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**Wednesday, July 8**

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

**Room: A**

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**[FI1] BANKING AND FINANCIAL CRISIS IN EMERGING MARKETS**

**Chairperson**

*Mónica Hurtado, Universidad De La Sabana, Colombia*

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**The 2008 Mortgage Debacle and Market Reactions in the US and South Korea**

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

*C. Pat Obi, Purdue University Calumet, U.S.A.*

**Why Have Australian Banks Survived the Recent Global Financial Crisis?**

*Jennifer Westaway, Curtin University of Technology, Western Australia*

**Business Failure Predictions in Istanbul Stock Exchange**

*Onur Tekel, Middle East Technical University, Turkey*

*Ramazan Sari, Middle East Technical University, Turkey*

**The Outcomes of Banking Crises in Emerging Economies: Evidence from Turkey**

*F. Dilvin Taskin, Dokuz Eylül University, Turkey*

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**Discussants**

*Tribhuvan N. Puri, University of Massachusetts Dartmouth, U.S.A. (Papers 1 & 2)*

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

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**Wednesday, July 8**

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

**Room: B**

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**[IS1] BUSINESS EDUCATION AND ASSESSMENT**

**Chairperson**

*Basil Janavaras, Minnesota State University - Mankato, U.S.A.*

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**The Role of Knowledge and Skill Development in Accounting Education and Practices:  
The Case of Turkey**

*Fehmi Karasioglu, Selcuk University, Turkey  
Ahmet Buyuksalvarci, Selcuk University, Turkey*

**Facebook: An Education Process?**

*Bruno Salgues, Institute Telecom, France  
Olivia Bernard, University of Paris, France  
Melanie Blanchard, Institute Telecom, France*

**VE for the Next Generation of Entrepreneurs**

*Edgar Troudt, CUNY - Kingsborough Community College, U.S.A.  
Danny Kopec, Brooklyn College - C.U.N.Y., U.S.A.  
Christina Schweikert, Fordham University, U.S.A.*

**Assessment and Business Curriculum**

*Costas Hadjicharalambous, State University of New York at Old Westbury, U.S.A.*

**Making it Work - How to Maintain Successful Relationships between UK Universities and  
Their Chinese Agents**

*Dorothy A. Yen, University of Worcester, UK  
Hsia-Pei Yang, Coventry University, UK*

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**Discussants**

*Wilson Ozuem, Holborn College, UK (Papers 1, 2 & 3)  
Guy Callender, Curtin University of Technology, Australia (Papers 4 & 5)*

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**Wednesday, July 8**

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

**Room: C**

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**[MG1] TRUST AND SOCIAL RESPONSIBILITY IN GLOBAL MARKETS**

**Chairperson**

*Emanuel Gomes, Coventry University, UK*

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**To Honor or Not to Honor: An Empirical Analysis of Explanations for Trust Violations in Organizational Settings**

*Kristen Bell DeTienne, Brigham Young University, U.S.A.*

*Ryan Gottfredson, Brigham Young University, U.S.A.*

*James C. Phillips, Brigham Young University, U.S.A.*

*Brian Reschke, Brigham Young University, U.S.A.*

**Measuring Organizational Commitment and Effecting Cultural Change at a University of Technology**

*Vanessa van Graan, Tshwane University of Technology, South Africa*

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

*Jannie Libenberg, Tshwane University of Technology, South Africa*

**Corporate Social Responsibility in the Australian Building and Construction Industry**

*Sonja Petrovic-Lazarevic, Monash University, Australia*

*Violet Lazarevic, University of Melbourne, Australia*

**Corporate Codes of Ethics: An Analysis of the Factors That Influence Their Effectiveness in Brazil**

*Jorge Augusto De Brito E Freitas, Estácio de Sá University, Brazil*

*Antonio Carlos Capeletti Sarmento, Estácio de Sá University, Brazil*

**The Impact of Trust on the Relationship Between Inter-organizational Collaboration and Product Innovation Performance**

*Chun-Shou Chen, Hsiuping Institute of Technology, Taiwan*

*Chi-Shiun Lai, National Yunlin University of Science and Technology, Taiwan*

*Chih-Jen Chiu, National Yunlin University of Science & Technology, Taiwan*

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**Discussants**

*Gbolahan Gbadamosi, University of Worcester, UK (Papers 1, 2 & 3)*

*Amy H.I. Lee, Chung Hua University, Taiwan (Papers 4 & 5)*

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**Wednesday, July 8**

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

**Room: D**

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**[MK1] GREEN MARKETING STRATEGIES**

**Chairperson**

*Calin Gurau, GSCM - Montpellier Business School, France*

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**An Examination of a Firm- Level Model of Green Marketing Strategies**

*Deborah Y. Cohn, Touro College, U.S.A.*

*Elaine Sherman, Hofstra University, U.S.A.*

*Leon G. Schiffman, St. John's University, U.S.A.*

**Making Invisible Visible: The Role of Product Experience in New Product Design**

*Martti Lindman, University of Vaasa, Finland*

*Harri T. Luomala, University of Vaasa, Finland*

**Measuring the Utility Value of Consumers' Goods Ecological Variables**

*André Lacombe Penna da Rocha, Pontifical Catholic Univ. of Rio de Janeiro, Brazil*

*Luciana Beskow Baisch, Pontifical Catholic Univ. of Rio de Janeiro, Brazil*

*Gabriela Varanda de Castro, Pontifical Catholic Univ. of Rio de Janeiro, Brazil*

*Kátia Cristina Coelh Faggiani, Pontifical Catholic Univ. of Rio de Janeiro, Brazil*

*Leonardo Leal Medeiros Moreira, Pontifical Catholic Univ. of Rio de Janeiro, Brazil*

**The Impact of Trust on the Relationship between Relationship Learning and Relational Knowledge Stores**

*Chi-Shiun Lai, National Yunlin University of Science and Technology, Taiwan*

*Chun-Shou Chen, Hsiuping Institute of Technology, Taiwan*

*Chin-Fang Yang, Da-Yeh University, Taiwan*

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**Discussants**

*Gerald M. Hampton, New Mexico State University, U.S.A. (Papers 1 & 2)*

*Olga M. Pisareva, State University of Management, Russia (Papers 3 & 4)*

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**Wednesday, July 8**

**Time: 10:00AM to 12:00 PM**

**Ballroom III**

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**[PL1] MEETING: PLENARY SESSION –  
GLOBAL PROSPERITY FOR HUMANITY: STRATEGIC POLICY IMPLICATIONS**

**Chairperson**

*Nejdet Delener, President, GBATA, U.S.A.  
Anna Putnová, Brno University of Technology, Czech Republic*

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**Freedom in Business and Law in European Context**

*JUDr. Ing. Vaclav Skolout  
Chairman, Prague Stock Exchange, Czech Republic*

**Global Challenges and International Law**

*Pavel Sturma  
Vice Dean, Faculty of Law, Charles University, Czech Republic*

**Global Financial Crisis: Causes, Consequences, and Remedies**

*Pat Obi  
Purdue University Calumet, U. S. A.*

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**Moderators**

*Leon de Wet Fourie, Unitech, New Zealand  
Guy Callendar, Curtin University of Technology, Australia  
Max Coulthard, Monash University, Australia*

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**Wednesday, July 8**

**Time: 1:00PM to 2:30 PM**

**Room: A**

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**[MG2] CORPORATE DEVELOPMENT STRATEGY AND CULTURE**

**Chairperson**

*Ana Heloisa da Costa Lemos, Pontifical Catholic Univ. of Rio de Janeiro, Brazil*

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**The Use of Q Methodology as a Method of Organizational Culture Diagnosis**

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

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

**Lost in Translation: Cognitive Failure in Post-computerization Business Models**

*Guy Callender, Curtin University of Technology, Australia*

**The Niponic Management of Human Resources in the Performance of the Enterprises in the Iberian Peninsula**

*Felipa Lopes dos Reis, Open University, Portugal*

*Antonio Eduardo Martins, Open University, Portugal*

**Examination of the Failing of Corporate Culture, Corporate Governance, Board of Directors, and Corporate Leadership**

*Erach Munshi, St. John's University, USA*

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**Discussants**

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

*Florinda Neto Matos, ISCTE Business School, Portugal(Papers 3 & 4)*

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**Wednesday, July 8**

**Time: 1:00PM to 2:30 PM**

**Room: B**

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**[MK2] DEVELOPING SUSTAINABLE MARKETING ADVANTAGE: COUNTRY PERSPECTIVES**

**Chairperson**

*Keun S. Lee, Hofstra University, U.S.A..*

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**Consumer Buyer Behavior Associated with the Purchase of Organic Food Products in China- Development of a Conceptual Model**

*Jue Chen, Swinburne University of Technology, Australia  
Antonio Lobo, Swinburne University of Technology, Australia  
Bruno Mascitelli, Swinburne University of Technology, Australia*

**Positioning of Wholesale in the Supply Chain: Comparative Analysis EU-Serbia**

*Slobodan Acimovic, Economy Faculty Belgrade, Serbia  
Zoran Bogetic, Economy Faculty Belgrade, Serbia*

**Direct and Indirect Effects of Brand Knowledge on Purchase Preferences: A Case in Duzce**

*Ruziye Cop, Abant Izzet Baysal University, Turkey  
Yeliz Bas, Abant Izzet Baysal University, Turkey*

**Achieving Sustainable Competitive Advantage through the Implementation of the Societal Marketing Concept by a Major Retailer in South Africa**

*M.A.O. Dos Santos, University of Johannesburg, South Africa*

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**Discussants**

*Michael Lwin, Curtin University of Technology, Western Australia (Papers 1 & 2)  
Gerald M. Hampton, New Mexico State University, U.S.A. (Papers 3 & 4)*

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**Wednesday, July 8**

**Time: 1:00PM to 2:30 PM**

**Room: C**

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**[EC1] SUSTAINABLE ECONOMIC DEVELOPMENT**

**Chairperson**

*Laura Lee Mannino, St. John's University, USA*

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**Management Problems of Economic Development - Appearance and Essence**

*Mishail S. Mokiy, State University of Management, Russia*

**Infrastructure and Economic Growth: The Turkish Experience, 1960-2006**

*Mustafa Ismihan, Atilim University, Turkey  
Kivilcim Metin-Ozcan, Bilkent University, Turkey*

**North American Free Trade Agreement (NAFTA): Fifteen Years After**

*Shreekant G. Joag, St. John's University, U.S.A.  
Sreedhar Kavil, St. John's University, U.S.A.  
Adrian P. Fitzsimons, St. John's University, U.S.A.*

**The Investigation of Relationship between Stock Markets and Maritime Markets**

*Oral Erdogan, Istanbul Bilgi University, Turkey  
Burhan Can Karahasan, Istanbul Bilgi University, Turkey  
M. Hakan Sengoz, Istanbul Bilgi University, Turkey  
Kenan Tata, Istanbul Bilgi University, Turkey*

