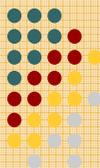


International Conference on
Business, Society and Governance
- Emerging Management Paradigm



International Conference on
Business, Society and Governance: Emerging Management Paradigm

February 26-28, 2017, Pokhara, Nepal

The International Conference on 'Business, Society and Governance', organized by School of Business, Faculty of Management Studies, Pokhara University, envisages to provide a global forum to academicians and practicing managers to discuss critical issues pertaining to the impact of ethical business practices, corporate governance and CSR on society. It aims to act as a platform for sharing ideas on how value based businesses can contribute to formulating innovative paths regarding how companies are designed and managed, and how they take an active part in improving the societies where they operate. Conference will be highlighting on the broad forces that shape the relationships' between business and society and the way they govern. The changing societal and ethical expectations, redefined role of the government, dynamic global economy, ecological and natural concerns, and changing role of technology and technological advancements that are considered as evolving strategic initiatives will be the focus area of the conference. Similarly, the conference will also provide opportunities to share cutting-edge research experiences bring new ideas, debate issues and address latest developments in the domain of business and management practices that deliver social value. It will also offer platform for networking and collaboration amongst management scholars from different disciplines across the globe.

The conference's focus is on:

- Developing insights into creation of responsible, value based and ethical business practices.
- Sharing of research based knowledge related to the emerging issues in business and management.
- Case studies and innovative applications on the related fields.

The conference invites the submission of papers and case studies on any topic mentioned in the list of conference topics and associated areas.

Business and Society	<ul style="list-style-type: none"> • Corporate Governance in Developing Economies • Business-Government Relations 	<ul style="list-style-type: none"> • Mergers and Acquisitions and Corporate Restructuring • Corporate Finance 	
<ul style="list-style-type: none"> • Ethics for local and global success • Business as Social Change Agents • Ethics in Business Models: Integrating Ethics into Strategy • Ecology and Sustainable Business Development • Regulation of corporate social behavior • Social Entrepreneurship • Value Creation and Value Based Management 	<ul style="list-style-type: none"> • Social Inclusion and Rural Marketing • Value Based Advertising • Cross-cultural Marketing • Innovative Marketing Strategies • Green and Environmental Marketing • Hospitality, Tourism and Services Marketing • Consumer Protection and Marketing Ethics 	<ul style="list-style-type: none"> • Managing Workforce Diversity • Human Resource Planning and Development • Employees and the Corporation • Work-life Balance • Organizational Commitment • Employer Branding and Talent Management • Enhancing global competitiveness through IQ, EQ and SQ • Gender and Cross-cultural Issues in HRM • Spirituality in Workplace 	
Corporate Governance and Corporate Social Responsibility	<ul style="list-style-type: none"> • Corporate Governance: Laws, Practices and Challenges • Governance of MSMEs • CSR: Philosophical and ethical aspects • Aligning CSR with Brand and Image Building • CSR-Investment for Creation of Social Capital • Corporate Citizenship-CSR as the New Agenda for Governance 	<ul style="list-style-type: none"> • Financial Institutions and Markets • Financial Inclusion • Financial Markets, Investment Banking and Financial Services • Financial Derivatives and Risk Management • Financial Globalization and Contagion • Financial Architecture and Innovation • Behavioral Finance 	<ul style="list-style-type: none"> • Human Resource Management • General Management • Agri-business Management • Knowledge Economy and Management • Business Innovations • Entrepreneurship and Economic Development • Industrial Relations and Labor Laws
		<ul style="list-style-type: none"> • Accounting, Auditing and Taxation 	

Registration

Registration Fees	Research Scholars	Academicians	Institutional Representation*
Nepal and SAARC Countries	NPR: Rs. 4000 INR : Rs. 2500	NPR: Rs. 7500 INR: Rs. 4600	NPR: Rs. 15,000 INR: Rs. 9300
Foreign Countries	USD 40	USD 75	USD 150

* The institutional representation category registration fee covers charges for two faculties and one research scholar in case for academic institutions.

Registration fee will include conference dinner, lunch and tea for the conference days, and conference materials. Registration forms can be downloaded from the conference website. The registration fee should be paid through demand draft/banker's cheque in favour of School of Business, Pokhara University. The registration form and payment details will be provided after acceptance of papers. The registration form should be sent along with the demand draft. The fee is non-refundable in all circumstances. In case of joint authorship with two or more authors, all authors have to compulsorily register for the award of certificate, and participation in conference.

