

**GLOBAL BUSINESS & TECHNOLOGY
ASSOCIATION'S THIRTEENTH ANNUAL
INTERNATIONAL CONFERENCE**

ISTANBUL, TURKEY

**Tuesday, July 12th
(Registration & Welcoming Reception)**

**Presentations:
Wednesday, July 13th
Thursday, July 14th
Friday, July 15th
Saturday, July 16th**

Global Business & Technology Association



*The Leader in
Global Education and Research*

2011 GBATA Schedule of Sessions: July 12 -16

Time	Tuesday	Wednesday		**Thursday		Friday		Saturday		
	7/12 Room	7/13	7/13	7/14	7/14	7/15	7/15	7/16	7/16	
		Session	Page	Session	Page	Session	Page	Session	Page	
07:00 - 08:30		Breakfast								
08:30 - 10:00		A CM1	1	PL2: Plenary Session II 09:00-10:00 Room A (See Page 18)	EC4 39		IS13	59		
		B EC1	2		FI2	40	MG17	60		
		C MG1	3		IS9	41	MK9	61		
		D MK1	4		MG11	42	FI5	62		
		E								
10:00 - 10:30		Coffee Break								
10:30 - 12:00		A	PL1: Plenary Session I Room A (See Page 5)	IT1 19		IS10	43	LA2	63	
		B		IS3	20	MG12 44		MG18 64		
		C MG5			21	MG13	45			
		D SP5			22	MK8	46			
		E MG6			23					
12:00 - 13:00		Lunch				Lunch Break***				
13:00 - 14:30		A EC2	6	IS4	24	SP4	47			
		B	FI1	7	IS5 25		FI3 48			
		C MG2	8	MG7	26	IS11	49			
		D MK2	9	MG8	27	MG14	50			
		E		MK5	28					
14:30 - 15:00		Coffee Break								
15:00 - 16:30		A IS1	10	SP3	29	IT2	51			
		B IS2	11	IS6	30	IS12	52			
		C	MK3 12		MG9 31		LA1	53		
		D TO1	13	MK6	32	MG15	54			
		E		TO2	33					
16:45 - 18:15		A EC3	14	AC1	34	EC5	55			
		B	MG3	15	IS7 35		FI4 56			
		C MG4	16	IS8	36	IT3	57			
		D	MK4	17	MG10 37		MG16 58			
		E		MK7	38					
Evening										
Welcome Reception 19:00 - 21:30				Dinner 19:00 - 22:00		Boat Trip 19:00 - 23:00				

Legend: AC = Accounting; CM = Communications Management; EC = Economics; FI = Finance; IS = Interdisciplinary Studies; IT = Info. Tech.; LA = Law & Regulations; MG = Management; HC = Health Care; MK = Marketing; SP1, SP2 = Plenary Session; SP3, SP4 = Meet the Editors.

* To find your scheduled activities (e.g. presentation, session, or discussant), please consult **Index of Participants** starting on page 65.

Note: **Thursday, July 14 sessions are held at **Istanbul Bilgi University**, Turkey.

*** Note: Lunch on **Friday, July 15** will be on your own.

Wednesday, July 13

Time: 08:30AM to 10:00AM

Room: A

[CM1] COMMUNICATIONS MANAGEMENT IN A GLOBAL SETTING

Chairperson

D.L.R. Van Der Waldt, Tshwane University of Technology, South Africa

Corporate Reputation in Virtual Organisations

Nicolette Papastefanou, Tshwane University of Technology, South Africa

D.L.R. Van Der Waldt, Tshwane University of Technology, South Africa

The Use of Integrated Communication to Create a Strong Corporate Culture to Embrace Changes in an Organisation

Dalme Mulder, Free State University, South Africa

Lucrezea de Lange, Free State University, South Africa

The Legal Nature of Documentary Letters of Credit in International Trade: A South African Law Perspective

Dane Ally, Tshwane University of Technology, South Africa

Discussants

Ahmet Can Kutlu, Istanbul Technical University, Turkey (Papers 1 & 2)

Vitor Hugo Santos Ferreira, Polytechnic Institute of Leiria, Portugal (Paper 3)

Wednesday, July 13

Time: 08:30AM to 10:00AM

Room: B

[EC1] ECONOMIC DEVELOPMENT AND FIRM PERFORMANCE

Chairperson

Auke R. Leen, Leiden University, The Netherlands

What's Fair in Fair Trade? A Case Study of a Brazilian Cooperative

Artur Irigaray, Universidade do Grande Rio, Brazil

Vanessa Janni Epelbaum, Universidade do Grande Rio, Brazil

The Corruption-Economic Growth Nexus: Evidence from Four BRIC Countries Based on the Panel Data Approach

Yuan-Hong Ho, Feng Chia University, Taiwan

Laura Chiung-Ju Huang, Feng Chia University, Taiwan

Firms Perceive the Same Host Country Different, Depending on Firm Experience

Maud Oortwijn, University of Warwick, United Kingdom

Discussants

Tahereh Alavi Hojjat, Desales University, U.S.A. (Papers 1 & 2)

Elvina Bayburina, National Research University, Russia (Paper 3)

Wednesday, July 13

Time: 08:30AM to 10:00AM

Room: C

[MG1] BUSINESS CULTURE AND WORKPLACE

Chairperson

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

Optimization of Scholarships Distribution in Universities from Developing Countries

Remigiusz Gawlik, Cracow University of Economics, Poland

The Phenomenon of Workplace Bullying in an IT Company in South Africa

Christo Van Wyk, North-West University (Vaal Triangle Campus), South Africa

Heine Engelbrecht, Gijima - ERP Solutions, South Africa

Organizational Culture, Leadership and Commitment

Melody P.M. Chong, City University of Hong Kong, Hong Kong

Entry Modes and Business Strategies in Global Construction Markets: Turkish Contractors in Lybia