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**Discussants**

*Luis Eduardo Rivera-Solis, Dowling College, USA (Papers 1 & 2)  
Amy H.I. Lee, Chung Hua University, Taiwan (Papers 3 & 4)*

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**Wednesday, July 8**

**Time: 1:00PM to 2:30 PM**

**Room: D**

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**[FI2] FINANCIAL RISK MANAGEMENT: A STRATEGIC APPROACH**

*1:00PM to 2:30 PM Room D*

**Chairperson**

*Jennifer Westaway, Curtin University of Technology, Western Australia*

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**The Impact of the Announced Motives and Industry Affiliation on Shareholders' Wealth:  
Evidence from Large Acquisitions**

*Halil Kiyamaz, Rollins College, U.S.A.*

**Corporate Diversification Effect on Firm Value in Emerging Markets: Evidence from  
Group of BRIC Countries**

*Irina Ivashkovskaya, State University - Higher School of Economics, Russia*

*Shamraeva Svetlana, State University - Higher School of Economics, Russia*

**A Comparison of Performance of Two Models for Valuing Risky Debt**

*Ravi Mateti, University of Massachusetts Dartmouth, U.S.A.*

*Tribhuvan N. Puri, University of Massachusetts Dartmouth, U.S.A.*

**Forecasting the Prices of Aluminum, Copper, and Zinc with GARCH Models**

*Burcak Bulut, Middle East Technical University, Turkey*

*Ugur Soytaş, Middle East Technical University, Turkey*

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**Discussants**

*Ching-Chun Wei, Providence University, Taiwan (Papers 1 & 2)*

*Omur Suer, Galatasaray University, Turkey (Papers 3 & 4)*

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**Wednesday, July 8**

**Time: 3:00PM to 4:30 PM**

**Room: A**

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**[EC2] INDUSTRY ANALYSIS: ACHIEVING SUSTAINABILITY**

**Chairperson**

*Fehmi Karasioglu, Selcuk University, Turkey*

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**Current Situation and Requirements for Developing General Aviation in Turkey**

*Ali Emre Sarilgan, Anadolu University, Turkey*

**Determination of Agricultural Export Potential between Turkey and Middle East Countries by Gravity Model**

*Burham Ozkan, University of Akdeniz, Turkey*

*Cengiz Sayin, Akdeniz University, Turkey*

*Suleyman Kahraman, Akdeniz University, Turkey*

*Figen Ceylan, University of Akdeniz, Turkey*

**A Longitudinal Comparison of South African Marketing Managers' Perspectives on Marketing Intelligence**

*Peet Venter, University of South Africa, South Africa*

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**Discussants**

*Mishail S. Mokiy, State University of Management, Russia (Papers 1 & 2)*

*Ivo Druzic, University of Zagreb, Croatia (Paper 3)*

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**Wednesday, July 8**

**Time: 3:00PM to 4:30 PM**

**Room: B**

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**[IS2] MANAGING POVERTY AND UNEMPLOYMENT IN THE GLOBAL ECONOMY**

**Chairperson**

*Samir R. Moussalli, Huntingdon College, U.S.A.*

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**Problems Facing South Africa in the Alleviation of Poverty and Unemployment**

*Ora Dippenaar, Tshwane University of Technology, South Africa*

**Fiscal Deficit Sustainability in China: Nonlinear Evidence**

*Laura Chiung-Ju Huang, Feng Chia University, Taiwan*

*Steve Yuan-Hong Ho, Feng Chia University, Taiwan*

**The Ethical Decision: Employment, Unemployment and Nationality in a Global Economic Meltdown**

*J.D. Coetzer, Tshwane University of Technology, South Africa*

**A Look on Public Policy and International Business**

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

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**Discussants**

*Basil Janavaras, Minnesota State University - Mankato, U.S.A. (Papers 1 & 2)*

*Sreedhar Kavil, St. John's University, U.S.A. (Papers 3 & 4)*

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**Wednesday, July 8**

**Time: 3:00PM to 4:30 PM**

**Room: C**

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**[MG3] STRATEGIC MANAGEMENT II: APPLICATIONS OF MODELS**

**Chairperson**

*Tatiana Leonova, State University of Management, Russia*

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**A Preliminary Study of the Production Strategy Evaluation Model**

*Shu-Ru Wang, Littoral University, France*  
*Amy H.I. Lee, Chung Hua University, Taiwan*

**Application of Artificial Neural Network to Estimate the Sugar Cane Supply Based on Farming Skills**

*Kullapapruk Piewthongngam, Khon Kaen University, Thailand*  
*Surached Thuankaewsing, Khon Kaen University, Thailand*  
*Supachai Pathumnakul, Khon Kaen University, Thailand*

**An Integrated Model for Product Design: A Case of "TFT-LCD"**

*Amy H.I. Lee, Chung Hua University, Taiwan*  
*Chun-Yu Lin, Chung Hua University, Taiwan*

**Business Training Development: Needs of Foreign Companies in Transitional Economy**

*Jaana Tolvanen, Lappeenranta University of Technology, Finland*  
*Boris Karandassov, Lappeenranta University of Technology, Finland*

**Optimal Sequence for Single Machine Scheduling with Mixture Priority Jobs**

*Chun-Mei Lai, Far East University, Taiwan*  
*Cheng-Che Chen, Far East University, Taiwan*  
*He-Yau Kang, National Chin - Yi University of Technology, Taiwan*

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**Discussants**

*Asli Erim, Istanbul Commerce University, Turkey (Papers 1, 2 & 3)*  
*Adele Bezuidenhout, Tshwane University of Technology, South Africa (Papers 4 & 5)*

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**Wednesday, July 8**

**Time: 3:00PM to 4:30 PM**

**Room: D**

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**[F13] FINANCIAL PERFORMANCE INDICATORS II: COUNTRY PERSPECTIVES**

**Chairperson**

*Paochung Hsu, Providence University, Taiwan*

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**Perspectives for Innovation Ecosystem Development in Russia**

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

**Causal Links between Trade and Economic Growth Evidence from Turkey and EU Countries**

*Burhan Can Karahasan, Istanbul Bilgi University, Turkey*

**Competitiveness of Payment Instruments: The IMF Dilemma**

*Jitka Studenikova, Brno University of Technology, Czech Republic*

*Martin Slezak, Brno University of Technology, Czech Republic*

**Investigate the Relationship between Real Estate and Stock Markets in China by Using Nonlinear Model**

*Ching-Chun Wei, Providence University, Taiwan*

*Hsu-Ling Chang, Lin Tung University, Taiwan*

*Yu-Shan Wang, National Kaohsiung First University of Science and Technology*

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**Discussants**

*Ramazan Sari, Middle East Technical University, Turkey (Papers 1 & 2)*

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

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**Wednesday, July 8**

**Time: 4:45PM to 6:15 PM**

**Room: A**

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**[MG4] CHANGE MANAGEMENT II**

**Chairperson**

*Gerard Leo Danford, Haaga-Helia University, Finland*

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**"Type Change": The Perceived Structure of Organizational Change Events**

*Christian L. van Tonder, University of Johannesburg, South Africa*

**Knowledge Culture as Key Factor of Knowledge Management**

*Valentina Smirnova, State University of Management, Russia  
Yulia Voskresenskaya, State University of Management, Russia*

**The Linkage between Organizational Justice, Facade of Conformity and Job Engagement:  
What All These Relations Mean for the Organizational Change Management?**

*Sezer Cihan Caliskan, T.C. Halic University, Turkey  
Asli Erim, Istanbul Commerce University, Turkey*

**Assessing the Impacts of University Science Parks in Turkey within Regional Innovation  
Systems**

*Emrah Uyar, Istanbul Bilgi University, Turkey*

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**Discussants**

*Jurgen Muhlbacher, WU University of Economics and Business, Austria (Papers 1 & 2)  
Joao Paulo Vieira Tinoco, Pontifical Catholic Univ. of Rio de Janeiro, Brazil (Papers 3 & 4)*

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**Wednesday, July 8**

**Time: 4:45PM to 6:15 PM**

**Room: B**

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**[HC1] HEALTH CARE MANAGEMENT II: COUNTRY PERSPECTIVES**

**Chairperson**

*Stuart Childers, Capella University, U.S.A.*

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**International Initiative in Biological Medical Supply: A Partnership in Intravenous Immunoglobulin Production**

*Thomas Kollars, Georgia Southern University, U.S.A.  
Gerald R. Ledlow, Georgia Southern University, U.S.A.*

**Reliability as Service Quality Determent in South African Public Health**

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

**Healthcare Spending in Croatia and Selected EU Countries - A Panel Unit Root Analysis**

*Ivo Druzic, University of Zagreb, Croatia  
Sime Smolic, University of Zagreb, Croatia  
Marija Penava, Zagreb University of, Croatia*

**Running Head: Concept Analysis: Evidence-based Practice**

*Jean Gordon, Capella University, U.S.A.  
Stuart Childers, Capella University, U.S.A.*

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**Discussants**

*Hisao Fujimoto, Osaka University of Economics, Japan (Papers 1 & 2)  
Che-Jen Su, Fu-Jen Catholic University, Taiwan (Papers 3 & 4)*

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**Wednesday, July 8**

**Time: 4:45PM to 6:15 PM**

**Room: C**

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**[FI4] CAPITAL STRUCTURE AND FINANCIAL MARKETS**

**Chairperson**

*C. Pat Obi, Purdue University Calumet, U.S.A*

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**Financial Monitoring in Realization Enterprise Business Strategies and Technological Innovations**

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

**An Empirical Study on the Capital Structure of Turkish Automotive Industry: From February 2001 Crises to Today**

*Turgut Curuk, Selcuk University, Turkey*

*Nuray Demirel, Selcuk University, Turkey*

**Who Drives Who Daily: T-Bill Rate, Prices of Oil and Exchange Rate?**

*Ramazan Sari, Middle East Technical University, Turkey*

**Project Management Procedures in the Construction Industry for Risk Minimization**

*Goran Cirovic, Belgrade University, Serbia*

*Simo Sudjic, College of Civil Engineering and Geodesy, Serbia*

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**Discussants**

*Tribhuvan N. Puri, University of Massachusetts Dartmouth, U.S.A. (Papers 1 & 2)*

*Jennifer Westaway, Curtin University of Technology, Western Australia (Papers 3 & 4)*

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**Wednesday, July 8**

**Time: 4:45PM to 6:15 PM**

**Room: D**

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**[MK3] INTEGRATED MARKETING COMMUNICATION: GLOBAL PERSPECTIVES**

**Chairperson**

*Leon G. Schiffman, St. John's University, U.S.A.*

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**A Comparison of Nongovernmental Organizations' Logos in Poland, the Czech Republic, and the United States: A Content Analysis**

