



**Mona School  
of Business &  
Management**

The University of the West Indies, Mona

**2017**

**Mona School of Business and Management**  
**3<sup>rd</sup> ANNUAL BUSINESS AND MANAGEMENT CONFERENCE**  
Learning • Knowing • Doing

# **DRIVING TRANSFORMATION:**

**FINANCE, ENTERPRISE DEVELOPMENT & WEALTH CREATION**

**November 8-10, 2017**

Hilton Rose Hall Resort & Spa, Montego Bay, Jamaica

**DRAFT PROGRAMME**

**October 10, 2017**

# Wednesday | November 8, 2017

<b>8:30 – 4:30</b>	<b>REGISTRATION</b>
<b>8:30 – 10:30</b> <b>Room: Hanover</b>	<b>DOCTORAL CONSORTIUM</b> <b>Chair:</b> <ul style="list-style-type: none"><li>• <b>Mr Sydney Innis</b>, Towards development of a cluster of shipping related logistics services in Jamaica</li><li>• <b>Mr Damion Crawford</b>, Measuring service productivity</li><li>• <b>Mr Ravi Rambraran</b>, Public Sector Pension Reform in Jamaica</li></ul> <b>Review Panel:</b> Professor Delroy Hunter, Professor Dale Webber, Dr Philmore Alleyne, Dr William Lawrence, Dr Lawrence Nicholson, Dr Heather Ricketts, Dr Justin Robinson, Dr Trevor Smith
<b>Room: Falmouth</b>	<b>DOCTORAL CONSORTIUM</b> <b>Chair:</b> <ul style="list-style-type: none"><li>• <b>Mr Dwight Shelly</b>, Drives of FDI; Are They Different from Caribbean SIDs Compared to Mercosur Member Territories</li><li>• <b>Mr Sherry-Ann Crooks</b>, Corporate Governance of Banks and Risk</li><li>• <b>Mrs Austen Douglas-Panther</b>, Aid and or Hindrances to Economic Development</li></ul> <b>Review Panel:</b> Professor Delroy Hunter, Professor Dale Webber, Dr Philmore Alleyne, Dr William Lawrence, Dr Lawrence Nicholson, Dr Heather Ricketts, Dr Justin Robinson, Dr Trevor Smith
<b>10:30 – 10:45</b>	<b>COFFEE BREAK</b>
<b>10:45 – 12:45</b> <b>Room: Hanover</b>	<b>DOCTORAL CONSORTIUM</b> <b>Chair:</b> <ul style="list-style-type: none"><li>• <b>Mr Denis Gray</b>, Advancing an Appropriate Method for Disclosing Intellectual Capital in Banking Institutions: A Caribbean Perspective</li><li>• <b>Ms Yvette Johns</b>, Using Risk Management Effectiveness to Anticipate Turnaround</li><li>• <b>Mr Delroy Morgan</b>, Determinants of Firm Growth in Jamaica's Creative Industries: A Comparative Analysis</li></ul> <b>Review Panel:</b> Professor Delroy Hunter, Professor Dale Webber, Dr Philmore Alleyne, Dr William Lawrence, Dr Lawrence Nicholson, Dr Heather Ricketts, Dr Justin Robinson, Dr Trevor Smith