Local Hospitality

The conference is being held on School of Business, Pokhara University, Lekhnath and Pokhara. Limited numbers of rooms are available for international participants only and will be available on first come first serve basis. Participants will be assisted on reservation of the rooms on discounted prices in hotels located in Pokhara city if required. Request for reservation of room should be sent along with full payment by **February 20, 2017**. Reservations will be confirmed only on receipt of full payment by demand draft in favour of **School of Business, Pokhara University** payable at **Pokhara**. The details of the room tariff can be obtained through e-mail from Conference Secretariat.

Important Dates

Last Date for Abstract Submission	February 10, 2017
Notification of Acceptance of the Abstract	February 14, 2017
Last Date for Submission of Selected Papers	February 17, 2017
Last Date for Registration Fees	February 20, 2017
Conference Dinner	February 26, 2017
Conference Dates	February 26 -28, 2017

Guidelines for Abstract Submission

Selection of papers for presentation will be based on detailed abstracts of about 1000 words. Abstracts must include a clear indication of the purpose of research, methodology, major results, implications, and key references. They are requested to adhere to the following:

Length	About 1000 words excluding title/cover page
Margins	2.5 cm. or 1 inch
Font	Times New Roman, 12 point
Spacing	1.5
Title Page	Title, author(s), affiliation(s), contact details
Key Words	Four

Abstracts will be blind reviewed and only those abstracts approved by the reviewers will be selected. An electronic copy of the abstract in MS Office Word version should be mailed to the conference convener not later than February 10th, 2017 at inconfms@pu.edu.np. Acceptance of the abstract implies that at least one of the authors will attend the conference and present the paper. ***In special cases, final papers can be accepted without prior abstract submission.*** The organizing committee reserves the right for such acceptance.

Criterion for Evaluation by the Reviewers

Relevance: Does the subject of the paper appeal to the interests of the conference attendees?

Methodology: Does the paper use sound and appropriate method(s)?

Originality: Does the paper add new findings, insights, or knowledge to the body of literature?

Research: Does the paper compare and weigh the material against the work of others?

Conclusions: Are the conclusions sound and justified?

Managerial Implications: Is the managerial relevance and implications of the decision problem demonstrated?

References: Are the references adequate?

Contact Details: Associate Prof. Dr. Dipak B. Bhandari (Conference Convener)
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SCHOOL OF BUSINESS, POKHARA UNIVERSITY, NEPAL

School of Business which was established in 1998 is the pioneer constituent college of Pokhara University founded with the primary objective of generating middle level managers and executives bearing applicable practical and cognitive managerial expertise as required by the country.

Considered as one of the premier business school that launched BBA and MBA with the blend of relevant management theories and existing practicalities in management the school thrives to be one of the finest institutions in the country having an academic rigour that matches the excellence in the management fraternity. With the experienced and skilled set of faculty and students representing wide arrays of discipline and locations around the country, the college has aimed at and is moving towards the direction of establishing it as the centre of excellence by imparting necessary management knowledge needed for the nation.



POKHARA

Pokhara is the second largest city of Nepal which is globally renowned for the natural landscapes and beauty that appeals to thousands of visitors from different countries all the year round. Considered as the natural sanctuary, the city has exotic lakes, mountains and hills that allures everyone. The city comprises of the spectacular beauty of majestic peaks within the range of 30 miles from the city and can be observed from the city itself. The Round Annapurna Trek which extends around the peaks and hill areas covering the city and the zone has been regarded as the worlds' best trekking route too. Words seem less to describe the natural beauty of the city and it's the nature's blessing that has made the city as the must visit city.



How to reach Pokhara?

Pokhara is in the vicinity from other cities and major districts of the western and central region of the country and is just 5 hrs of drive (200 kms) from the capital city Kathmandu. It has access to air transportation too. It only takes half hour to reach Pokhara from the capital city Kathmandu by air. The availability of travel and tour agencies that operate globally and all the year round has assisted people to visit the place easily.

Climate

The city has a humid sub-tropical climate however, the climate seems moderate all the year round. The summer temperatures average between 25 and 33°C, and in winter it averages around -2 to 15°C. Winter and spring skies are generally clear and sunny and further glorify the natural appeal of the city. Pokhara is a rewarding travel destination in any season. However, the participants are advised to bring winter clothes with them.