*Joanna Hernik, West - Pomeranian Technological University, Poland*

*Dana-Nicoleta Lascu, University of Richmond, U.S.A.*

**Brand Resonance: The Case of Brand Extensions of Prototypical Brands**

*Michael Baird, Curtin University of Technology, Western Australia*

*Ian Phau, Curtin University of Technology, Western Australia*

**The Dynamic Effects of Advertising Expenditures and the Firm Value: A Consumer Discretionary Sector Approach**

*Graziela Fortunato, Fucape Business School, Brazil*

*Walter Lee Ness, Jr., Pontifical Catholic University of Rio de Janeiro, Brazil*

*Paulo Cesar Motta de Mendonea, Pontifical Catholic University of Rio de Janeiro, Brazil*

**Role of Online Integrated Marketing Communications { IMC} in Supply-Chain Management { SCM} - The Case for the Small Package Industry**

*Michael V. Laric, University of Baltimore, U.S.A.*

*Peter Lynagh, University of Baltimore, U.S.A.*

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**Discussants**

*Yamen Koubaa, University of Marketing & Distribution Sciences, Japan (Papers 1 & 2)*

*Oylum Korkut Altuna, Marmara University, Turkey (Papers 3 & 4)*

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**Thursday, July 9**

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

**Room: A**

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**[AC1] GLOBAL ACCOUNTING STANDARDS: FINANCIAL AND MANAGEMENT PERSPECTIVES**

**Chairperson**

*Walter Lee Ness, Jr., Pontifical Catholic University of Rio de Janeiro, Brazil*

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**Open Book Strategy and the Strength of Social Network Creating a Sustainable Competitive Advantage**

*Ulf Nilsson, Sabanci University, Turkey  
Ronan Jouan de Kervenoael, Sabanci University, Turkey  
Zeynep Gundemir, Sabanci University, Turkey  
Halil Sevis, Sabanci University, Turkey*

**Supply Chain Management and Cost Accounting**

*Davood Askarany, University of Auckland, New Zealand  
Hassan Yazdifar, University of Sheffield, UK*

**CSR from the Point of View of Small and Medium-sized Enterprises**

*Cernohorska Lenka, Brno University of Technology, Czech Republic  
Estelyiova Kristina, Brno University of Technology, Czech Republic  
Nesvadbova Klara, Brno University of Technology, Czech Republic  
Vaskovicova Jana, Brno University of Technology, Czech Republic  
Zoubkova Eliska, Brno University of Technology, Czech Republic*

**Impact of Foreign Strategic Investors on the Earnings Management of Chinese Banks**

*Chung-Hua Shen, National Taiwan University, Taiwan  
Meng-Wen Wu, Ming Chuan University, Taiwan  
Chin-Hwa Lu, China University of Technology, China*

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**Discussants**

*James W. Thompson, St. John's University, U.S.A. (Papers 1 & 2)  
Burcu Dincergok, Atilim University, Turkey (Papers 3 & 4)*

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**Thursday, July 9**

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

**Room: B**

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**[F15] FINANCIAL PERFORMANCE INDICATORS I: COUNTRY PERSPECTIVES**

**Chairperson**

*Engin Küçükkaya, Middle East Technical University, Turkey*

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**Unemployment Hysteresis in G20 Countries: Evidence from Non-Linear Panel Unit-root Tests**

*Huang Pai-Chou, Providence University, Taiwan*

*Chi-Wei Su, Providence University, Taiwan*

**An Empirical Analysis of the Relation between EVA (Economic Value Added) and Share Returns in the Brazilian Stock Market**

*Luiz Felipe Jac Motta, Pontifical Catholic University of Rio de Janeiro, Brazil*

*Marcelo Augusto Salgado Ferreira, Telemar - Oi S.A., Brazil*

**Various User Groups' Perceptions of Corporate Annual Reports: Evidence from Turkey**

*Ahmet Buyuksalvarci, Selcuk University, Turkey*

*Fehmi Karasioglu, Selcuk University, Turkey*

**Difference of Opinion and the Cross-Section of Equity Returns: Australian Evidence**

*Philip Gharghori, Monash University, Australia*

*Quin See, Monash University, Australia*

*Madhu Veeraraghavan, Monash University, Australia*

**Comparative Analysis of Personal Consumption Expenditure Trends in the EU-27 and Croatia**

*Alka Obadic, University of Zagreb, Croatia*

*Sandra Marić, University of Zagreb, Croatia*

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**Discussants**

*Hsu-Ling Chang, Lin Tung University, Taiwan (Papers 1, 2 & 3)*

*Halil Kiyamaz, Rollins College, U.S.A. (Papers 4 &5)*

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**Thursday, July 9**

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

**Room: C**

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**[MG6] ENTREPRENEURSHIP: COUNTRY STUDIES**

**Chairperson**

*Susana Rodrigues, Polytechnic Institute of Leiria, Portugal*

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**The Challenges of Entrepreneurship in Nigeria: A Case of Small and Medium Enterprises in the Textile Industry**

*Shaukat Ali, University of Wolverhampton, UK*

*Oluwatobi F. Osinaike, University of Wolverhampton, UK*

**Entrepreneurship in Brazil: In Search of Understanding**

*Ana Heloisa da Costa Lemos, Pontifical Catholic Univ. of Rio de Janeiro, Brazil*

*Marco Aurelio De Sá Ribeiro, Brazilian Army War College - Eceme, Brazil*

**Identification and Elimination of Critical Compromises as a Progressive Business Development Strategy in Ukraine.**

*Leonora Fuxman, St. John's University, U.S.A.*

**The Construct of Sustainability Entrepreneurship as Applied to a South African Venture**

*Claribel Muller, Tshwane University of Technology, South Africa*

*J.M. Van Der Bank, University of South Africa, South Africa*

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**Discussants**

*Emanuel Gomes, Coventry University, UK (Papers 1 & 2)*

*Tatiana Leonova, State University of Management, Russia (Papers 3 & 4)*

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**Thursday, July 9**

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

**Room: D**

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**[MK4] GLOBAL BUYER BEHAVIOUR**

**Chairperson**

*Elaine Sherman, Hofstra University, U.S.A.*

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**Understanding Consumer Decision Making: A Cognitive Approach**

*Andrea Manzoni, University Bergamo, Italy*

*Silvia Biffignandi, University Bergamo, Italy*

*Alberto Marino, University Bergamo, Italy*

**The Attitude of Generation Y Students as a South African University Towards Supporting Charitable Organizations**

*Laureane Du Plessis, University of Johannesburg, South Africa*

*Adele Berndt, University of Johannesburg, South Africa*

*Danie Petzer, University of Johannesburg, South Africa*

**Sugar Cane Farmers' Adoption of Dual-Row Farming Technology: The Roles of Family Decision Making, Word-of-mouth, and Farmers' Size**

*Kawpong Polyorat, Khon Kaen University, Thailand*

*Arunwadee Tenglolai, Mitr Phol Sugar Cane Research Center, Thailand*

**Understanding the Consumer Attitudes toward Mobile Advertising and Its Impacts on Consumers' Behavioral Intentions: A Cross Market Comparison of U.S. and Turkish Consumers**

*Oylum Korkut Altuna, Marmara University, Turkey*

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**Discussants**

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

*Eleuch Amira, Osaka University of Economics, Japan (Papers 3 & 4)*

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**Thursday, July 9**

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

**Room: E**

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**[MG5] CHANGE MANAGEMENT I: ASSESSMENT**

**Chairperson**

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

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**Drivers of Change and Competency Management in the Czech Republic**

*Jurgen Muhlbacher, WU University of Economics and Business, Austria*  
*Michaela Nettekoven, WU University of Economics and Business, Austria*  
*Anna Putnova, Brno University of Technology, Czech Republic*

**Conceptual Model for the Assessment of Climate Practices and Strategies: Results of Their Application in Brazil's Automotive and Pulp and Paper Sectors**

*T. Diana L. Van Adu Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil*  
*Paulo Gustavo Fuchs, Bndes - Brazilian Development Bank, Brazil*  
*Giuseppe Maria Russo, Pontifical Catholic Univ. of Rio de Janeiro - PUC-Rio, Brazil*

**Measurement of the Enterprise Logistics across Quality Management**

*Jose G. Hernandez, Universidad Metropolitana, Venezuela*  
*Maria J. Garcia, Mini Max Consultores, Venezuela*  
*Gilberto J. Hernandez, Mini Max Consultores, Venezuela*

**The Prediction of Productivity Based on Organizational Climate and Its Comparison with Educational, Public Services, Industrial, Higher Education, Tax and Charity Organizations in Iran**

*Fattah Nazem, Islamic Azad University, Iran*

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**Discussants**

*Leonel Cezar Rodrigues, Nine of July University, Brazil (Papers 1 & 2)*  
*John Miguele Díez, EAFIT University, Colombia (Papers 3 & 4)*

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**Thursday, July 9**

**Time: 10:30AM to 12:00PM**

**Room: A**

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**[AC2] APPLICATIONS OF ACCOUNTING METHODS: COUNTRY PERSPECTIVES**

**Chairperson**

*Burham Ozkan, University of Akdeniz, Turkey*

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**Do SMES Need Accounting? Turkey/Konya Industrial Zone Case**

*Mikail Altan, Selcuk University, Turkey*  
*Alper Tunga Alkan, Selcuk University, Turkey*

**Fair Value Accounting: Is it a Cause of the Economic Crisis?**

*James W. Thompson, St. John's University, U.S.A.*  
*Xiaomei Dai, St. John's University, U.S.A.*

**Activity Based Costing (ABC) Method Applications in Hospitals: Case of Private Hospital in Kayseri, Turkey**

*Ilhan Ege, Middle East Technical University, Turkey*  
*Azize Esmeray, Erciyes University, Turkey*  
*Murat Esmeray, Erciyes University, Turkey*

**New Tax Rules for U.S. Expatriates**

*Laura Lee Mannino, St. John's University, USA*

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**Discussants**

*Walter Lee Ness, Jr., Pontifical Catholic University of Rio de Janeiro, Brazil (Papers 1 & 2)*  
*Hassan Yazdifar, University of Sheffield, UK (Papers 3 & 4)*

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**Thursday, July 9**

**Time: 10:30AM to 12:00PM**

**Room: B**

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**[EC3] COUNTRY STUDIES II: SUSTAINABLE DEVELOPMENT**

**Chairperson**

*Shaukat Ali, University of Wolverhampton, UK*

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**Competitiveness Growth in the Recession Period (Comparative Analysis of Croatia and Slovenia)**

*Mirjana Dragicevic, University of Zagreb, Croatia  
Velibor Mackic, Faculty of Economics and Business, Croatia*

**Palm Oil, Sustainable Development, and Armed Conflict: Exploring the Cases of San Alberto and San Martin in Colombia**

*Mónica Hurtado, Universidad De La Sabana, Colombia*

**Exporter Firms in Tunisia: Profile Differences**

*Eleuch Amira, Osaka University of Economics, Japan  
Yamen Koubaa, University of Marketing & Distribution Sciences, Japan  
Hisao Fujimoto, Osaka University of Economics, Japan*

**An Analysis of Household Income Distribution in Forestry Villages of the Province of Antalya**

*Ibrahim Yilmaz, Akdeniz University, Turkey  
Erdogan Uzun, University of Akdeniz, Turkey  
Asaf Ozalp, University of Akdeniz, Turkey*

