

# GLOBAL BUSINESS AND TECHNOLOGY ASSOCIATION

## ACHIEVING COMPETITIVE ADVANTAGE THROUGH MANAGING GLOBAL RESOURCES



### Ninth International Conference

JULY 3 – 7, 2007  
TAIPEI, TAIWAN



#### CO-SPONSORED BY:

- School of Business, State University of New York at Old Westbury - Long Island, New York, USA
- Fu Jen Catholic University, Taipei, Taiwan
- National Science Council, Taiwan
- Ministry of Economic Affairs, Taiwan
- Ministry of Education, Taiwan
- Chinese Management Association, Taiwan
- Taiwan Management Institute, Taiwan
- Academy of Taiwan Information Systems Research, Taiwan
- Faculty of Humanities & Faculty of Management Sciences, Tshwane University of Technology, Pretoria, South Africa
- State University of Management & Russian Academy of Sciences Moscow, Russia
- IBM East Europe/Asia Ltd., Moscow, Russia
- Polytechnic Institute of Leiria, Portugal
- The Robins School of Business, University of Richmond, Virginia, USA
- Monash University, Australia

The aim of the conference is to provide a unique international forum to facilitate the exchange of cutting-edge information through multi-disciplinary presentations of current issues, challenges and developments in the area of business management education.

# SCHEDULE OF SPECIAL EVENTS

## TUESDAY, JULY 3, 2007

12:00 – 18:00            Registration  
19:30 – 21:30            Welcoming Reception - Courtesy of Tshwane University of Technology,  
South Africa

## WEDNESDAY, JULY 4, 2007

8:30-17:00            Registration  
8:30-10:00            Plenary Session I  
10:00-10:30            Coffee Break-Courtesy of Fu Jen Catholic University, Taiwan  
10:30-12:00            Concurrent Sessions  
12:15-13:30            Lunch-Courtesy of GBATA  
13:30-15:00            Concurrent Sessions  
15:00-15:30            Coffee Break-Courtesy of GBATA  
15:30-17:00            Concurrent Sessions

## THURSDAY, JULY 5, 2007 (at FJCU)

8:30-17:00            Registration  
9:00-10:15            Plenary Session II  
10:15-10:30            Coffee Break- Courtesy of National Science Council, Taiwan  
10:30-12:00            Concurrent Sessions  
12:15-13:30            Lunch – Courtesy of Fu Jen Catholic University, Taiwan  
13:30-15:00            Concurrent Sessions  
15:00-15:15            Coffee Break-Courtesy of Fu Jen Catholic University, Taiwan  
15:15-16:45            Concurrent Sessions  
19:30-22:00            Dinner - Courtesy of Fu Jen Catholic University, Taiwan

FRIDAY, JULY 6, 2007

8:30-17:00	Registration
8:30-10:00	Concurrent Sessions
10:00-10:30	Coffee Break-Courtesy of SUNY Old Westbury, Long Island, USA
10:30-12:00	Concurrent Sessions
12:15-13:30	Lunch (on your own)
13:30-15:00	Concurrent Sessions
15:00-15:30	Coffee Break- Courtesy of Tshwane University of Technology, South Africa
15:30-17:00	Concurrent Sessions
17:00-18:00	Concurrent Sessions
19:30-22:00	Banquet – Courtesy of IBM / State University of Management, Russia

SATURDAY, JULY 7, 2007

8:30-12:00	Registration
8:30-10:00	Concurrent Sessions
10:00-10:30	Coffee Break- Courtesy of GBATA
10:30-12:00	Concurrent Sessions

**THANK YOU**

Thank you for participating in the Ninth International Conference of the  
Global Business and Technology Association.

We hope that you enjoyed the Conference in Taipei.

Have a safe trip home and we would like to see you at the next Conference.

## GBATA Schedule of Sessions: July 3 - July 7, 2007

Time	Tuesday 7/3	Room	*Wednesday 7/4		**Thursday 7/5		*Friday 7/6		*Saturday 7/7		
			Session	Page	Session	Page	Session	Page	Session	Page	
07:00 - 08:30			Breakfast								
08:30 - 10:00		A	PL1	1	09:00 - 10:15 PL2 (Room A), Page 14		ACC1	30	IS7	45	
		B					ECO3	31			
		C					THM1	32			
10:00 - 10:30				Coffee Break							
10:30 - 12:00		A	ECO1	2	EDIT	15	HC1	33	SP1	46	
		B	FIN1	3	FIN2	16	FIN3	34			
		C	MKT1	4	MKT2	17	MGT11	35			
		D	MGT1	5	MGT2	18					
		E			IS1	19					
12:15 - 13:30	Registration		Lunch								
13:30 - 15:00		A	IT2	6	IS2	20	IT1	36			
		B	FIN4	7	FIN5	21	MGT5	37			
		C	MGT3	8	MGT4	22	MKT6	38			
		D	MKT4	9	MGT7	23					
		E			ECO2	24					
15:00 - 15:30				Coffee Break							
15:30 - 17:00		A	MGT6	10	MKT5	25	MGT12	39			
		B	IT3	11	THM2	26	HC2	40			
		C	MGT10	12	IS3	27	IS5	41			
	D	MKT3	13	MGT9	28						
	E			IS4	29						
17:00 - 18:30	A					ECO4	42				
	B					MGT8	43				
	C					IS6	44				
19:30 - 22:00	Reception			Dinner		Banquet					

**Legend:** ACC = Accounting, ECO = Economics, EDIT = Meet the Editors, FIN = Finance, HC = Health Care, IT = Info. Technology, IS = Interdisciplinary Studies, MGT = Management, MKT = Marketing, PL = Plenary Session, THM = Tourism and Hospitality, SP = Special Panel

\* 7/4, 7/6, & 7/7 sessions are held at the Grand Hotel; \*\*7/5 sessions are held at Fu-Jen U.

\*\*\* To find your schedule of activities (e. g. presentation, session chair, discussant), please consult **Index of Participants** starting on page 47.

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**Wednesday, July 4**

**Time: 8:30AM to 10:00 AM**

**Room: Grand Suite A**

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**[PL1] EAST-ASIAN ECONOMY: PRESENT AND FUTURE**

**Chairperson**

Nejdet Delener, SUNY at Old Westbury, USA

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**Tourism in Taiwan: The Challenge in the Future**

*Christine T.Y. Tsung*

*Chairman, Amity Society Foundation*

*(Former) Minister of Economic Affairs, Taiwan*

**Technology as a Medium of Knowledge Sharing in the Age of Digital Convergence**

Namjae Cho

Director, Digital Business and Management Center

Hanyang University, Korea

**Speed-Intensity and the East Asian Economy**

*Kelly Olds*

*National Taiwan University, Taiwan*

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**Moderators**

*Leon de Wet Fourie, Tshwane University of Technology, South Africa*

*Guy Callender, Curtin University of Technology, Australia*

*C. Pat Obi, Purdue University-Calument, USA*

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**Wednesday, July 4**

**Time: 10:30AM to Noon**

**Room: Grand Suite A**

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**[ECO1] EUROPEAN UNION: CONTEMPORARY ISSUES**

**Chairperson**

Lawrence A. Wander, St. John's University, USA

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**A Constitutional Framework for the Market Order Versus Resource Usage Within IT: The Case of a EU Fiscal Constitution**

*Auke R. Leen, Leiden University, The Netherlands*

**R&D Intensity in Central and East European Economies**

*Jurica Simurina, University of Zagreb, Croatia*

*Tomislav Gelo, University of Zagreb, Croatia*

*Sime Smolic, University of Zagreb, Croatia*

**Can Popular VAR Models Be Trusted?: A Case of the New EU Member States**

*Sasa Zikovic, University of Rijeka, Croatia*

**Global Capitalism and the Rise of Private Equity and Contracting Out**

*Guy Callender, Curtin University of Technology, Australia*

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**Discussants**

*Igor N. Tsarkov, State University –Higher School of Economics, Russia (Papers 1 & 2)*

*P.A. Botha, Tshwane University of Technology, South Africa (Papers 3 & 4)*

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**Wednesday, July 4**

**Time: 10:30AM to Noon**

**Room: Grand Suite B**

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**[FIN1] CAPITAL STRUCTURE AND COMPLEX THEORY IN GLOBAL FINANCIAL  
MARKETS**

