 2: PEACE MARKETING <i>Chair: Clifford J. Shultz, Loyola University Chicago, USA</i>	
	Social Marketing vs. Social Distortion: The Case of Hometown Tax in Japan Yuichiro Hidaka, Okayama University, Japan Mizukoshi Kosuke, Tokyo Metropolitan University, Japan	Leveraging Marketing Systems for Resilience in Postwar Contexts: Recovering and Revitalizing Cultural Capital Stefanie Beninger, Simon Fraser University, Canada	
	Schooling in Japan and the Correspondence Principle: Market Pressures vs. Democratic Education Masaaki Takemura, Meiji University, Japan	Tourism and Vision in North Bali: Optimizing a Community Quality of Life Built on Faith, Inclusion and Sustainability Don R. Rahtz, The College of William and Mary, USA Fathony Rahman, Universitas Prasetiya Mulya, Indonesia Clifford J. Shultz, II, Loyola University Chicago, USA	
	Western Neoliberal Marketing Thinking: Is it Relevant for Japan? Yuichiro Hidaka, Okayama University, Japan	Marketing, Development and Healing in War-Shattered Economies: The Evolving Case of Ex-Combatants in Colombia Andrés Barrios, Universidad de los Andes, Colombia Clifford J. Shultz, II, Loyola University Chicago, USA Juan Carlos Montes, Universidad de los Andes, Colombia	

	Parallel sessions II		Panel 1
14.00-15.30	Track 3: INSURGENCY, EXPLOITATION, DEVELOPMENT AND MARKETING IN DEVELOPING COUNTRIES <i>Chair: Anayo Nkamnebe, Nnamdi Azikiwe University</i>	Track 4: SPECIAL SESSION <i>Chair: Pia Polsa, Hanken School of Economics</i>	MARKETING TOWARD PEACE <i>Chair: Prof Cliff Shultz, Loyola University Chicago, USA</i>
	Predictors of Smartphone Adoption Behaviour among Higher Education Institutions' Lecturers in Nigeria Adeola A. Ayodele, Nnamdi Azikiwe University Awka, Nigeria. Panama, Ejiroghene Amos, Petroleum Training Institute, Effurun, Nigeria. Anayo D. Nkamnebe, Nnamdi Azikiwe University, Awka, Nigeria	How Do Hiring Managers in Large Non-Profit Organizations Perceive the Value of Online Education for Their Current and Perspective Employees? An Exploratory Study Kapareliotis Ilias, American College of Greece Katerina Voutsina, American College of Greece Maria- Cristina Sarmiento, United Nations Austria	Panellists: Nik Dholakia, University of Rhode Island, USA Finola Kerrigan, University of Birmingham, UK Don Rahtz, College of William & Mary, USA Romeo V. Turcan, Aalborg University, Denmark Stefanie Beninger, Simon Fraser University, Canada
	Insurgency and the Disruption of Fish Market in the North East Nigeria: Policy Issues and Implications Anayo D. Nkamnebe, Nnamdi Azikiwe University, Nigeria Mary-Princess Onuorah, Nnamdi Azikiwe University, Nigeria	Networks of Energy Experiments for Sustainability Transition in Finland Kaisa Matschoss, University of Helsinki Petteri Repo, University of Helsinki	
	Influence of Ethnocentrism on Consumers' Intention to Buy Domestically Grown Wheat Flour: A Study of Bakers in Nigeria Happiness Uloma Ejiofor, Nnamdi Azikiwe University, Nigeria Anayo D. Nkamnebe, Nnamdi Azikiwe University, Nigeria Ogochukwu Edith Nkamnebe, Nnamdi Azikiwe University, Nigeria	Mobile Commerce Adoption in Thai Street Enterprises: A Multi-Group Analysis of the Pre- and Post-Adoption Stage Tanikan Pipitwanichakarn, NIDA Business School Nittaya Wongtada, NIDA Business School	
Day 2			
09.00-10.30			THE TAIL END OF GLOBALIZATION. OR IS IT? <i>Chair: Prof Romeo V. Turcan, Aalborg University, Denmark</i>
			Technological transformation and its impact on employment Anna Akhalkatsi, Head of the World Bank Office in Moldova Catching Up with Globalization and Relying on EU Integration Octavian Armasu, Minister of Finance of the Republic of Moldova Only by Being Genuinely Local Will Globalisation – or Global Cooperation – Survive Jeremy Lefroy, Member of the UK Parliament, Chair of the Parliamentary Network on the World Bank and IMF
	Parallel sessions III		
11.00-12.30	Track 5: MARKETS & CONSUMERS IN TRANSMODERN JAPAN: CRITICAL PERSPECTIVES - II <i>Chair: Nikhilesh Dholakia, University of Rhode Island & Masaaki Takemura, Meiji University</i>	Track 6: BRANDING IN THE AGE OF GLOBALIZATION <i>Chair: Deniz Atik, University of Texas Rio Grande Valley</i>	
	New Patterns of Production/Consumption Interactions: Case of the Japanese Virtual Idol Hatsune Miku Hajime Kobayashi, Meiji University, Japan	Search for Alternative Modes of Living Deniz Atik, University of Texas Rio Grande Valley A. Fuat Firat, University of Texas Rio Grande Valley	
	East and West: Comparing Japanese and Hollywood	Film as a Mirror to Comparative and Relational Nation	

	versions of an Iconic Pop-culture Film Mizukoshi Kosuke, Tokyo Metropolitan University, Japan	Brands: The Case of UAE Finola Kerrigan, University of Birmingham	
	A Discussion of Critical Marketing Approaches in Japan: Past and Future Nikhilesh Dholakia, University of Rhode Island, USA Masaaki Takemura, Meiji University, Japan	Club Med Phocia: An Archeology of High-Modernity Aras Ozgun, Izmir University of Economics Serkan Savk, Izmir University of Economics	
	Parallel sessions IV		Panel 2
13.30-15.00	Track 7: ECONOMIC NATIONALISM, PROTECTIONISM, PUBLIC POLICY <i>Chair: Finola Kerrigan, University of Birmingham</i>		MEET THE EDITORS <i>Chair: Assistant Prof Deniz Atik, Editor, Markets, Globalization & Development Review</i>
	Exit and Voice in the Single Market of Europe Petteri Repo, University of Helsinki Päivi Timonen, University of Helsinki		Panellists: Nik Dholakia, Editor, Markets, Globalization & Development Review Finola Kerrigan, Associate Editor of Journal of Marketing Management
	Minimizing Investment and Political Risk in Choice of Market Entry Strategy by Multi-National Corporation Eunice Abimbola, Adegbola, National Open University of Nigeria		Cliff Shultz, Associate Editor, Journal of Macromarketing and Associate Editor, Journal of Public Policy & Marketing Pia Polsa, former associate editor of Journal of Emerging Markets A. Fuat Firat, founding editor of Consumption, Markets & Culture
	Technological Challenges in Developing Markets in Africa David, Nwogbo, National Open University of Nigeria		
			Closing plenary session
15.00-15.30			Finola Kerrigan, ISMD President Romeo V. Turcan, Conference Co-Chair