**Is Per Capita Real GDP Stationary? Non - Linear Panel Unit - Root Tests from Eastern - European Countries**

*Chi-Wei Su, Providence University, Taiwan  
Hsu-Ling Chang, Lin Tung University, Taiwan  
Yu-Shan Wang, National Kaohsiung First University of Science and Technology*

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**Discussants**

*Marcos Cohen, Pontifical Catholic University of Rio de Janeiro, Brazil (Papers 1, 2 & 3)  
Sunti Tirapat, Chulalongkorn University, Thailand (Papers 4 & 5)*

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**Thursday, July 9**

**Time: 10:30AM to 12:00PM**

**Room: C**

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**[MG7] DEVELOPMENT MANAGEMENT PROGRAMS: COUNTRY PERSPECTIVES**

**Chairperson**

*Max Coulthard, Monash University, Australia*

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**Evaluation of the Applicability of the Japanese Human Resources Management System in Portugal**

*Felipa Lopes dos Reis, Open University, Portugal  
Antonio Eduardo Martins, Open University, Portugal*

**An Investigation on the Place and Importance of Total Quality in Sports Management**

*Serpil Yilmaz, Akdeniz University, Turkey  
Ali Sevki Akay, Akdeniz University, Turkey*

**Emerging HR Processes, Rationalization of Systems and Performance in Indian Call Centers: An Exploratory Study**

*Pawan Budhwar, Aston Business School, UK  
Neeru Malhotra, Aston Business School, UK*

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**Discussants**

*Samir R. Moussalli, Huntingdon College, U.S.A. (Papers 1 & 2)  
Hein Prinsloo, Tshwane University of Technology, South Africa (Paper 3)*

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**Thursday, July 9**

**Time: 10:30AM to 12:00PM**

**Room: D**

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**[MK5] SERVICE MARKETING IN GLOBAL MARKETS**

**Chairperson**

*Laureen Du Plessis, University of Johannesburg, South Africa*

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**Structuring the Service Encounter: A Test of Alternatives**

*Maria Da Graca Batista, Universidade Dos Acores, Portugal  
Miguel Pina E. Cunha, Universidade Nova de Lisboa, Portugal  
Armenio Rego, Universidade de Aveiro, Portugal*

**An Assessment of Value Creation in Mobile Services: Comparing Simple and Sophisticated Mobile Services**

*Shu-Tzu Huang, National of Kaohsiung First University of Sci. & Tech., Taiwan  
Kuan-Yin Lee, Central Taiwan University, Taiwan  
Yin-Chiech Hsu, National of Kaohsiung First University of Sci. & Tech., Taiwan*

**The Alternative Hotel Market**

*Alekseeva Olga Alexandrovna, State University of Management, Russia*

**An Experimental Study of Gaze Motion on the Menu and Psychological Marketing**

*Jeong-Gil Choi, Kyung-Hee University, Korea  
Byung-Woo Lee, Lotte Hotel, Korea*

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**Discussants**

*Andrea Manzoni, University Bergamo, Italy (Papers 1 & 2)  
Makoto Isono, Kobe University, Japan (Papers 3 & 4)*

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**Thursday, July 9**

**Time: 10:30AM to 12:00PM**

**Room: E**

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**[MG8] STRATEGIC MANAGEMENT III: APPLICATION OF MODELS**

**Chairperson**

*Leonora Fuxman, St. John's University, U.S.A.*

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**An Application of Fuzzy Sets in Orkut Usability**

*Walter Gassenferth, IBMEC/RJ, Brazil  
Maria Augusta Soares Machado, IBMEC - RJ, Brazil  
Diego Castanheira Chester Franco, IBMEC/RJ, Brazil  
Rafael Machado Neves, IBMEC/RJ, Brazil  
Rodrigo Costa Dos Santos, IBNEC/RJ, Brazil*

**Organization Identity as Managerial Concern**

*Christian L. van Tonder, University of Johannesburg, South Africa*

**Gap Analysis as a Performance Measurement Tool in Business Incubators: Issues and Opportunities**

*Michael V. Laric, University of Baltimore, U.S.A.  
Tigineh Mersha, University of Baltimore, U.S.A.*

**Characteristics Affecting Charitable Donations in Brunei**

*Michael Lwin, Curtin University of Technology, Western Australia  
Ian Phau, Curtin University of Technology, Western Australia*

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**Discussants**

*Nikolay N. Filinov, State University - Higher School of Economics, Russia (Papers 1 & 2)  
Yamen Koubaa, University of Marketing & Distribution Sciences, Japan (Papers 3 & 4)*

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**Thursday, July 9**

**Time: 1:00PM to 2:30PM**

**Room: A**

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**[SP1] MEET THE EDITORS**

**Moderator**

*Nejdet Delener, State University of New York- OW, U.S.A.*

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

*Guy Callender, Curtin University of Technology, Australia*

**Editor-in-Chief, The Journal of Global Business and Technology**

*Nejdet Delener, State University of New York-Old Westbury, USA*

**Editor, Journal of Business Forecasting**

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

**Editor, Asia Pacific Journal of Marketing and Logistics**

*Ian Phau, Curtin University of Technology, Australia*

**Editor-in-Chief, Journal of Business and Economic Studies**

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

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**Thursday, July 9**

**Time: 1:00PM to 2:30PM**

**Room: B**

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**[IT1] TECHNOLOGY MANAGEMENT: A STRATEGIC PERSPECTIVE**

**Chairperson**

*Christina Schweikert, Fordham University, U.S.A.*

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**A Collaborative Model of Technology Evaluation and Decision-Making for Organic Light Emitting Diode**

*Grace T.R. Lin, National Chiao Tung University, Taiwan*

*Yung-Chi Shen, National Chiao Tung University, Taiwan*

**Strategic Planning of Information and Communication Technologies: A Responsibility of the Organizations**

*John Miguele Díez, EAFIT University, Colombia*

**Norwegian Research Networks**

*Derya Findik, University of Maastricht, The Netherlands*

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**Discussants**

*Edgar Troudt, CUNY - Kingsborough Community College, U.S.A. (Papers 1 & 2)*

*Morag McGrath, Charles Darwin University, Australia (Paper 3)*

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**Thursday, July 9**

**Time: 1:00PM to 2:30PM**

**Room: C**

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**[AC3] PONZI INVESTORS: REGULATION AND RISK**

**Chairperson**

*Philip Ghargori, Monash University, Australia*

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**New U.S. Tax Relief for Ponzi Investors**

*Laura Lee Mannino, St. John's University, USA*

**Review of the Auditing Laws and Regulations in Turkey**

*Seval Kardes Selimoglu, Anadolu University, Turkey*

**Predicted EPS and Stock Prices**

*Vida Mojtahedzadeh, Al - Zahra University, Iran  
Seyed Hossein Alavi-Tabari, Al - Zahra University, Iran*

**Investor's Risk-aversion in Option Hedging**

*Marina Samoyavcheva, State University of Management, Russia*

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**Discussants**

*Ugur Soytas, Middle East Technical University, Turkey (Papers 1 & 2)  
Davood Askarany, University of Auckland, New Zealand (Papers 3 & 4)*

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**Thursday, July 9**

**Time: 1:00PM to 2:30PM**

**Room: D**

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**[MK6] PRODUCT INNOVATION: DEVELOPMENT AND PERFORMANCE**

**Chairperson**

*Fahri Karakaya, University of Massachusetts at Dartmouth, U.S.A.*

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**The Role of Design in New Product Development**

*Makoto Isono, Kobe University, Japan*

**A Scale Development for Chinese: Consumer's Aesthetic Judgments on Product Design in Taiwan**

*Yaonan Lin, Fu Jen Catholic University, Taiwan*

*Ching-Yi Lai, Fu-Jen Catholic University, Taiwan*

*Chih-Chung Chu, Lunghwa University of Science and Technology, Taiwan*

**Color: The Silent Voice of Packages**

*Figen Yesilada, Near East University, Turkey*

*Gonca Gunay, Izmir University of Economics, Turkey*

*Sebnem Penbek, Izmir University of Economics, Turkey*

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**Discussants**

*Ying-Mei Tu, Chung Hua University, Taiwan (Papers 1 & 2)*

*Michael V. Laric, University of Baltimore, U.S.A. (Paper 3)*

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**Thursday, July 9**

**Time: 1:00PM to 2:30PM**

**Room: E**

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**[IS3] SUSTAINABLE DEVELOPMENT: STRATEGIC IMPLICATIONS**

**Chairperson**

*Ronald McNeil, University of Illinois at Springfield, U.S.A.*

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**Business Strategies Incorporating Sustainable Development Principles: Toward an Application of a Functional Economy**

*Calin Gurau, GSCM - Montpellier Business School, France*

*Céline Pascual-espuny, Montpellier Business, France*

*Ashok Ranchhod, Southampton Solent University, UK*

**High Rate of Teenage Pregnancy in Public Schools: The Case of Nkomazi Region in Mpumalanga Province, South Africa**

*Sipho Mokoena Kenneth, Tshwane University of Technology, South Africa*

**Motivations and Expectations among Off-Road Drivers**

*CH Van Heerden, Tshwane University of Technology, South Africa*

*J.J. Prinsloo, Tshwane University of Technology, South Africa*

**Collaboration Among Governments and Companies in Managing Natural Parks in the City of Rio de Janeiro: Does it Pay?**

*Marcos Cohen, Pontifical Catholic University of Rio de Janeiro, Brazil*

*Jorge Ferreira Silva, Pontifical Catholic Univ. of Rio de Janeiro, Brazil*

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**Discussants**

*Ana Heloisa da Costa Lemos, Pontifical Catholic Univ. of Rio de Janeiro, Brazil (Papers 1 & 2)*

*Remigiusz Gawlik, Cracow University of Economics, Poland (Papers 3 & 4)*

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**Thursday, July 9**

**Time: 3:00PM to 4:30PM**

**Room: A**

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**[F16] FINANCIAL PERFORMANCE I: STRATEGIC PERSPECTIVES**

**Chairperson**

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

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**Bid Price Determination in a Telecom Auction**

*Luiz E.T. Brandao, Pontifical Catholic University of Rio de Janeiro, Brazil*

*Davis Teixeira, Empresa Brasileira De Telecomunicacoes, Brazil*

**Calendar Effects on Stock Returns: Evidences From Istanbul Stock Exchange**

*Mehmet Bolak, Galatasaray University, Turkey*

*Omur Suer, Galatasaray University, Turkey*

**GIS and Credit Scoring of Agricultural Loans**

*Sunti Tirapat, Chulalongkorn University, Thailand*

*Seksan Kiatsupaibul, Chulalongkorn University, Thailand*

*Janjao Mongkolnavin, Chulalongkorn University, Thailand*

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**Discussants**

*Mirjana Dragicevic, University of Zagreb, Croatia (Papers 1 & 2)*

*Ahmet Buyuksalvarci, Selcuk University, Turkey (Paper 3)*

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**Thursday, July 9**

**Time: 3:00PM to 4:30PM**

**Room: B**

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**[EC4] COUNTRY STUDIES I: CAPITAL STRUCTURE AND FINANCIAL PERFORMANCE**