**Chairperson**

Tsui-Yii Shih, Lunghwa University of Science & Technology, Taiwan

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**Analyzing Financial Practices of High and Low Performing Firms for the Period of Peaks and  
Troughs of the Restaurant Industry Cycle**

*Jeong-Gil Choi, Kyung-Hee University, Korea*

**The Complex Theory and the Crash of an Individual Firm**

*Paochung Hsu, Providence University, Taiwan*

*Ruo-Jie J. Weng, Providence University, Taiwan*

**Counterparty Effect on Capital Structure Decision in an Incomplete Market: A First-passage-  
time Model with Jump Default Barrier**

*Chang-Chih Chen, National Sun Yat-Sen University, Republic of China*

*Chih-Yuan Yang, National Sun Yat-Sen University, Republic of China*

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**Discussants**

*G. Balamurugan, Mepco Schlent Engineering College, India (Papers 1 & 2)*

*Bojana Olgic Drazenovic, University of Rijeka, Croatia (Papers 3 & 4)*

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**Wednesday, July 4**

**Time: 10:30AM to Noon**

**Room: Grand Suite C**

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**[MKT1] GLOBAL BRANDING STRATEGIES**

**Chairperson**

Elaine Sherman, Hofstra University, USA

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**Effect of Outsourcing Activities on Brand Image Perception and Brand Image Structure a Case of Two Brands with Different Levels of Reputation**

*Yamen Koubaa, University of Marketing & Distribution Sciences, Japan*

**International Retail Branding: The Case of Hypermarkets in Taiwan and the United Kingdom**

*Ching-Wei Ho, Leeds Metropolitan University, England*

*Chia-Hung Wei, Shih-Hsih University, Taiwan*

*Demetris Vrontis, Intercollege, Cyprus*

**Brand Personality Structure: Thai Consumers' Perceptions**

*Kawpong Polyorat, Khonkaen University, Thailand*

*Varoon Tuntabundit, Khonkaen University, Thailand*

**Predicting Choices Using the ABC Attitude Model**

*Satyendra Singh, University of Winnipeg, Canada*

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**Discussants**

*Serpil Yilmaz, Akdeniz University, Turkey (Papers 1 & 2)*

*Ker-Tah Hsu, Chaoyang University of Technology, Taiwan (Papers 3 & 4)*

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**Wednesday, July 4**

**Time: 10:30AM to Noon**

**Room: Grand Suite D**

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**[MGT1] ETHICAL AND ECOLOGICAL CHALLENGES IN THE GLOBAL ENVIRONMENT**

**Chairperson**

Shaukat Ali, University of Wolverhampton, Telford Campus, UK

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**General Decision Theory and Its Implication for Ethical Decision-Making & Problem-solving Processes**

*Nikolay Filinov, State University-Higher School of Economics, Russia*

**The Ethics of Whistleblowing: Issues for Consideration**

*Natasja Holtzhausen, Tshwane University of Technology, South Africa*

*Christelle Auriacombe, Johannesburg, South Africa*

**Social Responsibility - Challenge or Threat to Business?**

*Anna Putnova, Technical University of Brno, Czech Republic*

**Technological Responses to Global 'Eco-Eco' Issues: Threading the Twin Needles of Ecological and Economic Problems**

*Um Balakrishnan Tripathi, St. John's University, USA*

*Frank Paul Le Veness, St. John's University, USA.*

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**Discussants**

*Giuseppe Maria Russo, Pontifical Catholic University of Rio de Janeiro, Brazil  
(Papers 1 & 2)*

*Tania Marques, Polytechnic Institute of Leiria, Portugal (Papers 3 & 4)*

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**Wednesday, July 4**

**Time: 1:30 PM to 3:00 PM**

**Room: Grand Suite A**

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**[IT2] INFORMATION TECHNOLOGY II: WEB APPLICATIONS**

**Chairperson**

Sonia Swanepoel, Tshwane University of Technology, South Africa

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**Level of E-Commerce Utilization and Barriers**

*Byoung Ho Jun, Korea University, South Korea*

*Byung Goo Kang, Korea University, South Korea*

**An Investigation of the Opening Blog Page: Preferences for Text or Pictures**

*Leon G. Schiffman, St. John's University, USA*

*Deborah Y. Cohn, Touro College, USA*

*Elaine Sherman, Hofstra University, USA*

*Jaeseok Jeong, St. John's University, USA*

**Importance of Decision Support System for Environmentally Sustainable Airport Management**

*Vildan Durmaz, Anadolu University, Turkey*

**Managing Technology for Competitive Advantage in a Constant Change: Environment**

*Carl Jaekel, Abercrombie & Fitch, USA*

*Janine L. Clarke, Trinity University, USA*

**It Payoff and the Adoption of E-Commerce in Public and Private Sector**

*Hyojae Joun, Korea Culture & Tourism Institute, Korea*

*Seunghye Oh, Hanyang University, Korea*

*Namjae Cho, Hanyang University, Korea*

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**Discussants**

*Anandasothy Vignarajah, Johns Hopkins University, USA (Papers 1 & 2)*

*Chia-Fu Chang, Kun Shan University, Taiwan (Papers 3, 4 & 5)*

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**Wednesday, July 4**

**Time: 1:30 PM to 3:00 PM**

**Room: Grand Suite B**

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**[FIN4] ARBITRAGE AND QUALITY CONTROL IN GLOBAL FINANCIAL MANAGEMENT**

**Chairperson**

Engin Kucukkaya, Middle East Technical University, Turkey

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**A Quality Control in Financial Management: Theory and Practice**

*Anna N. Zhilkina, State University of Management, Russia*

**An Aggregated Information Technology Checklist for Operations Risk Management**

*Mehmet Zeki Onal, Bogazici University, Turkey*

*Tamer Sikoglu, Bogazici University, Turkey*

*Onay Ceylan, Bogazici University, Turkey*

**Arbitrage Via American Depository Receipts (ADRs)**

*Andre Machado Caldeira, Pontifical Catholic University of Rio de Janeiro, Brazil*

*Evandro Duarte de Abreu Oliveira, Pontifical Catholic University of Rio de Janeiro, Brazil*

*Reinaldo Castro Souza, Pontifical Catholic University of Rio de Janeiro, Brazil*

*Walter Gassenferth, Faculdades IBMEC/RJ, Brazil*

*Maria Augusta Soares Machado, IBMEC/RJ, Brazil*

**The Complex Theory and the Market Crash: Evidence from the Taiwan Stock Exchange**

*Paochung Hsu, Providence University, Taiwan*

*Hsin-Yi Wu, Providence University, Taiwan*

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**Discussants**

*C. Pat Obi, Purdue University Calumet, USA (Papers 1 & 2)*

*Ker Tah Hsu, Chaoyang University of Technology, Taiwan (Papers 3 & 4)*

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**Wednesday, July 4**

**Time: 1:30 PM to 3:00 PM**

**Room: Grand Suite C**

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**[MGT3] THE IMPACT OF TQM ON CORPORATE PERFORMANCE**

**Chairperson**

Keun S. Lee, Hofstra University, USA

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**A Framework of Using a Hidden Markov Model to Analyze Customer Requirements in Quality Function Deployment**

*Hsin-Hung Wu, National Changhua University, Taiwan*

**Accounting for the Differences Between Delighted and Satisfied Customers**

*Kenneth K. Kwong, Hong Kong Polytechnic University, Hong Kong*

*John W.K. Leung, City University of Hong Kong, Hong Kong*

*H.M. Yau, City University of Hong Kong, Hong Kong*

**The Role of Entrepreneurial Orientation on Firm Performance and the Potential Influence of Relational Dynamism**

*Max Coulthard, Monash University, Australia*

**Correctness, Friendliness, and Richness of Communications: An Explanatory Investigation of Technology Errors and Their Messages**

*Alireza Ebrahimi, SUNY at Old Westbury, USA*

*Lynn Walsh, SUNY at Old Westbury, USA*

*Madeline Crocitto, SUNY at Old Westbury, USA*

*Maureen Keefe, SUNY at Old Westbury, USA*

*Cristina Schweikert, SUNY at Old Westbury, USA*

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**Discussants**

*Mehmet Ali Gurol, Selcuk University, Turkey (Papers 1 & 2)*

*Angie Onassis Parlionas, St. John's University, USA (Papers 3 & 4)*

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**Wednesday, July 4**

**Time: 1:30 PM to 3:00 PM**

**Room: Grand Suite D**

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**[MKT4] E-COMMERCE STRATEGIES**