<p><b>Room: Falmouth</b></p>	<p><b>DOCTORAL CONSORTIUM</b></p> <p><b>Chair:</b></p> <ul style="list-style-type: none"> <li>• <b>Mrs Brenda Cuthbert</b>, Trust in Cooperatives – The Relationship Between Board of Directors, Management, Members and the Impact on Performance</li> <li>• <b>Mr Cedric Wilson</b>, Does Privatization of Electric utilities inevitably lead to greater Efficiency in Emerging Economies</li> <li>• <b>Ms Susanne Palmer</b>, A Case Study on the Impact of Cultural Diversity on Team Performance and Business Performance in a Caribbean Hospital</li> </ul> <p><b>Review Panel:</b> Professor Delroy Hunter, Professor Dale Webber, Dr Philmore Alleyne, Dr William Lawrence, Dr Lawrence Nicholson, Dr Heather Ricketts, Dr Justin Robinson, Dr Trevor Smith</p>
<p><b>12:45 – 1:30</b></p>	<p><b>FREE TIME</b></p>
<p><b>1:30 – 3:00</b></p>	<p><b>CONCURRENT SESSIONS</b></p>
<p><b>Room: Hanover</b></p>	<p><b>PANEL: Overcoming the Hurdles of Raising Capital: A Closer Look at the Constraints and Solutions to Accessing Credit Financing for Small &amp; Family-Owned Businesses</b></p> <p><b>Chair:</b> Arnaldo Brown, Lecturer, MSBM</p> <ul style="list-style-type: none"> <li>• <b>MP Anthony Hylton</b>, Policy &amp; Legislative Framework</li> <li>• <b>Professor Rosalee Hamilton</b>, Constraints and Solutions to Accessing Credit for Small and Family Owned Businesses</li> <li>• <b>Mr Arnaldo Brown</b>, Should the Ease of Doing Business Report Consider the Concept of Equity?</li> </ul>
<p><b>Room: Falmouth</b></p>	<p><b>PANEL: Employment Relations in the Caribbean Financial Sector</b></p> <p><b>Chair:</b> Dr Noel Cowell, Senior Lecturer, MSBM</p> <ul style="list-style-type: none"> <li>• <b>Senator Kavan Gayle</b>, Bustamante Industrial Trade Union – Banking on Trust: A Trade Union Perspective on Employment Relations in the Caribbean Financial Sector</li> <li>• <b>Ms Carolyn Lewis</b>, CIBC/First Caribbean International Bank – Banking on Trust: A Management Perspective on Employment Relations in the Caribbean Financial Sector</li> <li>• <b>Carla Anne Harris Roper</b>, Scotia Bank</li> <li>• <b>Michael McAnuff Jones</b>, Independent Human Resource Management Consultant</li> </ul>
	<p><b>PANEL: Finance, Development &amp; Ethics</b></p> <p><b>Chair:</b></p> <ul style="list-style-type: none"> <li>• <b>Mr Mark Lewis</b>, Financing Development through Collaboration in the Caribbean: Arguments for Improved Vigilance, Governance and Policy Regulation Framework - the Case of Guyana</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Dr Anne Crick</b>, Service by Design: Understanding How and Why Jamaican Firms Compete on Service</li> <li>• <b>Professor Gerd Nufer</b>, Ambush Marketing: A Parasitic Attack or an Alternative to Sponsorship</li> <li>• <b>Professor Jan Keil &amp; Karsten Müller</b>, Bank Branching Deregulation and the Syndicated Loan Market</li> </ul>
<b>3:00 – 4:30</b>	<b>CONCURRENT SESSIONS</b>
<b>Room: Hanover</b>	<p><b>PANEL: Supporting an Ecosystem for Social Entrepreneurship Thinking and Practice in Jamaica – Policy and Programmes</b></p> <p><b>Chair:</b> Dr K’adamawe K’nife, Lecturer, MSBM</p> <ul style="list-style-type: none"> <li>• <b>Ms Saffrey Brown</b>, Jamaica National Foundation – A Model for Developing a National Social Enterprise Movement: The SEBI Approach</li> <li>• <b>Ms Wendy-Jo Williams</b>, National Housing Trust – Social Entrepreneurship and Sustainable Community Development: the Best Schemes Programme</li> <li>• <b>Ms Charmaine Muirhead</b>, CRP, PIOJ – Role of good governance in Social Entrepreneurship Practice for Sustainable Community Development – The Community Renewal Programme PIOJ</li> <li>• <b>Mr Clifford Spencer</b>, MSME Unit, MICA – Developing Policy to Support the Social Economy – Limited Review of National MSME policy</li> </ul>
<b>Room: Falmouth</b>	<p><b>PANEL: Entrepreneurship &amp; Culture</b></p> <p><b>Chair:</b></p> <ul style="list-style-type: none"> <li>• <b>Dr Priscilla Bahaw</b>, An Investigation into the Impact of Capital Structures on the Profitability Levels of New Ventures in Trinidad and Tobago</li> <li>• <b>Dr Wynette Harewood, Professor Fransisco Linan &amp; Professor Saha Gour</b>, Assessing Entrepreneurial Intention in a Plural Society: Evidence from Trinidad and Tobago</li> <li>• <b>Dr Olivene Burke &amp; Mr Tariq Weekes</b>, The UWI Mona Township and the Entrepreneurial Skills in its ‘Venture’</li> </ul>
<b>6:30 – 8:00</b>	<b>OPENING CEREMONY &amp; RECEPTION</b>
<b>Hilton Rose Hall Resort &amp; Spa</b>	<b>Chair:</b> Mr. Patrick Prendergast, Director (Acting), Western Jamaica Campus, The UWI
<b>Room: Hanover</b>	<b>Address:</b> Mr Richard Byles Chairman, Sagicor Group Jamaica

