



**Mona School  
of Business &  
Management**  
The University of the West Indies, Mona

Mona School of Business and Management

## **2<sup>ND</sup> BUSINESS & MANAGEMENT CONFERENCE**

LEARNING. KNOWING. DOING

November 9-11, 2016 | Kingston, Jamaica

**THEME:**

**"Connecting the Dots: Enterprise, Entrepreneurship, and Sustainable Development"**

# Final Programme

November 7, 2016

Wednesday November 9, 2016		
8:30 – 4:30	<i>Registration</i>	<i>ROOM</i>
9:30 – 10:30	<p><i>Doctoral Consortium</i>  <b>Chair: Professor Denise Eldemire-Shearer</b></p> <ul style="list-style-type: none"> <li>• <b>Wendell Richards</b>, An Investigation into How Standards have Assisted in Upgrading and Catapulting Successful Manufacturing Small Medium and Enterprises in Jamaica into the Global Value Chain</li> <li>• <b>Dianna DaSilva-Glasgow</b>, Impact of SPS and TBT regulations on Guyana’s food and agriculture exports to non-CARICOM markets- A Gravity Approach</li> <li>• <b>Ambica Medine</b>, Social Entrepreneurship Strategies and Sustainability of Non-Profit Organizations in Small Island Economies: The Trinidad &amp; Tobago Archetype</li> </ul> <p>Panel: <b>Professor Denise Eldemire-Shearer, Professor Gillian Marcelle, Professor Thomas Schott, Professor David Storey</b></p>	<i>Port Antonio</i>
10:30 – 11:30	<p><i>Doctoral Consortium</i>  <b>Chair: Professor David Storey</b></p> <ul style="list-style-type: none"> <li>• <b>Calista Arthur</b>, Critical Analysis of Corporate Social Responsibility in the Tourism Industry: Case of Tobago and Nevis</li> <li>• <b>Paula Raghunath-Singh</b>, The Impact of Large Public Diversified Business Groups on their Region: A Case of the Caribbean</li> </ul> <p>Panel: <b>Professor Denise Eldemire-Shearer, Professor Gillian Marcelle, Professor Thomas Schott, Professor David Storey</b></p>	<i>Port Antonio</i>
11:30 – 12:00	<i>Coffee Break</i>	
1:00 – 3:00	<p><i>GEM Workshop</i></p> <p><b>Lead: Professor Thomas Schott</b>  <b>University of Southern Denmark</b></p>	<i>Port Antonio</i>
3:00 – 4:30	<p>Panel: <i>Innovation, Productivity &amp; Competitiveness</i>  <b>Chair: Tolulope Bewaji, MSBM</b></p> <ul style="list-style-type: none"> <li>• <b>David Parker, William Lawrence, Delroy Chevers &amp; Luca Zeppetella</b>, Exploring Innovation Leadership: English-speaking Caribbean nuances</li> <li>• <b>Preeya Mohan, Eric Strobl, Patrick Watson</b>, In-Firm Training, Innovation and Productivity: The Case of Caribbean Small Island Developing States</li> <li>• <b>Clint Hurley &amp; Egbert Irving</b>, Dynamic Capabilities, Innovation and the Competitiveness of Caribbean Firms</li> <li>• <b>Keston K. Perry &amp; Gillian M Marcelle</b>, Maroon firms, innovation capability and their institutional environment: exploring new conceptual pathways in the Caribbean</li> </ul>	<i>Port Antonio</i>
6:00 p.m.	<p><i>Opening Ceremony &amp; Reception</i>  <b>Chair: Dr Lawrence Nicholson, Deputy Executive Director, MSBM</b></p>	<i>Pegasus Ball Room</i>