**Chairperson**

Hisao Fujimoto, Osaka University of Economics, Japan

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**In Search of E-Commerce: A Managerial Perspective**

*Nejdet Delener, SUNY at Old Westbury, USA*

**Internet and Marketing Communications: Beyond Hypodermic Perspective**

*Wilson Ozuem, Holborn College, UK*

*Kerry Howell, University of Plymouth, UK*

*Geoff Lancaster, Liverpool John Mores University, UK*

**E-Bank Perceived Privacy: Cultural and Demographical Differences Between Portugal and Finland**

*Pedro Cruz, Instituto Politecnico Leiria, Portugal*

*Tommi Laukkanen, University of Kuopio, Finland*

**Online Friend-Making Motivation Scale: Development and Testing**

*Chih-Chien Wang, National Taipei University, Taiwan*

*Ya-Ting Chang, National Taipei University, Taiwan*

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**Discussants**

*Taina Paju, Turku School of Economics & Business Administration, Finland (Papers 1 & 2)*

*Dae-Yul Jeong, Gyeongsang National University, Korea (Papers 3 & 4)*

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**Wednesday, July 4**

**Time: 3:30 PM to 5:00 PM**

**Room: Grand Suite A**

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**[MGT6] APPLICATION OF MANAGERIAL MODELS**

**Chairperson**

Jurgen Muehlbacher, Vienna University of Economics and Business Administration, Austria

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**Fault Series Prediction in Industrial Systems By Associating AFIS and ANN Models**

*Maria Augusta Soares Machado, Ibmec Rio De Janeiro, Brazil*

*Camila Raemy Rangel Torres, Uff, Brazil*

*Walter Gassenferth, Faculdades IBMEC/RJ, Brazil*

*Rubiao Torres Gomes, Junior, Rubtor, Brazil*

**Internationalization and Performance: A Mediation Conceptual Framework and Propositions**

*Chin Chun Hsu, University of Nevada - Las Vegas, USA*

**A Proposal for International Corporations to Improve Employee Reference Sharing Capabilities: The Reciprocal Cooperative Reference-Share Model**

*Mark A. Cwiek, Central Michigan University, USA*

*Gerald R. Ledlow, Georgia Southern University, USA*

*Brian Adamski, Central Michigan University, USA*

*Jacob Frankovich, Central Michigan University, USA*

**Reframing Business, Capturing Value and Managing Relationships: An Application in the Airlines Industry**

*Frederic Jallat, European School of Management, France*

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**Discussants**

*P.A. Botha, Tshwane University of Technology, South Africa (Papers 1 & 2)*

*Gary C. Lin, Bradley University, USA (Papers 3 & 4)*

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**Wednesday, July 4**

**Time: 3:30 PM to 5:00 PM**

**Room: Grand Suite B**

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**[IT3] DECISION MAKING AND INFORMATION TECHNOLOGY**

**Chairperson**

Salgues Bruno, Institute National des Telecommunications, France

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**Information Technology Applications in a Supply Chain Network: Competitive Advantage and Success Story**

*Annie H. Liu, Loyola Marymount University, USA*

**The Impact of IT Outsourcing on the United States Economy**

*Kuan-Chou Chen, Purdue University Calumet, USA*

*Keh-Wen Carin Chuang, Purdue University North Central, USA*

**Applying Data Envelopment Analysis: Issues and Spreadsheet Tools**

*F. Victor Lu, St. John's University, USA*

*Andrew Russakoff, St. John's University, USA*

*Farok Vakil, St. John's University, USA*

**Construction and Practical Evaluation of a Business-to-Business Holistic Model**

*Marco Aurelio Fagundes Albernaz, Pontificia Universidade Catolica, Brazil*

*Maria Angela Campelo De Melo, Pontificia Universidade Catolica, Brazil*

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**Discussants**

*Tim Andrews, University of Strathclyde, UK (Papers 1 & 2)*

*Nikolay Filinov, State University -Higher School of Economics, Russia (Papers 3 & 4)*

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**Wednesday, July 4**

**Time: 3:30 PM to 5:00 PM**

**Room: Grand Suite C**

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**[MGT10] SUPPLIER SELECTION AND PRIVATIZATION IN THE GLOBAL ENVIRONMENT**

**Chairperson**

Lynn Walsh, SUNY at Old Westbury, USA

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**Supplier Selection Criteria in Construction Industry: A Comparative Study of Taiwan and Vietnam**

*Chengter Ho, National Kaohsiung University of Applied Sciences, Taiwan*

*Phuong-Mai Nguyen, Hanoi University of Business and Technology, Vietnam*

**Supply Chain Network Channel in China**

*Hisao Fujimoto, Osaka University of Economics, Japan*

*Ceming Liu, Osaka University of Economics, Japan*

**Implementing People Management Models as a Driver for Organizational Advantage**

*Silvia B.A. Becher, Pontifical Catholic University of Rio de Janeiro, Brazil*

*Patricia Amelia Tomei, Pontifical Catholic University of Rio de Janeiro, Brazil*

**Build-Operate-Transfer Model as an Airport Privatization Strategy: An Application of the BOT Model at Airport Terminals in Turkey**

*Ünal Battal, Anadolu University, Turkey*

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**Discussants**

*Antanas Makstutis, General Jonas Zematis Military Academy of Lithuania, Lithuania  
(Papers 1 & 2)*

*Lei Tang, Esc Rennes School of Business, France (Papers 3 & 4)*

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**Wednesday, July 4**

**Time: 3:30 PM to 5:00 PM**

**Room: Grand Suite D**

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**[MKT3] COUNTRY OF ORIGIN AND ETHNOCENTRISM**

**Chairperson**

Gary C. Lin, Bradley University, USA

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**American Consumer Ethnocentrism and Its Impact on Both Domestic and Foreign Products**

*Keun S. Lee, Hofstra University, USA*

*Yong Zhang, Hofstra University, USA*

**Country of Origin Information: Who Use It? When and How It is Used?**

*Yamen Koubaa, University of Marketing & Distribution Sciences, Japan*

**Offshore Outsourcing of R & D Operations: What is So Special About IT?**

*Taina Paju, Turku School of Economics & Business Administration, Finland*

**The Antecedents of Experiential Shopping and Impulsive Buying**

*Wann-Yi Wu, National Cheng Kung University, Taiwan*

*Sui-Hui Chen, National Cheng Kung University, Taiwan*

*Hui-Ju Tu, National Cheng Kung University, Taiwan*

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**Discussants**

*Kawpong Polyorat, Khonkaen University, Thailand (Papers 1 & 2)*

*Maxwell K. Hsu, University of Wisconsin - Whitewater, USA (Papers 3 & 4)*

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**Thursday, July 5**

**Time: 09:00 AM to 10:15 PM**

**Room: Fu-Jen A**

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**[PL2] ACHIEVING COMPETITIVE ADVANTAGE THROUGH MANAGING GLOBAL RESOURCES**

**Chairpersons**

Che-Jen Su, Fu-Jen Catholic University, Taiwan  
Nejdet Delener, SUNY at Old Westbury, USA

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**Industrial Network as Competitive Advantage**

Chwo-Ming Yu  
Director, EMBA Program  
National Chengchi University, Taiwan  
President, Taiwan Academy of Management

**What the World Needs Now, What We Need is Wisdom**

*H. M. Oliver Yau*  
*Director, Unit for Chinese Management Development,*  
*City University of Hong Kong, Hong Kong*  
*Chair, Academy of Chinese Management*

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**Moderators**

*Max Coulthard, Monash Univeristy, Australia*  
*Kathleen Park, Massachusetts Institute of Technology, USA*

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**Thursday, July 5**

**Time: 10:30 AM to Noon**

**Room: Fu-Jen A**

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**[EDIT] Meet the Editors**

**Moderator**

Nejdet Delener, SUNY at Old Westbury, USA

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**Editor-in-Chief, The Journal of Contemporary Issues in Management**