**Chairperson**

*James W. Thompson, St. John's University, U.S.A.*

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**Capital Structure Choice in BRIC: Do Russian, Brazilian and Chinese Firms Follow Pecking Order or Trade - Off Logic of Financing?**

*Irina Ivashkovskaya, State University - Higher School of Economics, Russia*

*Maria Solntseva, State University - Higher School of Economics, Russia*

**Capital Structure Decisions of the Turkish Manufacturing Firms**

*Burcu Dincergok, Atilim University, Turkey*

**Marketing a Country as an Investment Location: The Case of the Republic of Turkey**

*Tevfik Dalgic, University of Texas at Dallas, U.S.A.*

*Ipek Altinbasak, Bahcesehir University, Turkey*

**Asymmetric Adjustment in Long-Run Purchasing Power Parity: Evidence from G-7 Countries**

*Wen-Chi Liu, Da-Yeh University, Taiwan*

*Tsangyao Chang, Feng Chia University, Taiwan*

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**Discussants**

*Fattah Nazem, Islamic Azad University, Iran (Papers 1 & 2)*

*Hilmi Elifoglu, St. John's University, USA (Papers 3 & 4)*

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**Thursday, July 9**

**Time: 3:00PM to 4:30PM**

**Room: C**

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**[MG9] TQM AND PERFORMANCE STRATEGIES**

**Chairperson**

*Valentina Smirnova, State University of Management, Russia*

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**Strategic Fit of Project Management: The Case of Electronuclear**

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

*Edcler Felix Mayrink, Planning Engineer, Brazil*

*Adriane Cavalieri, Instituto Nacional de Tecnologia, Brazil*

**Is Adaptability to Environmental Changes in the Australian Automobile Industry a Key to Its Successful Business Performance?**

*Max Coulthard, Monash University, Australia*

*Sonja Petrovic-Lazarevic, Monash University, Australia*

*Clark Li Ke You, Monash University, Australia*

**Model to Determine AMHS Capacity for Wafer Fabrication**

*Ying-Mei Tu, Chung Hua University, Taiwan*

*Chun-Wei Lu, Chung Hua University, Taiwan*

**The Role of Spillover Channel Mechanism and Absorptive Capacity on Innovation**

*Surasvadee Rajkulchai, Siam University, Thailand*

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**Discussants**

*John Miguele Díez, EAFIT University, Colombia (Papers 1 & 2)*

*Gerard Leo Danford, Haaga-Helia University, Finland (Papers 3 & 4)*

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**Thursday, July 9**

**Time: 3:00PM to 4:30PM**

**Room: D**

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**[MK8] CUSTOMER SATISFACTION IN GLOBAL MARKETS**

**Chairperson**

*Makoto Isono, Kobe University, Japan*

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**The Mediating Effects of Satisfaction on Positive and Negative Consumption Experiences and Readiness to Change Behavior**

*Michael Baird, Curtin University of Technology, Western Australia*

*Robyn Ouschan, Curtin University of Technology, Western Australia*

*Ian Phau, Curtin University of Technology, Western Australia*

**The Dimensional Development of Taiwanese Materialism**

*Yaonan Lin, Fu Jen Catholic University, Taiwan*

*Chih-Chung Chu, Lunghwa University of Science and Technology, Taiwan*

*Rong Lin Wu, Fu Jen Catholic University, Taiwan*

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

**The Role and Importance of Sponsorship Over Consumer Behavior**

*Serpil Yilmaz, Akdeniz University, Turkey*

*Karcan Akdag, Akdeniz University, Turkey*

**Foreign Direct Investments in the Croatian Trade Sector: Does the Country of Origin Matters?**

*Ivan-Damir Anic, The Institute of Economics, Croatia*

*Radmila Jovancevic, University of Zagreb, Croatia*

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**Discussants**

*André Lacombe Penna da Rocha, Pontifical Catholic Univ. of Rio de Janeiro, Brazil (Papers 1 & 2)*

*Calin Gurau, GSCM - Montpellier Business School, France (Papers 3 & 4)*

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**Thursday, July 9**

**Time: 3:00PM to 4:30PM**

**Room: E**

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**[MK7] BRAND EQUITY AND IMAGE: A STRATEGIC APPROACH**

**Chairperson**

*Gerald M. Hampton, New Mexico State University, U.S.A.*

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**The Impact of Service-Oriented Organizational Citizenship Behavior on Brand Performance: The Mediating Effects of Industrial Brand Equity and Brand Image**

*Da-Chang Pai, Chungchou Institute of Technology, Taiwan*

*Yu-Hsiu Liu, Pittsburg State University, U.S.A.*

*Chun-Yao Tseng, Tunghai University, Taiwan*

**Diffusion Brands of Designer Jeans: Effects on Brand Image and Product Quality**

*Ian Phau, Curtin University of Technology, Western Australia*

**Moderators towards the Relationships between Attitudes and Purchase Intentions of Counterfeits**

*Min Teah, Curtin University of Technology, Western Australia*

*Ian Phau, Curtin University of Technology, Western Australia*

**The Impact of Brand Personality Dimensions on Brand Association and Brand Attractiveness: The Case Study of KFC in Thailand**

*Kawpong Polyorat, Khon Kaen University, Thailand*

*Suvenus Sophonsiri, Mahasarakham University, Thailand*

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**Discussants**

*Andrea Manzoni, University Bergamo, Italy (Papers 1 & 2)*

*Olga M. Pisareva, State University of Management, Russia (Papers 3 & 4)*

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**Thursday, July 9**

**Time: 4:45PM to 6:15PM**

**Room: A**

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**[EC5] GLOBAL COMMODITY MARKETS I: APPLICATIONS**

**Chairperson**

*Unal Battal, Anadolu University, Turkey*

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**The Estimation of Russian Agricultural Sector Development Perspectives: On the Empirical Research of the Russian Sugar Market**

*Olga M. Pisareva, State University of Management, Russia  
Yaroslav V. Sinitskiy, State University of Management, Russia*

**An Empirical Investigation of Agricultural Produce Clusters in Turkey**

*Elif Dayar, Atilim University, Turkey*

**European Market for Turkey Traditional Agricultural Products Trade: Cointegration Approach**

*Suleyman Kahraman, Akdeniz University, Turkey  
Cengiz Sayin, Akdeniz University, Turkey  
M.N. Mencet, Akdeniz University, Turkey  
Y. Tascioglu, Akdeniz University, Turkey*

**International Operations and Innovations in Russia: Study of Russian R&D Companies**

*Juha Väättänen, Lappeenranta University of Technology, Finland  
Daria Podmetina, Lappeenranta University of Technology, Finland*

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**Discussants**

*Ivan-Damir Anic, The Institute of Economics, Croatia (Papers 1 & 2)  
Burcu Dincergok, Atilim University, Turkey (Papers 3 & 4)*

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**Thursday, July 9**

**Time: 4:45PM to 6:15PM**

**Room: B**

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**[IS4] SOCIAL AND CULTURAL CHALLENGES: STRATEGIC APPROACHES**

**Chairperson**

*Martti Lindman, University of Vaasa, Finland*

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**Globalization and Social Capital: An Exploratory Investigation**

*Gerald M. Hampton, New Mexico State University, U.S.A.*

**Managers' Religion and Ethics across Cultures**

*Arturo Z. Vasquez-Parraga, University of Texas - Pan American, U.S.A.*

**The Impact of Land Restitution on Women: The Case of Ehlanzeni District Municipality, Mpumalanga Province, South Africa**

*Sipho Mokoena Kenneth, Tshwane University of Technology, South Africa*

**The State of Corporate Social Responsibility in West Balkan Countries with Special Reference to Serbia**

*Maja Ivanovic-Djukic, Faculty of Economics Nis, Serbia*

*Marina Stojanovic, Faculty of Economics Nis, Serbia*

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**Discussants**

*Yamen Koubaa, University of Marketing & Distribution Sciences, Japan (Papers 1 & 2)*

*Bruno Mascitelli, Swinburne University of Technology, Australia (Papers 3 & 4)*

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**Thursday, July 9**

**Time: 4:45PM to 6:15PM**

**Room: C**

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**[MG10] ETHICS AND CORPORATE CORRUPTION IN THE GLOBAL SETTING**

**Chairperson**

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

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**Strategy & Trust**

*Gerard Leo Danford, Haaga-Helia University, Finland*

**Corporate Corruption: The Need for Excellence in Managerial Strategy, Control and Ethics**

*Pauline Magee-Egan, St. John's University, U.S.A.*

**The Effects of Perceptions on Feedback Seeking Behaviors of Employees**

*Ozge Tayfur, Hacettepe University, Turkey  
H. Canan Sumer, Hacettepe University, Turkey*

**Moral Intensity and Upward Influence Tactics in Chinese Sub-Cultures**

*Che-Jen Su, Fu-Jen Catholic University, Taiwan  
Oliver H.M. Yau, City University of Hong Kong, Hong Kong  
Kenneth K. Kwong, Hong Kong Polytechnic University, Hong Kong*

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**Discussants**

*Jurgen Muhlbacher, WU University of Economics and Business, Austria (Papers 1 & 2)  
Nikolay N. Filinov, State University- Higher School of Economics, Russia (Papers 3 & 4)*

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**Thursday, July 9**

**Time: 4:45PM to 6:15PM**

**Room: D**

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**[IS5] GLOBAL EDUCATIONAL ISSUES**

**Chairperson**

*Bruno Mascitelli, Swinburne University of Technology, Australia*

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**Image and Academic Expectations of South African and Selected Asian University Students**

*Johan W. de Jager, Tshwane University of Technology, South Africa  
Werner Soontiens, Curtin University of Technology, Western Australia*

**Distant Education in Corporate Universities: an Analysis of Behavioral Competences**

*Bruno Taranto Malheiros, Pontifical Catholic University of Rio de Janeiro, Brazil  
Sandra Regina D. Rocha-Pinto, Pontifical Catholic University of Rio Janeiro, Brazil*

**The Impact of Information Technology on Education during the Twenty-first Century**

*Gabriel A. Omolewu, Wilberforce University, U.S.A.*

**Development of Partnership between Educational Institutions in the Field of Construction and Public Services and Companies**

*Aleksandra Kostic-Milanovic, College of Civil Engineering and Geodesy, Serbia  
Goran Cirovic, Belgrade University, Serbia*

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**Discussants**

*Chun-Wei Lu, Department of Industrial Engineering and System Mgt., Taiwan (Papers 1 & 2)  
Remigiusz Gawlik, Cracow University of Economics, Poland (Papers 3 & 4)*