## Thursday | November 9, 2017

<b>8:00 – 5:00</b>	<b>REGISTRATION</b>
<b>8:30 – 8:45</b>	<b>WELCOME &amp; OVERVIEW</b>
<b>8:45 – 9:30</b> <b>Room: Hanover</b>	<b>PLENARY</b> <b>Chair:</b> <b>Keynote: Professor Delroy Hunter</b> “(How) Can we use Financial Development to Spur Economic Growth and Create Wealth?”
<b>9:30 – 11:00</b>	<b>CONCURRENT SESSIONS</b>
<b>Room: Hanover</b>	<b>PANEL: The Disruptive Implications of New FinTechs on Traditional Banking and Finance</b> <b>Chair:</b> Dr Maurice McNaughton, Director, COE, MSBM <ul style="list-style-type: none"> <li>• <b>Dr Maurice McNaughton</b>, Director, COE, MSBM, From Partner to Intermediation and Back: Reversals in the Logic of Financial Services Business Models</li> <li>• <b>Ms Maria Luisa Martinez</b>, Director, Kuelap Inc</li> <li>• <b>Ms Nicole Brown</b>, AGM, Enterprise Information Management, NCB</li> <li>• <b>Mr Shiva Bissessar</b>, MD, Pinaka Technology Solutions [REMOTE PRESENTATION]</li> <li>• <b>Mr Livingstone Morrison</b>, Deputy Governor, Bank of Jamaica</li> </ul>
<b>Room: Falmouth</b>	<b>PANEL: Technology and Finance</b> <b>Chair:</b> <ul style="list-style-type: none"> <li>• <b>Dr Trevor Smith</b>, The Customer Knowledge Predictors of Credit Card Misuse</li> <li>• <b>Dr Charlette Donalds</b>, Towards a Cybercrime Classification Ontology: Case of the Jamaican Jurisdiction</li> <li>• <b>Ms Lakeith Bailey, Ms Shakira Robinson, Ms Arlene Spence &amp; Dr Delroy Chevers</b>, The Impact of Information Systems on the Operations of Commercial Banks in Jamaica: A Preliminary Study</li> <li>• <b>Ms Diana Dacosta</b>, Jamaica &amp; the ICT/BPO 'Sector' - The DBJ Intervention</li> </ul>
	<b>PANEL: Gender and Enterprise Development</b> <b>Chair:</b> <ul style="list-style-type: none"> <li>• <b>Dr Tolulope Bewaji</b>, Female Entrepreneurship in English and Spanish speaking</li> </ul>