*Guy Callender, Curtin University of Technology, Australia*

**Guest Editor, Journal of Business Ethics**

*Allan K.K. Chan, Hong Kong Baptist University, Hong Kong*

**Editor-in-Chief, International Journal of Digital Management**

*Namjae Cho, Hanyang University, Republic of Korea*

**Editor-in-Chief, Psychology & Marketing**

*Ronald J. Cohen, RJ Cohen Consulting, USA*

**Executive Editor, Journal of Global Business and Technology**

*Nejdet Delener, SUNY Old Westbury, USA*

**Editor-in-Chief, Journal of Administrative Sciences**

*Rick D. Hackett, McMaster University, Canada*

**Journal of Business and Economic Studies**

*Luis Eduardo Rivera-Solis, Dowling College, USA*

**Editor, Journal of Business Forecasting**

*Chaman L. Jain, St. John's University, USA*

**Editor, Urban Policy Studies**

*Yin Tang, Fukuoka Asian Urban Research Center, Japan*

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**Thursday, July 5**

**Time: 10:30 AM to Noon**

**Room: Fu-Jen B**

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**[FIN2] GLOBAL BANKING INDUSTRY I: SELECTED CASES**

**Chairperson**

C. Pat Obi, Purdue University, Calumet, USA

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**Impact of Basel II on the Lending Process in the Turkish Banking Sector**

*Omur Suer, Galatasaray University, Turkey*

**A Study of Banks' Credit Scoring of Cash Card Holders in Taiwan**

*Ker-Tah Hsu, Chaoyang University of Technology, Taiwan*

**Pitfalls of Offshore Banking: The Case of Bancafe**

*Luis Eduardo Rivera-Solis, Dowling College, USA*

**Competence, Competitive Advantages and Internationalization: Evidence from the Taiwan Banking Industry**

*Tsui-Yii Shih, University of Lunghwa, Taiwan*

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**Discussants**

*Walter Gassenferth, Faculdades IBMEC/RJ, Brazil (Papers 1 & 2)*

*Yuri G. Pavlenko, State University of Management, Russia (Papers 3 & 4)*

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**Thursday, July 5**

**Time: 10:30 AM to Noon**

**Room: Fu-Jen C**

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**[MKT2] GLOBAL INTEGRATED MARKETING COMMUNICATIONS**

**Chairperson**

Leon Schiffman, St. John's University, USA

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**Exploring Student Attitudes Towards Short Message Service (SMS) Advertisements**

*W.J. Brown, University of Pretoria, South Africa*

*L.T.R. Van Der Waldt, Pretoria, South Africa*

*T.M. Rebello, University of Pretoria, South Africa*

**Managing Commercial Pressures: A Pilot Study of Western Australian Wine Growers**

*Werner Soontiens, Curtin University of Technology, Western Australia*

**The Role and the Effect of Advertisement on Customers' Attitude in the Urban Area of Antalya**

*Serpil Yilmaz, Akdeniz University, Turkey*

*Hatice Ocal, Akdeniz University, Turkey*

**Analysis of Key Success Factors of Event Sponsorship - A Case Study of Taiwanese and Korean Beer Industries**

*Che-Jen Su, Fu-Jen Catholic University, Taiwan*

*Muh-Lin Tsai, Taiwan T & L Company, Taiwan*

*Eunmi Koo, Fu Jen Catholic University, Taiwan*

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**Discussants**

*Martti Lindman, University of Vaasa, Finland (Papers 1 & 2)*

*Soumendra K. Dash, IFIM Business School, India (Papers 3 & 4)*

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**Thursday, July 5**

**Time: 10:30 AM to Noon**

**Room: Fu-Jen D**

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**[MGT2] ENTREPRENEURSHIP: THE ROLE OF WOMEN**

**Chairperson**

Max Coulthard, Monash University, Australia

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**Strategic Alignment of Corporate Socio-Environmental Responsibility in the Case of Firms That Operate in Relationship Networks: Research Results Focusing on the Firm PETROBRAS**

*T. Diana L.V.A. Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil  
Claudia Torres Volpon, Petroleo Brasileiro S.A., Brazil*

**Independence as the Leading Pull Factor in Women-Entrepreneurship: Results of a Survey on a Young Female Population**

*Mehmet Ali Gurol, Selcuk University, Turkey  
Sefa Usta, Selcuk University, Turkey*

**A Comparative Study of Business Leadership Style and Gender Amongst Female Chinese Managers in Taiwan and Australia**

*Lee Shiu Chen Chen, Swinburne University of Technology, Australia*

**An Investigation of Government Policy Programme for South African Women Entrepreneurs Network**

*G.E. Chiloane-Tsoka, University of Pretoria, South Africa*

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**Discussants**

*Aylin Ataay, Galatasaray University, Turkey (Papers 1 & 2)  
Carl Jaekel, Abercrombie & Fitch, USA (Papers 3 & 4)*

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**Thursday, July 5**

**Time: 10:30 AM to Noon**

**Room: Fu-Jen E**

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**[IS1] PEDAGOGICAL CHALLENGES IN THE GLOBAL MARKETPLACE**

**Chairperson**

Kathleen Park, Massachusetts Institute of Technology, USA

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**Small Business Consultancy Projects as a Vehicle for Management Education**

*Al Halborg, Coventry University, UK*

*Raymond Rogers, Coventry University, UK*

**The Importance of Internationalization in Tertiary Education: A South-African and Malaysian Comparison**

*Johan W. de Jager, Tshwane University of Technology, South Africa*

*Werner Soontiens, Curtin University of Technology, Western Australia*

**Globalization as a Challenge for Business Education: Are We Ready for Reforms?**

*Irina V. Alyoshina, State University of Management, Russia*

**Bringing Reality Into the Classroom Via Web-Based Tools: The Case of the Global Marketing Management System Online**

*Emanuel Gomes, Coventry University, UK*

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**Discussants**

*Frank Paul Le Veness, St. John's University, USA (Papers 1 & 2)*

*Kerry Howell, University of Plymouth, UK (Papers 3 & 4)*

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**Thursday, July 5**

**Time: 1:30 PM to 3:00 PM**

**Room: Fu-Jen A**

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**[IS2] THE IMPACT OF RANKINGS**

**Chairperson**

Lawrence A. Wander, St. John's University, USA

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**An Approach Paper on Pedagogy in a B-School : An Indian Study**

*Nina Muncherji, Nirma University of Science and Technology, India*

**Comparing the Factors Affecting the Choice of Airlines for Frequent Flyers and Non Frequent Flyers: Case of Turkish Air Travellers**

*Ozlem Atalik, Anadolu University, Turkey*

**An Efficiency Comparison of Top U.S. MBA Programs: Top Ten MBA Programs vs. Non Top Ten MBA Programs**

*Maxwell K. Hsu, University of Wisconsin - Whitewater, USA*

*Gary Chao, Northwestern University, USA*

**The Importance of Ranking Scientific Journals: Results of an Empirical Investigation in Brazil and a Proposal of a Bibliographical Research Method**

*Giuseppe Maria Russo, Pontifical Catholic Univ. of Rio de Janeiro - PUC-Rio, Brazil*

*T. Diana L.V.A. Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil*

*Marcos Vianna Villas, Pontifical Catholic University of Rio de Janeiro, Brazil*

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**Discussants**

*Jeong-Gil Choi, Kyung-hee University, Korea (Papers 1 & 2)*

*Israel D. Nebenzahl, The College of Judea and Samaria, Israel (Papers 3 & 4)*

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**Thursday, July 5**

**Time: 1:30 PM to 3:00 PM**

**Room: Fu-Jen B**

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**[FIN5] GLOBAL FINANCIAL MANAGEMENT: INVESTMENT AND COMMODITY ISSUES**

**Chairperson**

Luis Eduardo Rivera-Solis, Dowling College, USA

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**Evidence of Ownership Structure and Institutional Participation Influencing Investors for IPOs in India**