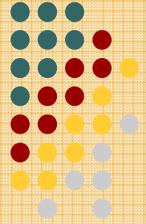
Conference Organizing Committee

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International Conference on Business, Society and Governance: Emerging Management Paradigm

26th-28th February, 2017

Pokhara Grande Hotel, Pokhara, Nepal



Organized by:



School of Business, Faculty of Management Studies, Pokhara University
Lekhnath, Pokhara, Nepal

CONFERENCE SCHEDULE

DAY-I: 26th February, 2017	
8:30- 9:45 AM	Registration, Networking and Conference Packet Distribution
10:00 – 11:00	Opening Ceremony
	Welcome Speech Conference Convener: Assoc. Prof. Dr. Dipak B. Bhandari
	Inaugural Speeches Chief Patron: Honorable Vice-chancellor, PU Patron: Honorable Registrar, PU Special Guest: Member Secretary, UGC Nepal Chief Guest: Rt. Honorable Vice-President
	Vote of Thanks Conference Chairman: Dean, FMS, PU
11:00 – 11:30	Keynote Speech Prof. Katsuhiko Hirasawa , Nihon University, Japan
11:30 – 12:30	Lunch Break
12:30 – 2:00	Plenary Session – I : Business and Society
	Panel Members: <ul style="list-style-type: none"> ▪ Prof. Katsuhiko Hirasawa (Nihon Universitu, Japan) ▪ Prof. Bijay K. C. (SAIM, Kathmandu, Nepal) ▪ Prof. Radhe S. Pradhan (Tribhuvan University, Nepal) ▪ Prof. Nawal Kishor (School of Management Studies, IGNOU, India) ▪ W. B. Van Doesburg (Hogere Technische School - Dordrecht, The Netherlands) ▪ Mr. Ananda Mulmi (Former President, FNCII, Nepal)
2: 00 – 2:30	Hi-Tea
2:30 - 3:00	Special Guest Speech: Innovation and sustainability Mr. Mahabir Pun (Founder, National Innovation Center and Magsaysay Award Winner)

INCONBS 2017 - DAY I : Technical Sessions (TS)

	HALL - A TS – I: Governance and Management	HALL – B TS-II: Financial Management	HALL – C TS-III: Human Resource Management
3:00 – 4:30	Session Chair: Prof. Bijay K. C. Guest Speaker: Dr. Ankit Katrodia Session Member: Dr. Rabindra Ghimire	Session Chair: Prof. Fatta Bdr. K.C. Session Member: Dr. Dipak B. Bhandari	Session Chair: Prof. Dev Raj Adhikari Guest Speaker: Prof. Dipak Shakya
	Paper Presentations: Dr. Gangaram B. K.: <i>Role of Power Distance in Integrating Social Capital with Learning Organization Towards Perceived Job Performance in Nepalese Service Organizations.</i> Dr. Murali G. Ranjitkar: <i>Management of Drinking Water System for Urban Poor Community in Kathmandu Valley</i> Rajendra Maharjan: <i>The Effect of Corporate Governance on Financial Performance of Insurance Companies of Nepal</i> Sushil Ojha (Phd Scholar): <i>Cultural Landscape, Heritage Management and its Socio-economic Impact</i>	Paper Presentations: Post R Khanal (PhD Scholar): <i>A Review: Model Used for Analyzing Pharmaceutical Profitability</i> Sidhartha Seth (PhD Scholar): <i>Investigating Profitability of Hammer Candlestick Pattern</i> Sumit Pradhan: <i>Working Capital Management and its Impact on Bank's Profitability</i> Sunita Shrestha: <i>The Relationship between Firm's Financial Performance and Stock Return</i> Sushila Nepal: <i>Industrial Concentration and Bank Performance in Nepal</i>	Paper Presentations: Dr. Bijay Lal Pradhan: <i>Relationship between Employee Engagement and OCB in Nepalese Banking Sector</i> Dr. Yogesh Jain: <i>QWL with Regards to Compensation, Safety and Health Environment: Special Reference to Pharmaceutical Industry in Gujrat</i> Prof. Sital Karki: <i>Measuring WLB-Job Satisfaction for Hydropower Construction Engineers</i> Deepmala Shrestha (PhD Scholar): <i>Consequences of Age and Job Characteristics with Continuance Commitment</i>