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**Thursday, July 9**

**Time: 4:45PM to 6:15PM**

**Room: E**

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**[MK9] GLOBAL BRANDING AND COMMUNICATION STRATEGIES**

**Chairperson**

*Hisao Fujimoto, Osaka University of Economics, Japan*

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**Communication and Brand Knowledge as Determinants of Retail Service Brand Loyalty-  
An Empirical Test in a Multiple Retail Service Brand Context**

*Kuan-Yin Lee, Central Taiwan University, Taiwan*

*Yin-Chiech Hsu, National of Kaohsiung First University of Sci. & Tech., Taiwan*

**Young Status Consumers Pursuit of Luxury Brands: Awareness, Purchase, Dream Value  
& Avoidance**

*Ian Phau, Curtin University of Technology, Western Australia*

**Student Perception of Sales Job Attributes and Intention to Select Sales as a Career**

*Fahri Karakaya, University of Massachusetts at Dartmouth, U.S.A.*

*Charles Quigley, Bryant University, U.S.A.*

*Frank Bingham, Bryant University, U.S.A.*

**The Effects of 2009 Olympic Games Sponsorship Investments on Recall and Brand  
Recognition: An Evaluation from Brazilian Televiewers**

*André Lacombe Penna da Rocha, Pontifical Catholic Univ. of Rio de Janeiro, Brazil*

*Maria Elisa Weintraub Corrêa, Pontifical Catholic Univ. of Rio de Janeiro, Brazil*

*Caio de Almeida Grynberg, Pontifical Catholic Univ. of Rio de Janeiro, Brazil*

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**Discussants**

*Yaonan Lin, Fu Jen Catholic University, Taiwan (Papers 1 & 2)*

*Michael Baird, Curtin University of Technology, Western Australia (Papers 3 & 4)*

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**Friday, July 10**

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

**Room: A**

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**[EC6] GLOBALIZATION AND ECONOMIC DEVELOPMENT**

**Chairperson**

*Seval Kardes Selimoglu, Anadolu University, Turkey*

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**Privatization, Liberalization, Internationalization and Performance of Russian Enterprises**

*Juha Väätänen, Lappeenranta University of Technology, Finland  
Daria Podmetina, Lappeenranta University of Technology, Finland*

**A Test of Two Open-Economy Theories: The Case of Oil Price Rise and Venezuela**

*Kavous Ardalan, Marist College, U.S.A.*

**The Effects of Globalization on Lithuania**

*Antanas Makstutis, General Jonas Zemaitis Military Academy, Lithuania  
Rasa Smaliukiene, Vilnius Technical University of Gediminas, Lithuania  
Juozas Vijeikis, University of Mykolas Romeris, Lithuania*

**An Exploratory Study on Dimensionality of Globalization Perceptions**

*Emanuel Gomes, Coventry University, UK  
Basil Janavaras, Minnesota State University - Mankato, U.S.A.  
Juan Meng, Minnesota State University - Mankato, U.S.A.*

**Earnings Management and Income Tax Uncertainties**

*Nina T. Dorata, St. John's University, USA*

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**Discussants**

*Jennifer Westaway, Curtin University of Technology, Western Australia (Papers 1, 2 & 3)  
Philip Gharghori, Monash University, Australia (Papers 4 & 5)*

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**Friday, July 10**

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

**Room: B**

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**[HC2] HEALTH CARE MANAGEMENT I: A CROSS CULTURAL APPROACH**

**Chairperson**

*Luis Eduardo Rivera-Solis, Dowling College, U.S.A.*

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**Customer Satisfaction with Health Care Provision in South Africa: The Makhado Municipal Experience**

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

**Conflicted Research: Medical Scientists on the Payroll**

*Edward J. Schoen, Rowan University, USA*

*Phillip A. Lewis, Rowan University, USA*

*Joseph Falchek, Rowan University, U.S.A.*

**Health Care Spending in Croatia and Selected EU Countries - A Panel Unit Root Analysis**

*Ivo Druzic, University of Zagreb, Croatia*

*Sime Smolic, University of Zagreb, Croatia*

*Marija Penava, Zagreb University of, Croatia*

**Variations in the Perceptions of Latinos of Non-based Medical Healthcare Compared with the Perception of Whites**

*Luis Eduardo Rivera-Solis, Dowling College, U.S.A.*

*James P. Driscoll, Capella Univeristy, USA*

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**Discussants**

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

*Max Coulthard, Monash University, Australia (Papers 3 & 4)*

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**Friday, July 10**

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

**Room: C**

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**[MG11] MANAGING WORKPLACE CHALLENGES**

**Chairperson**

*Pawan Budhwar, Aston Business School, UK*

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**A Strategy to Facilitate Work Engagement in Female Academia at Higher Education Institutions in South Africa**

*Adele Bezuidenhout, Tshwane University of Technology, South Africa  
Frans VN Cilliers, Unisa, South Africa*

**The Predictive Validity of the Nowicki- Strickland & Lefcourt I/E Scales for Academic Success**

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

**Preventive Maintenance Optimization through Reliability-Centered Maintenance: A Case Study of a Saw Milling Company.**

*S. Fore, University of Johannesburg, South Africa  
T. Mudavanhu, Chinhoyi University, Zimbabwe*

**Factors Affecting Job Satisfaction and Ethical Perceptions of Travel Agency Employees**

*Hilal Demirel, Hacettepe University, Turkey  
Semra Guney, Hacettepe University, Turkey  
Ozge Tayfur, Hacettepe University, Turkey*

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**Discussants**

*Morag McGrath, Charles Darwin University, Australia (Papers 1 & 2)  
Ana Heloisa da Costa Lemos, Pontifical Catholic Univ. of Rio de Janeiro, Brazil (Papers 3 & 4)*

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**Friday, July 10**

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

**Room: D**

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**[MK10] THE CUSTOMER EXPERIENCE: INDUSTRY STUDIES**

**Chairperson**

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

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**Customer Experience as Strategic Differentiator in Retail Banking**

*Adri Drotskie, University of Johannesburg, South Africa*

*D. Lessing, University of Johannesburg, South Africa*

*FJ Herbst, University of Johannesburg, South Africa*

**Factors Influencing Consumers' Intentions to Use Mobile Commerce**

*Janeaya Revels, Moansh University, Australia*

*Dewi Rooslanj Tojib, Monash University, Australia*

*Yelena Tsarenko, Monash University, Australia*

**Sustainable Retailing: Marketing Influence on Consumer Decisions**

*Hilal Inan, Cukurova University, Turkey*

*Serap Cabuk, Cukurova University, Turkey*

*Deniz Zeren, Cukurova University, Turkey*

**A Cross-Level Investigation of the Effect of Corporate Social Performance on Customer Identification and Behavior**

*Chia- Wu Lin, National Dong Haw Un, Taiwan*

*Zih-Hua Wang, National Dong Haw Un, Taiwan*

*Shu-Hao Chang, Ming Dao University, Taiwan*

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**Discussants**

*Michael Lwin, Curtin University of Technology, Western Australia (Papers 1 & 2)*

*Derya Erel, Abant Izzet Baysal University, Turkey (Papers 3 & 4)*

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**Friday, July 10**

**Time: 10:30AM to 12:00 PM**

**Room: A**

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**[EC7] GLOBAL COMMODITY MARKETS II**

**Chairperson**

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

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**Price Transmission between World Food, Agricultural Raw Material, and Oil Prices.**

*Muge Kaltalioglu, Middle East Technical University, Turkey*

*Ugur Soytaş, Middle East Technical University, Turkey*

**Sub-National FDI Location Choice in Transitional Economies: The Role of FDI Motive**

*Boris Karandassov, Lappeenranta University of Technology, Finland*

*Anna Karhu, Lappeenranta University of Technology, Finland*

*Anna-mari Ylä-kojola, Lappeenranta University of Technology, Finland*

**Poverty, Inequality and Growth: A Survey of the Literature and Some Facts from Turkey**

*Fatma Didin Sonmez, Istanbul Bilgi University, Turkey*

**Analysis of Country-level E-government Development**

*Tatiana Leonova, State University of Management, Russia*

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**Discussants**

*Adri Drotskie, University of Johannesburg, South Africa (Papers 1 & 2)*

*Serap Cabuk, Cukurova University, Turkey (Papers 3 & 4)*

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**Friday, July 10**

**Time: 10:30AM to 12:00 PM**

**Room: B**

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**[MG12] KNOWLEDGE MANAGEMENT: COUNTRY PERSPECTIVES**

**Chairperson**

*Susana Rodrigues, Polytechnic Institute of Leiria, Portugal*

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**Knowledge Management at the Museum**

*Irene Mühlbacher, WU University of Economics and Business, Austria*

*Jurgen Muhlbacher, WU University of Economics and Business, Austria*

**Managing Knowledge Workers - The Case of Croatia**

*Nina Poloski Vokic, Zagreb University, Croatia*

*Maja Vidovic, Zagreb University, Croatia*

**The Concept of Intellectual Value: Evidence from Russian Listed Companies**

*Elvina Bayburina, State University - Higher School of Economics, Russia*

*Tatiana Golovko, State University Higher School of Economics, Russia*

**Feed Logistics Management for a Vertically Integrated Swine Company**

*Supachai Pathumnakul, Khon Kaen University, Thailand*

*Suphakan Homkhampad, Khon Kaen University, Thailand*

*Kullapapruk Piewthongngam, Khon Kaen University, Thailand*

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**Discussants**

*Leonel Cezar Rodrigues, Nine of July University, Brazil (Papers 1 & 2)*

*Adele Bezuidenhout, Tshwane University of Technology, South Africa (Papers 3 & 4)*

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**Friday, July 10**

**Time: 10:30AM to 12:00 PM**

**Room: C**

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**[IS6] SOCIAL AND POLITICAL CHALLENGES: SELECTED CASES**

**Chairperson**

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

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**Which Data to Use in Sales Forecasting - Shipment, Demand and POS, and Why?**

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

**A New Dimension of Sister City Relationships in the 21st Century: A Pilot Study in Australia**

*Mona Chung, Deakin University, Australia*

*Bruno Mascitelli, Swinburne University of Technology, Australia*

**Partisan Effect, Election Cycle and Budgetary Process in Taiwan: Evidence from Asymmetric Adjustment**

*Steve Yuan-Hong Ho, Feng Chia University, Taiwan*

*Laura Chiung-Ju Huang, Feng Chia University, Taiwan*

**The Recession: Is it the End of Self Regulation in the City?**

*Zenzo Dube, Chesterhill College, UK*

*Kerry E. Howell, University of Plymouth, UK*

*Wilson Ozuem, Holborn College, UK*

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**Discussants**

*Sime Smolic, University of Zagreb, Croatia (Papers 1 & 2)*

*Bruno Mascitelli, Swinburne University of Technology, Australia (Papers 3 & 4)*

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**Friday, July 10**

**Time: 10:30AM to 12:00 PM**

**Room: D**

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**[FI7] FINANCIAL PERFORMANCE II: SELECTED INDUSTRY PERSPECTIVES**

**Chairperson**

*Irina Ivashkovskaya, State University - Higher School of Economics, Russia*

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**Airline Ownership Restrictions and Control, and Effects on Aviation**