*G. Balamurugan, Mepco Schlenk Engineering College, India*

*P.C. Sekar, Madurai Kamaraj University, India*

**The Role of Financial System in the Process of Economic Growth - Case of Croatia**

*Bojana Olgic Drazenovic, University of Rijeka, Croatia*

*Vesna Buterin, University of Rijeka, Croatia*

**Valuation Effects of Crude Oil Price and the U.S. Dollar**

*C. Pat Obi, Purdue University Calumet, USA*

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**Discussants**

*Pawan Kumar Chugan, Nirma University of Science and Technology, India*

*(Papers 1 & 2)*

*Chin Chun Hsu, University of Nevada - Las Vegas, USA (Papers 3 & 4)*

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**Thursday, July 5**

**Time: 1:30 PM to 3:00 PM**

**Room: Fu-Jen C**

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**[MGT4] FORECASTING AND INVENTORY MANAGEMENT**

**Chairperson**

Mona Chung, Deakin University, Australia

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**Improving Forecasts and the Supply Chain by Improving the Process**

*Chaman L. Jain, St. John's University, USA*

**Understanding and Using Analysis of Variance with the Help of Minitab**

*A. Vasilopoulos, St. John's University, USA*

**Inventory Management for a Production System with Variable Production Rates and Multiple Products Subject to Deterioration**

*Gary C. Lin, Bradley University, USA*

**Evolution of the Forecasting Function in the Context of Russian Management Practice**

*Olga M. Pisareva, State University of Management, Russia*

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**Discussants**

*Patricia Amelia Tomei, Pontifical Catholic University of Rio de Janeiro, Brazil  
(Papers 1 & 2)*

*Anup K. Singh, International Management Institute, India (Papers 3 & 4)*

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**Thursday, July 5**

**Time: 1:30 PM to 3:00 PM**

**Room: Fu-Jen D**

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**[MGT7] STRATEGIC PLANNING: ASSESSMENTS AND OUTCOMES**

**Chairperson**

Leon de Wet Fouire, Tshwane University of Technology, South Africa

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**The Critical Link: A Continuous Progress Review Process Ensures Successful Strategic Plan Outcomes**

*Gerald R. Ledlow, Georgia Southern University, USA*

*Mark A. Cwiek, Central Michigan University, USA*

**Relational Perspective towards a Public Services Concession in Brazil: Focusing on CEG and CEG Rio**

*Sergio A.P. Bastos, Pontifical Catholic Univ. of Rio de Janeiro - PUC-Rio, Brazil*

*T. Diana L.V.A. Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil*

**Development of a Holistic Wellness Model for Managers in Tertiary Institutions**

*P.A. Botha, Tshwane University of Technology, South Africa*

**A Spare Part Optimization System for the CGF Fortaleza City Thermoelectric Power Plant**

*Paulo R. Maisonnave, PUC-RC, Brazil*

*Thiago Drummo Ribeiro Goncalves M., PUC-RC, Brazil*

*Reinaldo Castro Souza, PUC RJ, Brazil*

*Andre Machado Caldeira, PUC RJ, Brazil*

*Walter Gassenferth, Faculdades IBMEC/RJ, Brazil*

*Maria Augusta Soares Machado, Ibmecc Rio De Janeiro, Brazil*

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**Discussants**

*Shaukat Ali, University of Wolverhampton, Telford Campus, UK (Papers 1 & 2)*

*Anna N. Zhilkina, State University of Management, Russia (Papers 3 & 4)*

**[ECO2] COMPETITIVE POWER AND INDUSTRIAL STRUCTURE**

**Chairperson**

Karen Haycock, Tshwane University of Technology, South Africa

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**Knowledge Management as Industry-specific Dynamic Capability of the Hub Firm: A Comparison of Two Service Companies**

*Helmut Kasper, Vienna University of Economics & Business Administration, Austria*

*Jurgen Muehlbacher, Vienna University of Economics & Business Administration, Austria*

*Barbara Mueller, Vienna University of Economics & Business Administration, Austria*

**Multi-Partner Outsourcing Relationships, Partner Differentiation, Partner Diversification and Implications on Competitive Advantage**

*Seu Keow Cheng, University of Tasmania, Australia*

**CEO Succession and Alliance Reconfiguration: How New Top Leadership Impacts Alliance Strategy**

*Koen Dittrich, Erasmus University of Rotterdam, The Netherlands*

*Kathleen Park, Massachusetts Institute of Technology, USA*

**Investigation of Structural Changes and International Competitive Power of the Russian Economy: Transformation or Preservation of the Course**

*Olga M. Pisareva, State University of Management, Russia*

*Diana V. Mazidullina, State University of Management, Russia*

**Harmonious Development of State and Society**

*Antanas Makstutis, General Jonas Zemaitis Military Academy of Lithuania, Lithuania*

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**Discussants**

*Gennady Latfullin, State University of Management, Russia (Papers 1 & 2)*

*Igor N. Tsarkov, State University-Higher School of Economics, Russia (Papers 3, 4 & 5)*

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**Thursday, July 5**

**Time: 3:30 PM to 5:00 PM**

**Room: Fu-Jen A**

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**[MKT5] MARKETING ORIENTATION, QUALITY, AND CONSUMER SATISFACTION**

**Chairperson**

Yamen Koubaa, University of Marketing & Distribution Sciences, Japan

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**Management-Subordinate Task Relationship and Its Effects on Market Orientation and Service Quality**

*Tung-Zong Chang, Metropolitan State College of Denver, USA*

*Su-Jane Chen, Metropolitan State College of Denver, USA*

**Satisfaction With the Administration of Complaints Among Brazilian Consumers: Structural Equation Modeling**

*Vania C. Goulart, Faculdades IBMEC/RJ, Brazil*

*Walter Gassenferth, Faculdades IBMEC/RJ, Brazil*

*Marie A. Chauvel, Faculdades IBMEC/RJ, Brazil*

*Maria Augusta Soares Machado, IBMEC/RJ, Brazil*

**Bypassing Competition Through New Business Concepts**

*Martti Lindman, University of Vaasa, Finland*

*Jukka Peltoniemi, University of Vaasa, Finland*

**Information Privacy Concerns, Government Involvement and Corporate Policies in the Customer Relationship Management Context**

*Yaonan Lin, Lunghwa University of Technology, Taiwan*

*Ta-Kuang Hsu, Fu Jen Catholic University, Taiwan*

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**Discussants**

*Maxwell K. Hsu, University of Wisconsin -Whitewater, USA (Papers 1 & 2)*

*Israel D. Nebenzahl, The College of Judea and Samaria, Israel (Papers 3 & 4)*

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**Thursday, July 5**

**Time: 3:30 PM to 5:00 PM**

**Room: Fu-Jen B**

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**[THM2] TOURISM INDUSTRY II: CHALLENGES & OPPORTUNITIES**

**Chairperson**

Anup K. Singh, International Management Institute, India

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**Tourism, Welfare and Real Estate Market in a Small Open Economy: The Case of Croatia**

*Ivo Druzic, University of Zagreb, Croatia*

*Vladimir Cavrak, University of Zagreb, Croatia*

*Josip Tica, University of Zagreb, Croatia*

**Are Shocks to Visitor Arrivals to Barbados Temporary or Permanent?**

*Osaretin Sunday Iyare, University of West Indies, West Indies*

*Brian Francis, University of the West Indies, Jamaica*

*Stanley Lawson, St John's, USA*

*Stephney Skeete, Ministry of Tourism, West Indies*

**Physician Migration: Relevant Factors to Manage Global Resources**

*Leslie Moore, Georgia Southern University, USA*

*Gerald R. Ledlow, Georgia Southern University, USA*

*Kristin Westphal, Georgia Southern University, USA.*

**South African Tourism: Prospects and Challenges**

*David Mello, Tshwane University of Technology, South Africa*

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**Discussants**

*Shu-Hwa Hsiao, University of Strathclyde, UK (Papers 1 & 2)*

*Jeong Gil Choi, Kyung Hee University, Korea (Papers 3 & 4)*

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**Thursday, July 5**

**Time: 3:30 PM to 5:00 PM**

**Room: Fu-Jen C**

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**[IS3] POVERTY AND AFFIRMATIVE ACTION**

**Chairperson**

Emanuel Gomes, Coventry University, UK

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**The Challenges Facing Affirmative Action Appointees: Views on Training Interventions**

*Leon De W Fourie, Tshwane University of Technology, South Africa*

*Stanley Mukhola, Tshwane University of Technology, South Africa*

*Edward Rankhumise, Tshwane University of Technology, South Africa*

**The Impact of Private Participation in Energy Infrastructure on Poverty Reduction**

*Bianca Gusenbauer, Vienna University of Economics and Business Admin., Austria*

**An Analysis of the Challenges Facing Multinationals Implementing the Final Codes on Broad -based Black Economic Empowerment**