INCONBS 2017 - DAY II : 27th February, Monday

11:00 – 12:15	Plenary Session - II : Corporate Governance and Corporate Social Responsibility		
	Panel Members: <ul style="list-style-type: none"> ▪ Prof. Young In Kim (Emeritus Professor, Hangdong Globa University, South Korea) ▪ Prof. Kundan D. Koirala (Tribhuvan University, Nepal) ▪ Prof. Rajan B. Paudel (Tribhuvan University, Nepal) ▪ Prof. Keshar J. Baral (Tribhuvan University, Nepal) ▪ Prof. Hanuman Prasad (Faculty of Management, MLSU, Rajasthan, India) 		
12:15 – 12:30	Lunch		
	Technical Sessions		
	HALL - A	HALL – B	HALL – C
	TS – IV: Marketing Management	TS-V: Financial Institutions and Market	TS-VI: Human Resource Management
	Session Chair: Prof. Kundan D. Koirala Guest Speaker: Prof. Bednath Sharma	Session Chair: Prof. Rajan B. Paudel Session Member: Dr. Bharat Dhungana	Session Chair: Dr. Karna Bir Paudel Guest Speaker: Dr. Biju Thapalia
12:30 – 2:00	Paper Presentations: Rajesh Basnet: <i>The Impact of Humor Advertisement on Consumer Brand Perception</i> Aradhana Pokhrel: <i>Influence of Celebrity Endorsement on Consumer Buying Behaviour</i> Barsa Poudel: <i>Impact of Brand Awareness on Consumer Purchase Intention</i> Chhaya Poudel: <i>The Impact of Promotion mix elements on Consumer Buying Decision</i> Narayan Joshi: <i>Service Quality Attribute of Travelers' Satisfaction in TIA</i> Nirajan Bam: <i>Revisit Intention of Tourist</i>	Paper Presentations: Bijay Pandey: <i>The Impact of Capital on Financial Performance</i> Dinesh Adhikari: <i>Macroeconomic Factors and Stock Market Return</i> Dipendra Karki: <i>The Dynamic Relationship Between Tourism and Economy: Evidence from Nepal</i> Magina Shrestha: <i>Analysis of Merger Effect on Financial Performance in Banking Institutions in Nepal</i> Ravi Sapkota: <i>Determinants of Asset Quality and Bank Profitability</i> Sadiksha Thapa: <i>Determinants of Credit Risk and Capital Adequacy</i> Sajena Dwa: <i>A Study of Merger and</i>	Paper Presentations: Arpana Bhujel: <i>A Comparative Study of Work-life Balance of Female Employees</i> Asmita Ghimire: <i>Succession Planning Perception Among Employees</i> Bishwo R Parajuli: <i>The Scenario of Contemporary Visual Text: A Study in Rhetorical Analysis</i> Ramila Shrestha: <i>The Impact of Employees Perception on Performance Appraisal and their Work Outcome</i> Sapana Paija Pun: <i>Work life Balance among Teachers in Lekhnath</i> Sharada Shrestha: <i>Internal Communication Climate and Employees Management</i> Shree K. Pokhrel: <i>Perception of</i>

	<i>in Pokhara: Comparative Study Among Indian, Chinese and Third Party Country Tourist</i> Paridhi Pathak: <i>An Analysis of Out-patient Service Quality and Satisfaction in Selected Private Hospitals of Kathmandu</i>	<i>Operating Performance in Commercial Banks in Nepal</i>	<i>Organizational Politics and Employees Outcome: Moderating Effect of Organizational Justice</i>
2:00-2:30	Hi-Tea		
	Technical Sessions		
	HALL - A TS-VII: General Management	HALL – B TS-VIII: Financial Inclusion	HALL – C TS- IX: Economics and Development
	Session Chair: Prof. Nawal Kishor Session Member: Dr. Umesh S Yadav	Session Chair: Prof. Keshar J. Baral Guest Speakers: Dr. Nar Bahadur Bista	Session Chair: Prof. Lekhnath Bhattarai Guest Speakers: Dr. Ram Phuyal
2:30 – 4:00	Paper Presentations: Aaratee Thripathi: <i>Analysis of Student's Perception on Quality of Management Education</i> Anish Dewaju: <i>Factors Underlying Students' Choice of Institution</i> Gaurav Ojha: <i>A Road Less Travelled: Perspective of Nepalese Educational Leaders' on Knowledge Management as Competitive Advantage</i> Regan Prasai: <i>Supply Chain Management System of Vegetable Business in Kathmandu Valley</i> Shrijan Gywali: <i>Influencing Factor of Organizational Performance in NAC</i> Subarna JBR: <i>Logistic and Supply Chain Management Education at Bachelors Level Management Program</i>	Paper Presentations: Ramkrishna Chapagai: <i>Microfinance Intervention and Livelihood Status: An Empirical Study of Pokhara Municipality</i> Anjana Joshi: <i>Modeling Bank Asset Quality and Profitability</i> Devendra Megwal: <i>Digital Financial Literacy: A Study of Household of Udaipur</i> Dr. Bharat R. Dhungana: <i>Emerging Issue of Micro-finance Institutions of Nepal</i> Dr. Damodar Basaula: <i>Customer Awareness and Satisfaction Towards Life Insurance Claim Settlement in Nepal</i> Prof. Diwakar Bashistha: <i>Impact of Financial Sector Reform in Public Owned Commercial Banks</i>	Paper Presentations: Bibek Karmacharya: <i>Liquidity Crisis in Nepal: Causes, Consequences and Corrective Measures</i> Bishnu R. Devkota: <i>Climate Change and Draught Impact on Cash Crop</i> Dipesh Dahal: <i>Impact of Economic Liberalization on Employment in Nepal</i> Prof. Sushanta K. Nayak: <i>Digital Entrepreneurship: A Sustainable Growth in Indian Economy</i> Shweta Basnet: <i>Rural Development of Kathmandu Valley: Marketing System Approach</i>