	<i>Address:</i> <b>Dr John Sviokla</b> Principal and US Advisory Innovation Leader PricewaterhouseCoopers	
<b>Thursday November 10, 2016</b>		
<b>8:00 – 5:00</b>	<b>Registration</b>	
<b>8:30 – 10:00</b>	<i>Concurrent Sessions</i>	<b>ROOM</b>
	<p>Panel: <i>Social Enterprise/Entrepreneurship: Value Creation &amp; Sustainability</i>  <b>Chair: Saffrey Brown, General Manager, Jamaica National Foundation</b></p> <ul style="list-style-type: none"> <li>• <b>Kadamawe Knife, Michael Marshall &amp; Marlon Moore</b>, Social Enterprises and their Social Rate of Return on Investment within a developing Economy: The Case of Jamaica</li> <li>• <b>Ambica Medine</b>, Social Entrepreneurship Strategies and Sustainability of Non-Profit Organizations in Small Island Economies: The Trinidad &amp; Tobago Archetype</li> <li>• <b>Kadamawe Knife, Michael Marshall and Kethania Griffiths</b>, The Size and Scale of Social Enterprises and their Contribution to the GDP of a Developing Country: The Case of Jamaica</li> <li>• <b>Mark-Shane Scale</b>, Exploring Enterprise and Entrepreneurship in Jamaica's Information Industry: An Examination of Five Case Studies</li> </ul>	<b>Port Antonio</b>
	<p>Panel: <i>Business, Government &amp; Society</i>  <b>Chair: Dr Michelle McLeod, MSBM</b></p> <ul style="list-style-type: none"> <li>• <b>Trevor A. Smith &amp; Christopher Charles</b>, Customer Knowledge Management in Jamaica's Public Sector</li> <li>• <b>Delroy Chevers &amp; David Parker</b>, An Agency Theory Perspective on Managing Projects: An English-Speaking Caribbean Case</li> <li>• <b>Linval Frazer</b>, Internal Control: Is it a Benefit or Fad to Small Companies? A United States Model</li> <li>• <b>Noel Cowell &amp; Anne Crick</b>, Towards a Conceptual Framework: The Role of HRM in Corporate Transformation</li> </ul>	<b>Negril</b>
<b>10:00 – 10:30</b>	<b>Break</b>	
<b>10:30 – 12:00</b>	<i>Concurrent Sessions</i>	
	<p>Panel: <i>Diaspora Entrepreneurship &amp; Networks</i>  <b>Chair: Dr Pauline Milwood, MSBM</b></p> <ul style="list-style-type: none"> <li>• <b>Thomas Schøtt</b>, Entrepreneurial Pursuits in the Caribbean Diaspora: Networking and its Benefits</li> <li>• <b>Lorna Jones</b>, The Socio-Economic Impact of the UK-Based African Caribbean Entrepreneurial Diaspora on the Caribbean</li> <li>• <b>Caroline Shenaz Hossein</b>, Post-capitalist Politics and the African Diaspora: Strong Credit Union Cultures in Haiti and Grenada</li> <li>• <b>Indianna D. Minto-Coy &amp; Maria Elo</b>, Attracting Diaspora Business: Case Study of the Caribbean Entrepreneurial Ecosystem</li> </ul>	<b>Port Antonio</b>

	<p>Panel: <i>Entrepreneurship, Technology &amp; Strategy</i>  <b>Chair: Dr Delroy Chevers, MSBM</b></p> <ul style="list-style-type: none"> <li>• <b>Gary Campbell</b>, A Study on Factors Affecting the perceived usefulness and adoption of open source software in Developing Countries – Evidence from Jamaica</li> <li>• <b>Perry van Rijsingen &amp; Maurice McNaughton</b>, Data-driven Opportunities for Innovation, Entrepreneurship and Enterprise in HealthCare in the Caribbean</li> <li>• <b>Lawrence Arnold</b>, Strategies for Reducing High Turnover Among Information Technology Professionals</li> <li>• <b>Patrick Anglin</b>, JATIS – A model for using Information and Communication Technologies in Jamaican agritourism</li> </ul>	<i>Negril</i>
12:00 – 1:30	<b>Book Launch &amp; Lunch</b>	<b>Montego Bay</b>
1:30 – 3:00	<b>Concurrent Sessions</b>	
	<p>Panel: <i>Finance, Competitiveness &amp; SMEs</i>  <b>Chair: Mr Michael Roofe, MSBM</b></p> <ul style="list-style-type: none"> <li>• <b>William Lawrence &amp; Twila Mae Logan</b>, SME Financial Transformation on Jamaica Stock Exchange Junior Market</li> <li>• <b>Clint Hurley</b>, SME Competitiveness: A Comparative Systematic Review of the Literature for the Past 21 Years</li> <li>• <b>Lennox Henry &amp; David Watkins</b>, Intellectual Capital in Caribbean Engineering SMEs: Understanding and Extracting Value Within Entrepreneurial Firms</li> </ul>	<i>Port Antonio</i>
	<p>Panel: <i>Innovation and Technology Use in the Tourism Industry</i>  <b>Chair: Dr Carolyn Hayle, Senior Programme Officer, Graduate Studies and Research</b></p> <ul style="list-style-type: none"> <li>• <b>Delroy Chevers &amp; Andrew Spencer</b>, The impact of ICT on customer satisfaction in Jamaican hotels: A preliminary study</li> <li>• <b>Pauline Milwood &amp; Wesley S. Roehl</b>, Innovation, Network Orchestration &amp; the Destination Management Organization: Investigating a Mediated Model with Evidence from the Tourism Industry</li> <li>• <b>Michelle T. McLeod</b>, Tourism Innovation and Interactive Community Mapping</li> <li>• <b>Lystra Small-Clouden</b>, Globalization, Assimilation, Culture Erasure: A Review of Trinidad and Tobago</li> </ul>	<i>Negril</i>
3:00 – 3:15	<b>Break</b>	
3:15 – 3:45	<p><b>PLENARY</b></p> <p><b>Chair: Dr David Smith, Coordinator, Institute for Sustainable Development, UWI</b></p> <p><b>Keynote</b>  <b>Mr Neil McFarlane</b>  Chief, New York Liaison Office for UNISDR</p> <p><i>“Business &amp; Disaster Risk Reduction: Implications for Jamaica and the Caribbean”</i></p>	<b>Montego Bay</b>