*Karina van Niekerk, Tshwane University of Technology, South Africa*

**Public Housing Policy Approach: The Mathematics of Public Housing Subsidy Bands in South Africa**

*Kedibone G. Phago, University of South Africa, South Africa*

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**Discussants**

*Lawrence A. Wander, St. John's University, USA (Papers 1 & 2)*

*Mark A. Cwiek, Central Michigan University, USA (Papers 3 & 4)*

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**Thursday, July 5**

**Time: 3:30 PM to 5:00 PM**

**Room: Fu-Jen D**

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**[MGT9] GLOBAL MANAGEMENT I: EMOTIONAL INTELLIGENCE, MOTIVATION,  
AND PERFORMANCE**

**Chairperson**

Guy Callender, Curtin University of Technology, Australia

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**Cognitive Ability, Emotional Intelligence and Academic Performance**

*Sonia Swanepoel, Tshwane University of Technology, South Africa*

*Lucille Britz, Tshwane University of Technology, South Africa*

**Empirical Analysis of the Essential Benefits of Strategic Alliances between Airlines Based  
on the Co-Opetition Model and a Preliminary Proposal for Performance Indicators**

*Giuseppe Maria Russo, Pontifical Catholic Univ. of Rio de Janeiro - PUC-Rio, Brazil*

*T. Diana L.V.A. Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil*

**Developing Restaurant Industry Business Cycle Model and Analyzing Industry Turning  
Point**

*Jeong-Gil Choi, Kyung-hee University, Korea*

**The Change of Motivation at the Stages of the Organizational Development**

*Tatiana Bornovalova, State University of Management, Russia*

*Valentina Smirnova, State University of Management, Russia*

*Gennady Latfullin, State University of Management, Russia*

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**Discussants**

*Nikolay Filinov, State University-Higher School of Economics, Russia (Papers 1 & 2)*

*Mehmet Zeki Onal, Bogazici University, Turkey (Papers 3 & 4)*

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**Thursday, July 5**

**Time: 3:30 PM to 5:00 PM**

**Room: Fu-Jen E**

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**[IS4] GLOBAL ETHICS AND SOCIAL RESPONSIBILITY**

**Chairperson**

Pawan Kumar Chugan, Nirma University of Science and Technology, India

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**The Impact of Foreign Ownership and Export Strategy on Corporate Social Responsibility Practices**

*Sibel Yamak, Galatasaray University, Turkey*

*Yesim Buker, Galatasaray University, Turkey*

**Fighting Corruption Through Regional and International Conventions: A Satisfactory Solution?**

*Indira Carr, Middlesex University, UK*

**International Students Services Structure in Lebanese Universities**

*Bassem Kaissi, Mecat University, Lebanon*

*Layla Tannoury, Mecat University, Lebanon*

**The Impact of Cultural Differences on International Students in Australia**

*Mona Chung, Deakin University, Australia*

*Chris Nyland, Monash University, Australia*

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**Discussants**

*Antti Piirto, TVO Nuclear Services Oy, Finland (Papers 1 & 2)*

*Werner Soontiens, Curtin University of Technology, Western Australia (Papers 3 & 4)*

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**Friday, July 6**

**Time: 8:30 AM to 10:00 AM**

**Room: Grand Suite A**

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**[ACC1] GLOBAL ACCOUNTING CONVERGENCE: PRICING AND BUDGETING**

**Chairperson**

C. Pat Obi, Purdue University Calumet, USA

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**U.S. Accounting Guidance on Fair Value Measurements: Considerations for Global Accounting Convergence**

*James M. Fornaro, SUNY at Old Westbury, USA*

*Anthony T. Barbera, SUNY at Old Westbury, USA.*

**Advance Pricing Arrangement, Transfer Pricing and Multinational Corporations (MNCs): The Implications for Foreign Investment in India**

*Pawan Kumar Chugan, Nirma University of Science and Technology, India*

**The Model of Managed Impacts: How to Make Optimal Budget Decisions for a Company**

*Igor N. Tsarkov, State University Higher School of Economics, Russia*

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**Discussants**

*Anna N. Zhilkina, State University of Management, Russia (Papers 1 & 2)*

*Luis Eduardo Rivera-Solis, Dowling College, USA (Paper 3)*

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**Friday, July 6**

**Time: 8:30 AM to 10:00 AM**

**Room: Grand Suite B**

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**[ECO3] ASSESSING GLOBAL ECONOMIC DEVELOPMENT AND CURRENCY ISSUES**

**Chairperson**

*Tatiana Leonova, State University of Management, Russia*

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**Population and Social Variables as Determinants of Payment for Municipal Services: A Case Study**

*Karen Haycock, Tshwane University of Technology, South Africa*

**Assessing the Value of the (New) Turkish Lira**

*Engin Kucukkaya, Middle East Technical University, Turkey*

*Ugur Soytaş, Middle East Technical University, Turkey*

*Ramazan Sari, Abant İzzet Baysal University, Turkey*

**Economic Success Factors in Contemporary Russia**

*Yuri G. Pavlenko, State University of Management, Russia*

**Negligence, a Reason for the Slow Implementation of Sustainable Service Delivery Programmes in South Africa**

*M.A.W. Prinsloo, Tshwane University of Technology, South Africa*

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**Discussants**

*Chang-Chih Chen, National Sun Yat-Sen University, Republic Of China (Papers 1 & 2)*

*Frank Paul Le Veness, St. John's University, USA (Papers 3 & 4)*

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**Friday, July 6**

**Time: 8:30 AM to 10:00 AM**

**Room: Grand Suite C**

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**[THM1] TOURISM INDUSTRY I: COMPARATIVE ADVANTAGE PERSPECTIVE**

**Chairperson**

Johan W. de Jager, Tshwane University of Technology, South Africa

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**Natural Resources -- The Source of Comparative Advantage of a Country**

*Vesna Milanovic-Golubovic, Megatrend University of Applied Sciences, Yugoslavia*

*Slavica Kostic-Nikolic, Megatrend University of Applied Sciences, Yugoslavia*

**An Application of the Theory of Planned Behavior to Electronic Saving Behavior of B & B Managers**

*You-Yu Dai, National Taipei College of Nursing, Taiwan*

*Nae-Wen Kuo, National Taipei College of Nursing, Taiwan*

**Working in the Hotel Industry on a Part-time Basis From a Student's Perspective**

*Shu-hwa Hsiao, University of Strathclyde, UK*

*Tom Baum, Strathclyde Business School, UK*

**Regional Air Transportation Benefits for Turkish Tourism**

*Ali Emre Sarilgan, Anadolu University, Turkey*

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**Discussants**

*David Mello, Tshwane University of Technology, South Africa (Papers 1 & 2)*

*Mark A. Cwiek, Central Michigan University, USA (Papers 3 & 4)*

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**Friday, July 6**

**Time: 10:30 AM to Noon**

**Room: Grand Suite A**

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**[HC1] THE IMPACT OF TECHNOLOGY ON PATIENT SATISFACTION**

**Chairperson**

Eleuch Amira, Osaka University, Japan

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**Racial Disparities in Perceived Public Health Care: Responsive and Assurance Related Services**

*Johan W. de Jager, Tshwane University of Technology, South Africa*

**A Comparison of Pharmaceutical Price Controls in the United States, Japan, Korea, France, Germany, Canada, and the United Kingdom**

*Elizabeth Graham, Georgia Southern University, USA*

*Kevin Chua, Georgia Southern University, USA*

*Monica Shanafeldt, Georgia Southern University, USA*

*Gerald R. Ledlow, Georgia Southern University, USA*

**The Intervention of Information and Communication Technology as an Instrument for the Advancement of Education and Health Care Services in Korea**

*Soumendra K. Dash, IFIM Business School, India*

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**Discussants**

*Lawrence A. Wander, St. John's University, USA (Papers 1 & 2)*

*Satyendra Singh, University of Winnipeg, Canada (Paper 3)*

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**Friday, July 6**

**Time: 10:30 AM to Noon**

**Room: Grand Suite B**

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**[FIN3] GLOBAL BANKING INDUSTRY II: SELECTED CASES**

**Chairperson**

James M. Fornaro, SUNY at Old Westbury, USA

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**Islamic Banking in Kuwait: A Consumer Perspective**