	<p>Caribbean countries: The effect of colonization</p> <ul style="list-style-type: none"> <li>• <b>Dr Akhentoolove Corbin</b>, Gender and Leadership in an Emerging Economy: Comparison of Female and Male Leadership Behaviours and Job Satisfaction</li> <li>• <b>Dr Lawrence Nicholson</b>, Which “F” is it – Financing, Family or Female?</li> </ul>
<b>11:00 – 11:15</b>	<b>BREAK</b>
<b>11:15 – 12:45</b>	<b>CONCURRENT SESSIONS</b>
<b>Room: Hanover</b>	<p><b>PANEL: The Evolving Role of Mutuels in the Caribbean Financial Services Landscape</b></p> <p><b>Chair:</b> Mr Courtney Campbell, President, VMBS</p> <ul style="list-style-type: none"> <li>• <b>Dr William Lawrence</b>, Director, MSBM – A Situational Analysis of the Market Positioning of Mutuels in the Current Caribbean Financial Services Landscape</li> <li>• <b>Mrs Brenda Cuthbert</b>, CEO, Jamaica Employers Federation – Cooperative Self-Governance or External Regulation; Preserving The Role of Mutuels in the Jamaican Financial Sector</li> <li>• <b>Mr Peter Reid</b>, CEO, Building Society Operations VMBS – A practitioner perspective on the essence of Mutuality, challenges and opportunities for the Modern Mutual</li> <li>• <b>Dr Maurice McNaughton</b>, Director, COE,MSBM – The Evolution of Financial Technologies and the Role of Mutuels in the Contemporary Financial Landscape</li> </ul>
<b>Room: Falmouth</b>	<p><b>PANEL: Corporate Governance, Risk &amp; Ethics</b></p> <p><b>Chair:</b></p> <ul style="list-style-type: none"> <li>• <b>Ambassador Allison Roefe &amp; Mr Michael Roefe</b>, Exploring Business Culture and Analyzing Institutional Realities - Case studies from enterprises in Jamaica and Brazil 2017</li> <li>• <b>Ms Diana Weekes-Marshall</b>, Risk Governance Disclosures: Financial Institutions in a Developing Country</li> <li>• <b>Dr Suzanne Wynter</b>, Credit Risk in Government Mortgage Lending</li> <li>• <b>Dr Albert Duncan</b>, Wealth Creation and Inequality</li> <li>• <b>Professor Philmore Alleyne</b>, Setting a Whistleblowing Agenda for Financial Institutions in the Caribbean</li> </ul>
<b>12:45 – 2:00</b>	<b>LUNCH</b>
<b>2:00 – 3:30</b> <b>Room: Hanover</b>	<p><b>BUSINESS ROUNDTABLE</b> <b>“Driving Transformation: Finance, Enterprise &amp; Wealth Creation”</b></p> <p><b>Chair:</b> Ms. Audrey Richards, Coordinator, Jamaica Venture Capital Programme, DBJ</p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>• <b>Mrs Rita Humphries Lewin</b>, Founder and Chairman Barita Group</li> <li>• <b>Mrs Marlene Street-Forrest</b>, General Manager, Jamaica Stock Exchange</li> <li>• <b>Mrs Mariame McInstosh Robinson</b>, President CEO First Global Bank</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Ms Vennecia Christian Barnes</b>, Managing Director – Caribbean Money Lenders Company limited</li> </ul>
<b>3:30 – 5:00</b>	<b>CONCURRENT SESSIONS</b>
<b>Room: Hanover</b>	<p><b>PANEL: Business Renewal, Continuity &amp; Reengineering</b></p> <p><b>Chair:</b> Dr William Lawrence, Director, Professional Services Unit, MSBM</p> <ul style="list-style-type: none"> <li>• <b>Ms Valerie Veira</b>, CEO, JBDC – Starting and developing small business</li> <li>• <b>Mr Simon Roberts</b>, Director, Grace Co-op Credit Union – Reengineering a mature business</li> <li>• <b>Dr Rickert Allen</b>, Senior GM, NCB – Preparing employees for company-wide transformation</li> <li>• <b>Dr Maurice McNaughton</b>, Director, COE, MSBM – Extracting value from data assets</li> <li>• <b>Dr William Lawrence</b>, Director, PSU, MSBM, Managing Risk for Corporate Turnaround (Business renewal from losses and insolvency)</li> </ul>
<b>Room: Falmouth</b>	<p><b>PANEL: Case Studies in Finance &amp; Development</b></p> <p><b>Chair:</b></p> <ul style="list-style-type: none"> <li>• <b>Dr Trevor Smith &amp; Dr Christopher Charles</b>, The Psychology of Marketing Life Insurance to Young Adults</li> <li>• <b>Ms Annusha Bridglal, Mr Tobias Schulze Frenking &amp; Gour Saha</b>, ELearning Acceptance &amp; Students’ Demographic Characteristics: An Empirical Study at the University of the West Indies, Trinidad and Tobago</li> <li>• <b>Ms Tracy-Ann Hyman</b>, Small-Island Perceptions of Scholarships [REMOTE PRESENTATION]</li> <li>• <b>Dr Delroy Chevers, Ms Kemoy Jones, Mrs Cly-Anneka Jones-Williams, Mr Horace Campbell</b>, The Impact of Fiscal Incentives Over the Last Six years on the Tourism Sector in Jamaica</li> <li>• <b>Dr Donnahae Rhoden-Salmon, Mrs Antoinette Barton-Gooden, Robin Leger, Dr Steve Weaver</b>, Global Health Initiative: An Income Generation Model</li> </ul>
<b>6:30 - 8:30</b>	