3:45 – 5:30	<p style="text-align: center;"><b>Business Roundtable</b>  <b>Chair: Mr Neil McFarlane, UNISDR</b></p> <p style="text-align: center;"><i>“Business Sustainability and Disaster Risk Reduction in the Caribbean: Caribbean Experiences &amp; Implications for Management Education”</i></p>	<b>Montego Bay</b>
6:00 – 9:00	<i>Dinner: Gloria's Restaurant, Port Royal</i>	
<b>Friday November 11, 2016</b>		
8:30 – 5:00	<i>Registration</i>	
8:30 – 10:00	<i>Concurrent Sessions</i>	
	<p>Panel: <i>Enterprise &amp; Entrepreneurship</i>  <b>Chair: Professor Paul Pounder</b>, Department of Business and Management, St Georges University</p> <ul style="list-style-type: none"> <li>• <b>Stephen Drinkwater, Jonathan Lashley &amp; Catherine Robinson</b>, Barriers to Enterprise Development Across the Caribbean: Variations by Country and Industry</li> <li>• <b>Sharon Naomi Grant Nelson &amp; James McNeish</b>, Investigating the Moderating Effect of GNI (Gross National Income per Capita) on entrepreneurial Growth Aspirations in the Caribbean</li> <li>• <b>Andie Hyppolite Lebon &amp; Bénédique Paul</b>, What aspiring entrepreneurs become effective business creators? A Haitian case study</li> <li>• <b>Nènè Oumou Diallo &amp; Jonathan Goyette</b>, Microfinance and entrepreneurial activity: Evidence from a Regression Discontinuity Design in Panama</li> </ul>	<b>Port Antonio</b>
	<p>Panel: <i>Applied Business Strategy</i>  <b>Chair: Dr Charlette Donalds, MSBM</b></p> <ul style="list-style-type: none"> <li>• <b>A. Murat Koseoglu</b>, Climate-related Disasters and the Effects of Logistics to Strengthen the Resilience</li> <li>• <b>Preeya Mohan, Eric Strobl &amp; Patrick Watson</b>, Knowledge Intensive Business Services in the Oil and Gas Sector in Trinidad and Tobago</li> <li>• <b>Maurice McNaughton, Lila Rao-Graham, David Parker &amp; Daniel Lewis</b>, Big Data Analytics to Enhance Customs Performance: The Case of Jamaica</li> <li>• <b>David Parker, Delroy Chevers, Alicia Loh &amp; Indianna Minto-Coy</b>, Corporate Sustainability Maturity Model: A Proposed Framework for English-speaking Caribbean firms</li> </ul>	<b>Negril</b>
10:00 – 11:15	<i>Concurrent Sessions</i>	
	<p>Panel: <i>Exploring Dimensions Entrepreneurship in the Caribbean: Youth and Gender</i>  <b>Chair: Dr Anne Crick, MSBM</b></p> <ul style="list-style-type: none"> <li>• <b>Paul Pounder</b>, Youth Entrepreneurship: Challenges and Prospects Sourcing Micro-finance in the Caribbean Economy</li> <li>• <b>Levene Griffiths</b>, Factors Impacting Female Entrepreneurs in small rural townships in Jamaica: The Old Harbour Experience</li> </ul>	<b>Port Antonio</b>

	<ul style="list-style-type: none"> <li>• <b>Talia Esnard</b>, Gendered Positionalities and Entrepreneurial Engagement: A Jamaica-Trinidad and Tobago Comparison</li> <li>• <b>Indianna D. Minto-Coy</b>, Locating the Local in the Global: Diasporas and Internationalisation of Businesses from Countries of Origin</li> </ul>	
	<p>Panel: <i>Enterprise, Sustainability &amp; Competitiveness</i>  <b>Chair: Dr Georgiana Gordon-Strachan, Director, Mona Office for Research &amp; Innovation</b></p> <ul style="list-style-type: none"> <li>• <b>Karema Aikens-Mitchell</b>, Natural Hazard Risk Assessment and Risk Response at the Enterprise level: Business Continuity Planning as a Strategy to Sustain Economic Growth</li> <li>• <b>Kamau Chionesu</b>, Awareness, Perception and Attitude Towards Organic Produce and Sustainable Farming in Jamaica</li> <li>• <b>Signa A. Daum Shanks</b>, How Can Sustainable Development Become Legally Required? A warning for Businesses about the Importance of Knowing Indigenous Histories</li> <li>• <b>Kobina Wilson</b>, Determining the competitiveness of Caribbean firms in the Global Renewable Energy Industry (GREI)</li> </ul>	<b>Negril</b>
11:15 – 11:30	<b>Break</b>	
11:30 – 1:00	<p><b>PLENARY</b>  <b>Business Roundtable</b>  <b>“Enterprise, Entrepreneurship and Sustainability Among Caribbean SMES”</b></p>	<b>Port Antonio</b>
1:00 – 2:30	<p><i>Closing Luncheon</i>  <b>Chair:</b>  <i>Ms Minna Israel, Special Advisor to the Vice-Chancellor, University of the West Indies  Mona</i></p> <p><i>Speaker:</i>  <b>Mr Paul Scott</b>  <i>President, PSOJ  Chairman &amp; CEO, Musson Group of Companies</i></p>	<b>Montego Bay</b>
	<b>END</b>	