*Unal Battal, Anadolu University, Turkey*

**Are Investors Confused by Similar Ticker Symbols?**

*Paochung Hsu, Providence University, Taiwan*

*Kunyong Wang, Providence University, Taiwan*

**Financial Factors Related with Profitability in M& As : The Analysis on the Firms Registered in ISE**

*Yildiz Y. Güzey, Kadir Has University, Turkey*

*Özlem Tasseven, Okan University, Turkey*

**Forecasting of the Development of Banking: The Estonian Case**

*August Aarma, Tallinn Technological University, Estonia*

*Jaan Vainu, Tallinn Technological University, Estonia*

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**Discussants**

*Luiz E.T. Brandao, Pontifical Catholic University of Rio de Janeiro, Brazil (Papers 1 & 2)*

*Luis Eduardo Rivera-Solis, Dowling College, U.S.A. (Papers 3 & 4)*

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**Friday, July 10**

**Time: 1:00PM to 2:30 PM**

**Room: A**

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**[MG14] PUBLIC SERVICE MANAGEMENT: POLICY DEVELOPMENT**

**Chairperson**

*Milos Koch, University of Technology, Czech Republic*

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**Strategic Leadership for the Creation of LEARNINGA Learning Public Service - A Framework for Analysis**

*Leon de Wet Fourie, Unitec, New Zealand*

**Strategic Control in International Companies: A Case Study**

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

*Nadajda N. Bek, State University - Higher School of Economics, Russia*

*Nina M. Vladimirova, State University - Higher School of Economics, Russia*

**Public Sector ICT Firms: Elements of a Framework to Help Carry Out Their Strategic Analyses**

*Joao Paulo Vieira Tinoco, Pontifical Catholic Univ. of Rio de Janeiro, Brazil*

*T. Diana L. aduard Macedo Soares, Pontifical Catholic Univ. of Rio de Janeiro, Brazil*

**Strategic Decision Making in Times of Global Financial Crisis**

*Remigiusz Gawlik, Cracow University of Economics, Poland*

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**Discussants**

*Max Coulthard, Monash University, Australia (Papers 1 & 2)*

*Emanuel Gomes, Coventry University, UK (Papers 3 & 4)*

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**Friday, July 10**

**Time: 1:00PM to 2:30 PM**

**Room: B**

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**[IT2] TECHNOLOGY AND NETWORKS**

**Chairperson**

*Gabriel A. Omolewu, Wilberforce University, U.S.A.*

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**Standards Competition and Cooperation at the Computer Hardware and Software Market**

*Vladimir I. Soloviev, State University of Management, Russia*

**IT Interconnective Network to Business Innovation**

*Leonel Cezar Rodrigues, Nine of July University, Brazil*  
*Fernando Andrade Da Silva, Nine of July University, Brazil*  
*Emerson Antonio Maccari, Nine of July University, Brazil*

**Ontological Approach to Database Marketing Workflow Framework**

*Filipe Pinto, Polytechnic Institute of Leiria, Portugal*  
*Alzira Marques, Polytechnic Institute of Leiria, Portugal*  
*Manuel Filipe Santos, University of Minho, Portugal*

**Managing IT: Does `Agile' Software Development Solve Buyer Needs?**

*Lloyd Conrade, Curtin University of Technology, Western Australia*  
*Guy Callender, Curtin University of Technology, Australia*  
*John Brown, Curtin University of Technology, Western Australia*

**Chambers of Commerce: Merely Social Networks or Venues for Promoting Business**

**Ethics?**

*Patrick Flanagan, St. John's University, U.S.A.*  
*Frank Paul Le Veness, St. John's University, U.S.A.*

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**Discussants**

*Grace T.R. Lin, National Chiao Tung University, Taiwan (Papers 1, 2 & 3)*  
*Derya Findik, University of Maastricht, The Netherlands (Papers 4 & 5)*

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**Friday, July 10**

**Time: 1:00PM to 2:30 PM**

**Room: C**

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**[MK11] SERVICES MARKETING: A STRATEGIC APPROACH**

**Chairperson**

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

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**Customer Forgiveness in Situations of Service Failure**

*Yelena Tsarenko, Monash University, Australia  
Dominic Thomas, Monash University, Australia  
Dewi Rooslan Tojib, Monash University, Australia*

**Heuristic Solution to Multi-site Pickup and Delivery Problem with Multiple-priority Requests**

*Chun-Mei Lai, Far East University, Taiwan  
Cheng-Che Chen, Far East University, Taiwan  
Hsu-San Liu, Far East University, Taiwan*

**Co-creating Experiences in the Evolving Interactive Market Space**

*Wilson Ozuem, Holborn College, UK  
Kerry E. Howell, University of Plymouth, UK  
Geoff Lancaster, London School of Commerce, UK*

**Bridging the Innovation Gap: A New Adopter Category Welling to Pay More for Green Laptop Innovations**

*Salah S. Hassan, George Washington University, U.S.A.  
Philippe Duverger, George Washington University, U.S.A.*

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**Discussants**

*Dababrata N. Chowdhury, University of Plymouth, UK (Papers 1 & 2)  
Chi-Shiun Lai, National Yunlin University of Science and Technology, Taiwan (Papers 3 & 4)*

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**Friday, July 10**

**Time: 1:00PM to 2:30 PM**

**Room: D**

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**[MG13] MANAGEMENT: INDUSTRY STUDIES**

**Chairperson**

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

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**Using Tournament Contract to Motivate Skillful Growers**

*Kullapapruk Piewthongngam, Khon Kaen University, Thailand*

*Supachai Pathumnakul, Khon Kaen University, Thailand*

*Siriluck Suthachai, Khon Kaen University, Thailand*

**The Identification of Training Needs in the Industry Towards Regional Competitiveness**

*Susana Rodrigues, Polytechnic Institute of Leiria, Portugal*

**Social Sustainability in Grocery Retailing: Perspectives and Guidelines from a Turkish Sample**

*Derya Erel, Abant Izzet Baysal University, Turkey*

*Nigar Demircan Çakar, Duzce University, Turkey*

*Ismail Erol, Abant Izzet Baysal University, Turkey*

**A Review of Supply Chain Systems for Fresh Fruits and Vegetables in Turkey**

*Burham Ozkan, University of Akdeniz, Turkey*

*Figen Ceylan, University of Akdeniz, Turkey*

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**Discussants**

*Valentina Smirnova, State University of Management, Russia (Papers 1 & 2)*

*Rika Fujioka, University of Oxford, UK (Papers 3 & 4)*

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**Friday, July 10**

**Time: 3:00PM to 4:30 PM**

**Room: A**

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**[F18] EXCHANGE RATES AND STOCK MARKETS: AN EMPIRICAL APPROACH**

**Chairperson**

*August Aarma, Tallinn Technological University, Estonia*

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**Effects of Exchange Rates, Real Interest Rates and Oil Prices on Stock Market Indices:  
Evidences from Istanbul Stock Exchange**

*Omur Suer, Galatasaray University, Turkey  
Mehmet Bolak, Galatasaray University, Turkey*

**Real Option Valuation of a Biofuel Production Plant**

*Luiz E.T. Brandao, Pontifical Catholic University of Rio de Janeiro, Brazil  
Gilberto Master Penedo, Banco Itau, Brazil*

**Does Intellectual Capital Affect the Value of the Companies in Emerging Market:  
Empirical Study of Russian Companies**

*Elvina Bayburina, State University - Higher School of Economics, Russia*

**Fuzzy Data Envelopment Analysis and Banks Performance: An Application to Turkish  
Commercial Banks**

*Ilhan Ege, Middle East Technical University, Turkey*

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**Discussants**

*Kunyong Wang, Providence University, Taiwan (Papers 1 & 2)  
Jaan Vainu, Tallinn Technological University, Estonia (Papers 3 & 4)*

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**Friday, July 10**

**Time: 3:00PM to 4:30 PM**

**Room: B**

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**[MG15] MANAGEMENT: INDUSTRY STUDIES II**

**Chairperson**

*Wilson Ozuem, Holborn College, UK*

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**Minimizing Total Flow Time in a Flow Shop with Bottleneck Machines**

*Chun Lung Chen, Takming University of Science and Technology, Taiwan*

*Nai Tsung Yu, Takming University of Science and Technology, Taiwan*

**Managing National Innovation System, Lessons to Be Learned from Experiences of Some Newly Industrialized Countries (NICs) for Other Less Developed Countries (LDCs) Such as Iran**

*Reza Salami, University of Allameh, Iran*

**Operational Improvement by End User Computing - A Case Study of Ricoh**

*Mari Yoshida, Kobe University, Japan*

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**Discussants**

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

*Norman Shaw, Ryerson University, Canada (Paper 3)*

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**Friday, July 10**

**Time: 3:00PM to 4:30 PM**

**Room: C**

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**[MG17] MANAGEMENT: SOCIAL AND CULTURAL CHALLENGES**

**Chairperson**

*Leonora Fuxman, St. John's University, U.S.A.*

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**Comparing the Behavioral Outcomes of Buyers and Non-Buyers of Counterfeits**

*Min Teah, Curtin University of Technology, Western Australia*

*Ian Phau, Curtin University of Technology, Western Australia*

**The Determinants of Trust in Online Retail Banking: A Survey Approach**

*Dababrata N. Chowdhury, University of Plymouth, UK*

*Vipul Mudgal, Consultant, India*

**Education, Employability and Social Mobility: Convergences and Divergences**

*Ana Heloisa da Costa Lemos, Pontifical Catholic Univ. of Rio de Janeiro, Brazil*

*Veranise Jacobowski Correia Dubeux, Pontifical Catholic Univ. of Rio de Janeiro, Brazil*

*Mario Couto Soares Pinto, Estácio de Sá University, Brazil*

**A Study of Women's Leadership in the Taiwanese Business Environment**

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

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**Discussants**

*Gerry Urwin, Coventry University, UK (Papers 1 & 2)*

*Kathleen Park, Massachusetts Institute of Technology, U.S.A. (Papers 3 & 4)*

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**Friday, July 10**

**Time: 3:00PM to 4:30 PM**

**Room: D**

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**[MG16] PERFORMANCE MANAGEMENT: RESEARCH AND DEVELOPMENT**

**Chairperson**

*Michael V. Laric, University of Baltimore, U.S.A.*

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**The Performance of Niponic Management of Research and Development in Companies in the Portugal**

*Felipa Lopes dos Reis, Open University, Portugal  
Antonio Eduardo Martins, Open University, Portugal*

**Profiling Corruption Perception in Africa: The Role of Religion, Gender, Education and Age**

*Gbolahan Gbadamosi, University of Worcester, UK  
Moshood Bello, Yaba College of Technology, Nigeria*

**Business Cycle and a Project Portfolio Approach to Managing of Company's Development**

*Anshin Valery, The State University - Higher School of Economics, Russia*

**Influence of Location Management in Supply Chain Management**

*Jose G. Hernandez, Universidad Metropolitana, Venezuela  
Maria J. Garcia, Mini Max Consultores, Venezuela  
Gilberto J. Hernandez, Mini Max Consultores, Venezuela*