INCONBS 2017 - DAY III : 28th February, Tuesday

Technical Sessions			
	HALL - A	HALL – B	HALL – C
	TS-X: Ethical Business Practices	TS-XI: Finance and Governance	TS-XII: Human Resource Management
	Session Chair: Prof. Hanuman Prasad Guest Speakers: Prof. Indra P. Tiwari	Session Chair: Prof. Radhe S. Pradhan Session Member: Prof. Hari B. Khadka	Session Chair: Prof. Nawal Kishor Session Member: Dr. Surya B. G. C.
9:00 – 10:30	Paper Presentations: Arun Sharma: <i>Soliciting Income Tax Compliance: Self-employed Assesse Perspective</i> Kripa Kunwar: <i>Impact Investment: Concept and Status</i> Seema Lall: <i>Seeking Infertility Treatment: Adoption May/Maynot be an Option at All; What Google has to Say</i> Situ Shrestha: <i>Featuring Female in TV Advertisement</i> Sudha Tandukar: <i>Influence of CSR Practice on Customer Satisfaction</i> Vibhudi Venkateshwala: <i>Legal Issues on Aadhar for Business Management in India</i> Yog Raj Lamichane: <i>The Role of Aristotalian Appeal in Influencing Consumer Behaviour</i> Santosh K. Gurung: <i>Consumer Perception Towards Advertisement on Social Networking Site</i>	Paper Presentations: Dr. Bishnu Psd. Bhattarai: <i>The Impact of Credit Risk Management on the Profitability of Nepalese Banks</i> Rabindra R. Dhakal: <i>Creating Self Employment Opportunities through Public Private Financing</i> Sabitri Pant: <i>Ownership Structure and Bank Performance</i> Prabhdeep Kaur: <i>Performance Comparison of PSU Exchange Traded Funds against Nifty and Gold</i> Shrijan Shrestha: <i>Financial Ratios: An Indicator of Performance of Commercial Banks</i> Poonam Rai: <i>Customer Satisfaction on Remittance Service of Nepalese Commercial Banks</i>	Paper Presentations: Abha Bhalla : <i>Exploring Work-life Balance Among Indian Dual Earner Parents</i> Bamdev Bhandari: <i>Gender Issues in HRM in Nepal</i> Hari Psd Gautam: <i>Team Effectiveness and Perceived Employees Performance in Nepalese Service Sector</i> Indira Shrestha: <i>Study on Influence of Demographic Factors on Job Satisfaction of Financial Institutions' Workforce of Nepal</i> Shanti Devi Chhetri: <i>Impact of Organizational Culture on Employees' Performance</i> Yogendra Adhikari: <i>Effect of Human Resource Practices to the Employees Intention to Stay</i>
10:30-11:00	Hi-Tea		
11:00-12:30	Valedictory Function		

12:30-1:45	Lunch
1:45-5:30	Pokhara City Tour
5:30 – 6:45	Cultural Program
6:45-7:45	Valedictory Dinner
Thank you for your participation in INCONBS201	