*Shaukat Ali, University of Wolverhampton, Telford Campus, UK*

*Farah Ahmed, University of Liverpool, UK*

**Influential Factors for Media Selection in Banking Transaction**

*Namjae Cho, Hanyang University, Korea*

*Kiho Park, Hoseo University, Korea*

*Haekyung Lim, LG-CNS, Korea*

**Project Financing: Deal or No Deal**

*Yunbi An, University of Windsor, Canada*

*Keith C.K. Cheung, University of Windsor, Canada*

**The Effect of Foreign Remittances to Economic Growth**

*Luis Eduardo Rivera-Solis, Dowling College, USA*

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**Discussants**

*Engin Kucukkaya, Middle East Technical University, Turkey (Papers 1 & 2)*

*Chin Chun Hsu, University of Nevada - Las Vegas, USA (Papers 3 & 4)*

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**Friday, July 6**

**Time: 10:30 AM to Noon**

**Room: Grand Suite C**

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**[MGT11] GLOBAL MANAGEMENT II: ORGANIZATIONAL COMMITMENT AND PERFORMANCE**

**Chairperson**

Guy Callender, Curtin University of Technology, Australia

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**Composition of Boards of Directors in Family Owned Business: Independent Board Members and Interlocking Directorates**

*Aylin Ataay, Galatasaray University, Turkey*

**The Consequences of Chinese Restaurant Employees' Emotions**

*Meng-Lei Monica Hu, Jinwen University of Science and Technology, Taiwan*

**Organizational Commitment: Manager's Questions and Researcher's Answers**

*Anna Gogoleva, State University-Higher School of Economics, Russia*

**The Downsizing and Its Effects on the Corporate Financial Performance: An Application of the Meta-Analysis Methodology**

*Tania Marques, Polytechnic Institute of Leiria, Portugal*

*Javier Vallejo, Instituto Politecnico, Portugal*

*Isabel Suarez Gonzalez, Instituto Politecnico Leiria, Portugal*

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**Discussants**

*Sasa Zikovic, University of Rijeka, Croatia (Papers 1 & 2)*

*Maria Augusta Soares-Machado, IBMEC, Rio de Janeiro, Brazil (Papers 3 & 4)*

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**Friday, July 6**

**Time: 1:30 PM to 3:00 PM**

**Room: Grand Suite A**

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**[IT1] INFORMATION TECHNOLOGY I: NETWORKING AND DATA MINING**

**Chairperson**

F. Victor Lu, St. John's University, USA

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**Liquid Crystal Display Nematic Dimension for Phenomenal Optimum by Twisted Nematic Cell Gap**

*Chia-Fu Chang, Kun Shan University, Taiwan*

*Chia Hi Chen, Kun Shan University, Taiwan*

*Zou-Ni Wan, Kun Shan University, Taiwan*

**The Influence of Strategic Alliance Networks on Information and Communication Technology: Results of an Exploratory Empirical Study**

*Marcos Vianna Villas, Pontifical Catholic University of Rio de, Brazil*

*T. Diana L.V.A. Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil*

**Mining Changes of Patterns from Multi-period Datasets**

*I-Lin Wang, National Cheng Kung University, Taiwan*

*Chun-Ta Dai, National Cheng Kung University, Taiwan*

**Future Trends in Programming**

*Anandasothy Vignarajah, Johns Hopkins University, USA*

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**Discussants**

*A. Vasilopoulos, St. John's University, USA (Papers 1 & 2)*

*Kuan-Chou Chen, Purdue University, Calumet, USA (Papers 3 & 4)*

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**Friday, July 6**

**Time: 1:30 PM to 3:00 PM**

**Room: Grand Suite B**

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**[MGT5] SELECTED TOPICS IN GLOBAL MANAGEMENT**

**Chairperson**

Hsin-Hung Wu, National Changhua University, Taiwan

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**Influencing Learning in an Individualized Way**

*Nelson Rodrigues De Albuquerque, IBMEC/RJ, Brazil*

*Walter Gassenferth, Faculdades, IBMEC/RJ, Brazil*

*Maria Augusta Soares Machado, IBMEC/RJ, Brazil*

**The Real Cost of Low Minimum Wages to Employers**

*Mehdi Hojjat, Neumann College, USA*

**YOYO Lip Gloss: An Early Stage Start-Up**

*Larry W. Boone, St. John's University, USA*

*Angie Onassis Parlionas, St. John's University - Jamaica, USA*

*Monica Peborde, St. John's University - Jamaica, USA*

**Transfer of Nuclear Safety Culture**

*Antti Piirto, TVO Nuclear Services Oy, Finland*

*Petri Paajanen, TVO Nuclear Services Oy, Finland*

*Kaj U. Koskinen, Tampere University of Technology, Pori, Finland*

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**Discussants**

*Al Halborg, Coventry University, UK (Papers 1 & 2)*

*Bianca Gusenbauer, Vienna University of Economics & Business Administration, Austria  
(Papers 3 & 4)*

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**Friday, July 6**

**Time: 1:30 PM to 3:00 PM**

**Room: Grand Suite C**

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**[MKT6] CONTEMPORARY MARKETING CHALLENGES**

**Chairperson**

Maxwell K. Hsu, University of Wisconsin – Whitewater, USA

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**The Brazilian Green Consumer Profile: A Study on Rio De Janeiro Citizens and Contributions to Marketing Strategies**

*Andre Lacombe Penna Da Rocha, Pontifical Catholic Univ. of Rio de Janeiro, Brazil*

**Iran's Experience of Reforming National Innovation System Toward Knowledge-Based Economy: Lessons for Other Developing Countries**

*S. Reza Salami, University of Allameh, Iran*

**The Great Competitive Differentiator: Managing the Supply Chain for Profitability**

*Carl Jaekel, Abercrombie & Fitch, USA*

*Janine L. Clarke, Trinity University, USA*

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**Discussants**

*Serpil Yilmaz, Akdeniz University, Turkey (Papers 1 & 2)*

*Anna Gogoleva, State University-Higher School of Economics, Russia (Paper 3)*

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**Friday, July 6**

**Time: 3:30 PM to 5:00 PM**

**Room: Grand Suite A**

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**[MGT12] GLOBAL MANAGEMENT III: DOWNSIZING AND INNOVATIVE BEHAVIOR**

**Chairperson**

Nikolay Filinov, Higher School of Economics, Russia

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**The Moderate Effect of Downsizing Practices on Innovative Behavior**

*Tania Marques, Polytechnic Institute of Leiria, Portugal*

*Isabel Suarez Gonzalez, Instituto Politecnico Leiria, Portugal*

*Pedro Cruz, Instituto Politecnico Leiria, Portugal*

**Human Resource Management in Brazil: Really Strategic?**

*Patricia Amelia Tomei, Pontifical Catholic University of Rio de Janeiro, Brazil*

*Flavia de Holanda Schmidt, Pontificia Universidade Catolica, Brazil*

**Applications of Upward Impression Management in the Hotel Industry: A Perspective of Social Information-Processing and Attitude Formation**

*Che-Jen Su, Fu-Jen Catholic University, Taiwan*

**Transforming Creative Cultures for Greater Effectiveness**

*Janine L. Clarke, Trinity University, USA*

*Carl Jaekel, Abercrombie & Fitch, USA*

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**Discussants**

*Jurica Simurina, University of Zagreb, Croatia (Papers 1 & 2)*

*Meng-Lei Monica Hu, Jinwen University of Science and Technology, Taiwan  
(Papers 3 & 4)*

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**Friday, July 6**

**Time: 3:30 PM to 5:00 PM**

**Room: Grand Suite B**

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**[HC2] CHALLENGES IN THE GLOBAL PHARMACEUTICAL INDUSTRY**

**Chairperson**

Stanley Mukhola, Tshwane University of Technology, South Africa

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**Patient Satisfaction with Health Care Services: What We Know and What We Still Need to Know**