## Friday | November 10, 2017

8:00 – 5:00	<b>REGISTRATION</b>
8:30 –10:00	<b>CONCURRENT SESSIONS</b>
Room: Hanover	<p><b>PANEL: Corporate Governance &amp; Business Sustainability</b></p> <p><b>Chair:</b></p> <ul style="list-style-type: none"> <li>• <b>Dr C. Justin Robinson</b>, Corporate Ownership in Small Island Developing States</li> <li>• <b>Dr Delroy Chevers, Dr Indianna D. Minto-Coy, Professor David Parker, Professor Alicia Loh &amp; Professor Daniel Lewis</b>, Evaluating Corporate Sustainability in the Jamaican Manufacturing Sector</li> <li>• <b>Ms Renee Thompson &amp; Professor Philmore Alleyne</b>, Exploring Governance Issues Within State Owned Enterprises in an Emerging Economy: Evidence from Barbados</li> <li>• <b>Dr Vindell Kerr</b>, An Exploratory Study of Key Drivers of Good Corporate Governance Among School Boards in Trinidad and Tobago (T&amp;T)</li> </ul>
Room: Falmouth	<p><b>PANEL: Financing &amp; Networks in Small Firms</b></p> <p><b>Chair:</b></p> <ul style="list-style-type: none"> <li>• <b>Mr Kamau Chionesu</b>, Financing Natural Farming: An exploration of issues facing small farmers in Jamaica</li> <li>• <b>Dr Winsome Halliman</b>, Aligning Lending Strategies with the Transformation Experiences of Small and Medium-Sized Enterprises</li> <li>• <b>Dr Sandria Tennant</b>, Small Firms &amp; Effective Tax Rate: Measuring the Political Success of Small Firms, MSBM</li> <li>• <b>Ms Cherallee Morgan</b>, The Role of Entrepreneurial Networks on Firm Performance: A Focus on Jamaican Small Firms</li> </ul>
10:00 –11:15	<b>CONCURRENT SESSIONS</b>
Room: Hanover	<p><b>PANEL: National Security &amp; The Growth Economy</b></p> <p><b>Chair:</b> Marc Ramsay, Marc Francis Ramsay &amp; Company</p> <ul style="list-style-type: none"> <li>• <b>Professor Anthony Clayton</b>, UWI, Mona</li> <li>• <b>Dr Elizabeth Ward</b>, Consultant, Institute of Public Safety and Justice</li> <li>• <b>Dr Wayne Henry</b>, Director General, Planning Institute of Jamaica (PIOJ)</li> </ul>



<p><b>Room: Falmouth</b></p>	<p><b>PANEL: Taxation – Policy and Practice</b></p> <p><b>Chair:</b></p> <ul style="list-style-type: none"> <li>• <b>Dr TwilaMae Logan &amp; Mrs Joan Thomas-Stone</b>, Corporate pay-out policy on the Jamaica Stock Market: Can changes in the tax regime explain firm choice?</li> <li>• <b>Dr Oronde Small</b>, The Effect of Public Goods Messaging on Personal Income Tax Compliance among the Self-Employed: Evidence from a Field Experiment in Jamaica</li> <li>• <b>Mr Mark Lewis</b>, Building a Tax Culture: A Case for Taxpayer Education and Publicity Programmes</li> </ul>
<p><b>11:15 – 11:30</b></p>	<p><b>BREAK</b></p>
<p><b>11:30 – 1:00</b></p> <p><b>Room: Hanover</b></p>	<p><b>CLOSING PLENARY: Presentation &amp; Business Roundtable</b>  “Public/Private Partnerships for Renewal of Jamaica’s Tourist Capital”</p> <p><b>Chair:</b> Ms T’Shura Gibbs, President Montego Bay Chamber of Commerce</p> <p><b>Speaker:</b> Mr Christopher Issa, Hotelier</p>