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**Discussants**

*J.J. Prinsloo, Tshwane University of Technology, South Africa (Papers 1 & 2)  
Filipe Sobral, Brazilian School of Public and Business Administration, Brazil (Papers 3 & 4)*

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**Friday, July 10**

**Time: 4:45PM to 6:15 PM**

**Room: A**

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**[LA1] MINIMIZING ILLEGALITY AND UNETHICAL CONDUCT IN BUSINSS**

**Chairperson**

*Gbolahan Gbadamosi, University of Worcester, UK*

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**Tax Evasion, Non-Compliance and Unethical Conduct - An Australian Perspective.**

*Ken Devos, Monash University, Australia*

**Modeling for Analyzing the Royalty Determination for a Build, Operation and Transfer Projects**

*Chao-Chung Kang, Providence University, Taiwan*

*Cheng-Min Feng, National Chiao Tung University, Taiwan*

**The Impact of the Constitution on Sustainable Human Settlement in South Africa and the Challenges Faced**

*Antoinette Marais, Tshwane University of Technology, South Africa*

**Encrypting Databases for Confidentiality**

*I. Hilmi Elifoglu, St. John's University, U.S.A.*

*Ivan Abel, St. John's University, U.S.A.*

*Özlem Tasseven, Okan University, Turkey*

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**Discussants**

*Fattah Nazem, Islamic Azad University, Iran (Papers 1 & 2)*

*Edgar Troutt, CUNY - Kingsborough Community College, U.S.A. (Papers 3 & 4)*

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**Friday, July 10**

**Time: 4:45PM to 6:15 PM**

**Room: B**

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**[F19] MANAGING BANKS IN EMERGING MARKETS I**

**Chairperson**

*Omur Suer, Galatasaray University, Turkey*

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**Five Years of Banking Analysis with the Help of Production Function**

*August Aarma, Tallinn Technological University, Estonia*

*Jaan Vainu, Tallinn Technological University, Estonia*

**Why Do Government-owned Banks Not Perform Worse? (Political View)**

*Chung-Hua Shen, National Taiwan University, Taiwan*

*Chih-Yung Lin, National Taiwan University, Taiwan*

**Banking Efficiency**

*Torsten Wezel, International Monetary Fund, USA*

**Diversification with BRIC**

*Engin Küçükkaya, Middle East Technical University, Turkey*

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**Discussants**

*Ching-Chun Wei, Providence University, Taiwan (Papers 1 & 2)*

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

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**Friday, July 10**

**Time: 4:45PM to 6:15 PM**

**Room: C**

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**[MG18] MANAGING RESOURCES IN GLOBAL ECONOMY**

**Chairperson**

*Leon de Wet Fourie, Unitec, New Zealand*

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**Managing Technological Potential**

*Norman Shaw, Ryerson University, Canada*

*Gerry Urwin, Coventry University, UK*

**Corporate Entrepreneurship: A Fundament to Innovation**

*Leonel Cezar Rodrigues, Nine of July University, Brazil*

*Alecsandro Pereira, Nine of July University, Brazil*

**Intellectual Capital Management Accreditation: The New Competitive Advantage of SMEs.**

*Florinda Neto Matos, ISCTE Business School, Portugal*

*Albino Lopes, Iscte Business School Lisbon, Portugal*

**Different Aspects of Creativity and Job Satisfaction**

*Gonca Gunay, Izmir University of Economics, Turkey*

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**Discussants**

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

*Ana Heloisa da Costa Lemos, Pontifical Catholic Univ. of Rio de Janeiro, Brazil (Papers 3 & 4)*

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**Friday, July 10  
to 6:15 PM**

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**Time: 4:45PM  
Room: D**

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**[IS7] CROSS CULTURAL ISSUES IN BUSINESS**

**Chairperson**

*Guy Callender, Curtin University of Technology, Australia*

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**What is the Habitat for Sustainable High Technology Growth**

*Ronald McNeil, University of Illinois at Springfield, U.S.A.*

**Gambling or Stategizing? CEO Cognitions and Perceptions of Success in the International Merger and Acquisitions Game**

*Kathleen Park, Massachusetts Institute of Technology, U.S.A.*

**A Cross-cultural Comparison of Intragroup Conflict in the: Netherlands and Brazil**

*Filipe Sobral, Brazilian School of Public and Business Administration, Brazil*

*Daan Biesling, Universitat Van Amsterdam, The Netherlands*

**Anticipating Undesired Effects: Encountering Civil Servants' Resistance to M-Government in Turkey**

*Ronan Jouan de Kervenoael, Sabanci University, Turkey*

*N. Meltem Cakici, Sabanci University, Turkey*

**Perceptions and Experiences of International Tourists at Lake Malawi**

*J.J. Prinsloo, Tshwane University of Technology, South Africa*

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

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**Discussants**

*Basil Janavaras, Minnesota State University - Mankato, U.S.A. (Papers 1, 2 & 3)*

*Emanuel Gomes, Coventry University, UK (Papers 4 & 5)*

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**Saturday, July 11**

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

**Room: A**

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[IS8] CORPORATE PERFORMANCE

**Chairperson**

*Sonja Petrovic-Lazarevic, Monash University, Australia*

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**Toward an Integrative Explanation of: Corporate Financial Performance a 2009 Update**

*J. Andrew T. Joubert, University of the Witwatersrand, South Africa*

*Scott Hoenig, University of the Witwatersrand, South Africa*

**Movie Download Challenges Traditional Movie Rental**

*Chiang-nan Chao, St. John's University, U.S.A.*

*Leonora Fuxman, St. John's University, U.S.A.*

*Dorothy G. Dologite, Baruch College, CUNY, U.S.A*

*Larry Wander, Consultant, U.S.A..*

**A Humple Programmer**

*Anandasothy Vignarajah, Johns Hopkins University, U.S.A.*

**Hospital Information Technology: Improving Patient Healthcare Services**

*Robert J. Mockler, St. John's University, U.S.A.*

*Dorothy G. Dologite, Baruch College, CUNY, U.S.A.*

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**Discussants**

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

*Che-Jen Su, Fu-Jen Catholic University, Taiwan (Papers 3 & 4)*

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**Saturday, July 11**

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

**Room: B**

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**[MK12] DEVELOPMENT OF RELATIONSHIP MARKETING STRATEGIES**

**Chairperson**

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

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**Analyzing the Factors Affecting Households' Choice of Fresh Fruit and Vegetable Supply Chains in Turkey**

*Goksel Akpinar, University of Akdeniz, Turkey*

*Burham Ozkan, University of Akdeniz, Turkey*

*Atalay Oral, University of Akdeniz, Turkey*

*Figen Ceylan, University of Akdeniz, Turkey*

**What We Need to Teach at Andhra Pradesh B-Schools**

*Tapal Dulababu, Icfai School of Marketing Studies, India*

**A Comparative Analysis of Perceived Bureaucracy in Universities: A Case**

*Ahmet Can Kutlu, Istanbul Technical University, Turkey*

*Seckin Polat, Istanbul Technical University, Turkey*

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**Discussants**

*Pavel Uhlar, Charles University, Czech Republic (Papers 1 & 2)*

*Peet Venter, University of South Africa, South Africa (Paper 3)*

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**Saturday, July 11**

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

**Room: C**

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**[FI10] MANAGING FINANCIAL MARKETS IN TRANSITIONAL COUNTRIES**

**Chairperson**

*Oral Erdogan, Istanbul Bilgi University, Turkey*

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**Development of Pension Funds in Serbia and Other Country in Transition**

*Mladenka Balaban, Belgrade Banking Academy, Serbia*

**Small Business Valuation: A Pilot Study on Turkish: Manufacturing Firms**

*Bugra Asfuroglu, Bogazici University, Turkey*

*Abdulmecit Karatas, Bogazici University, Turkey*

**China's Economy: Growth, Recession and the Stimulus Plan**

*A. Noel Doherty, St. John's University, U.S.A.*

*F. Victor Lu, St. John's University, U.S.A.*

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**Discussants**

*Tribhuvan N. Puri, University of Massachusetts Dartmouth, U.S.A. (Papers 1 & 2)*

*Burcu Dincergok, Atilim University, Turkey (Paper 3)*

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**Saturday, July 11**

**Time: 10:30AM to 12:00PM**

**Room: A**

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**[MK13] MARKETING INTELLIGENCE: SELECTED CASES**

**Chairperson**

*Eleuch Amira, Osaka University of Economics, Japan*

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**Effectiveness of Rational and Emotional Appeals on Website Promotion**

*Michael Lwin, Curtin University of Technology, Western Australia*

*Ian Phau, Curtin University of Technology, Western Australia*

**My Future Has Been Sold: A New Generational Cohort**

*Paulo Cesar Motta de Mendonea, Pontifical Catholic University of Rio de Janeiro, Brazil*

*Monica Gomes, Federal University of Rio de Janeiro, Brazil*

*Paula Valente, Pontifical Catholic Univ. of Rio de Janeiro, Brazil*

**Chaguaramas Revisited: The Future of Economic Integration within CARICOM**

*Frank Paul Le Veness, St. John's University, U.S.A.*

*Juan Fernandez, St. John's University, U.S.A.*

**Marketing Strategy of International Airport: A Case Study of Centrair Airport (Japan)**

*Lu Xiaoxue, University of Marketing and Distribution, Japan*

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**Discussants**

*Lee Shiu Chen, Swinburne University of Technology, Australia (Papers 1 & 2)*

*Philippe Duverger, George Washington University, U.S.A. (Papers 3 & 4)*

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**Saturday, July 11**

**Time: 10:30AM to 12:00PM**

**Room: B**

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**[MG19] STRATEGIC MANAGEMENT I: DEVELOPMENT OF MODELS**

**Chairperson**

*Leonel Cezar Rodrigues, Nine of July University, Brazil*

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**Public Employees Work Motivation - The Model Fit Confirmation of Public Service Motivation (PSM) Scale in Chinese Context**

*N.G. Sio-Wang, Macau Polytechnic Institute, China*

**Automatic Identification of the GARCH Model Order Using Neural Networks**

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

*Ricardo Correia Geffroy, Unicamp, Brazil*

*Walter Gassenferth, IBMEC/RJ, Brazil*

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

**Sales and Operations Planning: A Way Forward to the Business Functions Integration**

*Lina Yurenkova, State University of Management, Russia*

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**Discussants**

*Florinda Neto Matos, ISCTE Business School, Portugal (Papers 1 & 2)*

*Mladenka Balaban, Belgrade Banking Academy, Serbia (Paper 3)*

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# ALPHABETICAL INDEX OF PROGRAM PARTICIPANTS

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Key:

A: Author, P: Panel, tutorial or workshop participant  
 C: Session Chair, D: Discussant  
 M: Meeting participant  
 (The participation key is followed by Page Number)

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