*Eleuch Amira, Osaka University, Japan*

**The Impact of Modern ICT in the Global Pharmaceutical Supply Chain Management**

*Bruno Salgues, Institute National des Telecommunications, France*

*Kalyan Raghav Bollampally, Institute National des Telecommunications, France*

**Application of Decision Support Systems in Solving the Hospital Rostering Problems**

*Scott Edwards, Monash University, Australia*

*Susan Bedingfield, Monash University, Australia*

*Damminda Alahakoon, Monash University, Australia*

*Jo Kennedy, Frankton Hospital, Australia*

*Sonja Petrovic-Lazarevic, Monash University, Australia*

*Chung-Hsing Yeh, Monash University, Australia*

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**Discussants**

*Gerald R. Ledlow, Georgia Southern University, USA (Papers 1 & 2)*

*Mark A. Cwiek, Central Michigan University, USA (Paper 3)*

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**Friday, July 6**

**Time: 3:30 PM to 5:00 PM**

**Room: Grand Suite C**

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**[IS5] E-BUSINESS STRATEGIES**

**Chairperson**

Anna Putnova, Technical University of Brno, Czech Republic

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**Institutionalizing UK Corporate E-communication Programs in Thailand: The Moderating Impact of Cultural Variance**

*Tim Andrews, University of Strathclyde, UK*

*Sununta Siengthai, Asian Institute of Technology, Thailand*

*Nartnalin Chompusri, Independent Consultant, Thailand*

**Stability and Growth Pact and Economic Development of Croatia**

*Sasa Drezgic, University of Rijeka, Croatia*

**A Futuristic Approach of E-Commerce Effects on the Airlines' Distribution Channel Strategies**

*Devrim Gun, Anadolu University, Turkey*

**Airline Industry Online Ticketing and Its Global Impact**

*Chiang-Nan Chao, St. John's University, USA*

*Robert Mockler, St. John's University, USA*

*Dorothy G. Dologite, Baruch College, CUNY, USA*

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**Discussants**

Wilson Ozuem, Kingsbridge Management Center, UK (Papers 1 & 2)

Karen Haycock, Tshwane University of Technology, South Africa (Papers 3 & 4)

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**Friday, July 6**

**Time: 5:00 PM to 6:30 PM**

**Room: Grand Suite A**

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**[ECO4] ECONOMIC GROWTH AND TRADE IN GLOBAL MARKETPLACE**

**Chairperson**

Pawan Kumar Chugan, Nirma University of Science and Technology, India

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**Changing Nature of the Relationship Between Trade and Economic Growth in Belize**

*Osaretin Sunday Iyare, University of West Indies, West Indies*

*Brian Francis, University of the West Indies, Jamaica*

*Timothy G. Taylor, University of Florida, USA*

**Italian Postwar Migration and Its Impact on Italian Australian Trade Relations**

*Bruno Mascitelli, Swinburne University of Technology, Australia*

**Local Economic Development Strategies and Instruments for the City of Tshwane: Making the Economy of Tshwane Globally Competitive**

*Titos Khalo, Tshwane University of Technology, South Africa*

*Abe Kola Mogotsi, Tshwane University of Technology, South Africa*

**Bric-markets and Countries: Scenarios, Tendencies and Recommendations**

*Tatiana Leonova, State University of Management, Russia*

*Ekaterina Frolovicheva, State University of Management, Russia*

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**Discussants**

*Maureen Keefe, SUNY at Old Westbury, USA (Papers 1 & 2)*

*Mark A. Cwiek, Central Michigan University, USA (Papers 3 & 4)*

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**Friday, July 6**

**Time: 5:00 PM to 6:30 PM**

**Room: Grand Suite B**

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**[MGT8] STRATEGIC ALLIANCES AND COMPETITIVE STRATEGY**

**Chairperson**

Shaukat Ali, University of Wolverhampton, UK

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**The Influence of Strategic Alliances on Competitive Strategy: A Case Study**

*Alexandre Celaro, Pontifical Catholic Univ. of Rio de Janeiro - PUC-Rio, Brazil*

*T. Diana L.V.A. Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil*

**A New Theoretical Framework for Modeling and Analysing Complex Tobacco Control Systems**

*Jian Ying Zhang, Monash University, Australia*

*David Young, Monash University, Australia*

*Sonja Petrovic-Lazarevic, Monash University, Australia*

*Ron Borland, Monash University, Australia*

*Chung-Hsing Yeh, Monash University, Australia*

*Ken Coghill, Monash University, Australia*

*Susan Bedingfield, Monash University, Australia*

**Continuous Performance Improvement in the South African National Defence Force**

*Jan Vermaak, Tshwane University of Technology, South Africa*

*Leon De W Fourie, Tshwane University of Technology, South Africa*

**Post-Crisis HRM Strategies of Private Commercial Banks: Evidence from an Emerging Economy**

*Aylin Ataay, Galatasaray University, Turkey*

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**Discussants**

*M. A. W. Prinsloo, Tshwane University of Technology, South Africa (Papers 1 & 2)*

*Anna Putnova, Technical University of Brno, Czech Republic (Papers 3 & 4)*

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**Friday, July 6**

**Time: 5:00 PM to 6:30 PM**

**Room: Grand Suite C**

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**[IS6] TECHNOLOGY AND MANAGEMENT TRENDS**

**Chairperson**

Nina Muncherji, Nirma University of Science and Technology, India

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**Development and Factor Analysis of Job Burnout Scale in the Indian Context**

*Shilpa Surana, Nirma University of Science and Technology, India*

*Anup K. Singh, International Management Institute, India*

**An Empirical Study: 3G Mobile Services Adoption in France**

*Lei Tang, Esc Rennes School of Business, France*

**The Roles and Strategies of the Regional E-Learning Centers for Higher Education in Korea**

*Dae-Yul Jeong, Gyeongsang National University, Korea*

*Sung-Gyun Kim, Gyeongsang National University, Korea*

*Chan-Gyu Oh, Kyungnam University, Korea*

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**Discussants**

*Marcos Vianna Villas, Pontifical Catholic University of Rio de, Brazil (Papers 1 & 2)*

*Emanuel Gomes, Coventry University, UK (Paper 3)*

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**Saturday, July 7**

**Time: 8:30 AM to 10:00 AM**

**Room: Grand Suite B**

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**[IS7] TECHNOLOGY, ONLINE BROKERAGE AND ECONOMIC MODELS**

**Chairperson**

Leon de Wet Fourie, Tshwane University of Technology, South Africa

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**The Effect of Online Brokerage Accounts on Stock Market**

*Farok Vakil, St. John's University, USA*

*F. Victor Lu, St. John's University, USA*

**The Influence of National States on Main Determinants of Open Systems Model on the Example of Central & Eastern European Countries**

*Janusz Teczke, Cracow University of Economics, Poland*

*Remigiusz Gawlik, Cracow University of Economics, Poland*

**The Intranet: An Important Element of a Company's E-Business Strategy**

*Robert Mockler, St. John's University, USA*

*Marc E. Gartenfeld, Strategic Management Research Group, USA.*

**Total Quality Management (TQM) in a Rationalistic Environment: A Qualitative Analysis**

*Razali Bin Mat Zin, King Fahd University, Saudi Arabia*

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**Discussants**

*Engin Kucukkaya, Middle East Technical University, Turkey*

*Anatoly Porshnev, State University of Management, Russia*

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**Saturday, July 7**

**Time: 10:30 AM to Noon**

**Room: Grand Suite A**

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**[SP2] PANEL: THE GLOBAL ENTREPRENEURIAL REVOLUTION**

**Moderator**

Max Coulthard, Monash University, Australia

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*Guy Callender, Curtin University of Technology, Australia*

*Nejdet Delener, SUNY Old Westbury, USA*

*Leon de Wet Fourie, Tshwane University of Technology, South Africa*

*Luis Eduardo Rivera-Solis, Dowling College, USA*

*Emanuel Gomes, Coventry University, UK*

*Gerald R. Ledlow, Georgia Southern University, USA*

*T. Diana L.v. A. Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil*

*Jurgen Muehlbacher, Vienna University of Economics & Business Administration, Austria*

*C. Pat Obi, Purdue University Calumet, USA*

*Kathleen Park, Massachusetts Institute of Technology, USA*

*Che-Jen Su, Fu Jen Catholic University, Taiwan*

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 C: Session Chair, D: Discussant  
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