Mehmet A. Yildiz, University of Sheffiled, United Kingdom

Emanuel Gomes, University of Sheffield, United Kingdom

Discussants

Svetlana Grigorieva, National Research University, Russia (Papers 1 & 2)

Antanas Makstutis, Mykolas Romeris University, Lithuania (Papers 3 & 4)

Wednesday, July 13

Time: 08:30AM to 10:00AM

Room: D

[MK1] GLOBAL BUYER BEHAVIOR I

Chairperson

Yamen Koubaa, The Brittany School of Management, France

A Comparative Study of the Impact of Satellite Direct Marketing TV Channels on Modern and Traditional Consumers' Behavior in Iran

Masoud Karami, University of Tehran, Iran

Omid Olfati, University of Tehran, Iran

Shahzad Pourian, Islamic Azad University, Iran

An Exploratory Study on Perceived Service Quality in Informal Convenience Stores in South Africa

Therese du Plooy, Tshwane University of Technology, South Africa

Johan de Jager, Tshwane University of Technology, South Africa

Dion van Zyl, University of South Africa, South Africa

Investigating the Buyer Behaviour of Organic Food in Urban China

Jue Chen, Swinburne University of Technology, Australia

Antonio Lobo, Swinburne University of Technology, Australia

Bruno Mascitelli, Swinburne University of Technology, Australia

Research Agenda for the Impact of Material Values and Life Satisfaction in Non-Deceptive Counterfeit Luxury Brands Consumption

Viet Dung Trinh, Curtin University of Technology, Australia

Ian Phau, Curtin University of Technology, Australia

Discussants

Cheol Park, Kyung-Hee University, South Korea (Papers 1 & 2)

Ebru Enginkaya, Yildiz Technical University, Turkey (Papers 3 & 4)

Wednesday, July 13

Time: 10:30AM to Noon

Room: A

[SP1] PLENARY SESSION I – FULFILLING THE WORLDWIDE SUSTAINABILITY CHALLENGE: STRATEGIES, INNOVATIONS, AND PERSPECTIVES FOR FORWARD MOMENTUM IN TURBULENT TIMES

Chairperson

N.J. Delener, State University of New York – Old Westbury, U.S.A.

Continuous Improvement for the Business School

W. Randy Boxx, Shenandoah University, U.S.A.

Hedging Role of Derivatives Instruments for Corporations during the Recession

Cetin Ali Donmez, Turkish Derivatives Exchange, Turkey

Effects of the Recession on the Turkish Industry

Ayhan Zeytinoglu, Chamber of Industry, Kocaeli, Turkey

Moderators

Guy Callender, Curtin University of Technology, Australia

Oral Erdogan, Istanbul Bilgi University, Turkey

Leon de Wet Fourie, UNITEC Institute of Technology, New Zealand

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

Wednesday, July 13

Time: 1:00PM to 2:30PM

Room: A

[EC2] GLOBAL POVERTY AND SUSTAINABLE ECONOMIC POLICIES

Chairperson

Anna N. Zhilkina, State University of Management, Russia

Food Inflation and Global Poverty

Tahereh Alavi Hojjat, Desales University, U.S.A.

**Group Lending: A Mechanism for Delivering Financial Services to the Poor Households :
Lessons for South Africa**

Polly Mashigo, Tshwane University of Technology, South Africa

Income Inequality and Economic Growth in Asia

Laura Chiung-Ju Huang, Feng Chia University, Taiwan

Yuan-Hong Ho, Feng Chia University, Taiwan

**Sustainable Development and the Role of Small Business: Comparison of Entrepreneurial
Attitudes in the Czech Republic, Hungary, Poland, Slovak Republic and the USA.**

Susan Glanz, St. John's University, U.S.A.

Discussants

Titos Khalo, Tshwane University of Technology, South Africa (Papers 1 & 2)

Maud Oortwijn, University of Warwick, United Kingdom (Papers 3 & 4)

Wednesday, July 13

Time: 1:00PM to 2:30PM

Room: B

[FI1] GLOBAL FINANCIAL MARKETS: CONTEMPORARY VIEWS

Chairperson

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

Financial Services & Economic Development

James Barrese, St. John's University, U.S.A.

Albert Beer, St. John's University, U.S.A.

Nicos A. Scordis, St. John's University, U.S.A.

Colin Linsley, University of Maryland - College Park, U.S.A.

The Use of Project Finance as an Instrument of Financing of Infrastructure Projects in Brazil in the First Decade of the 21st Century

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

Ana Lucia Bodas da Costa, Catholic University of Rio de Janeiro, Brazil

Innovations in Financial Markets: A Study of Risk-Adjusted Returns on Emerging Asian Market Depository Receipts

Ajay Samant, University of North Florida, U.S.A.

Onur Arugaslan, Western Michigan University - Kalamazoo, U.S.A.

The Validity of the Emulment Attachment Orders Obtained by Credit Providers Against Consumers When Applying for a Loan

Nkhangweni Jerry Malange, Tshwane University of Technology, South Africa

Discussants

V.L. Botes, Waikato Management School, New Zealand (Papers 1 & 2)

Burcu Dincergok, Atilim University, Turkey (Papers 3 & 4)

Wednesday, July 13

Time: 1:00PM to 2:30PM

Room: C

[MG2] CONTEMPORARY MANAGEMENT PRACTICES

Chairperson

Sheri L. Mackey, Luminosity Global Consulting Group, U.S.A.

Analysis of Alternative Royalty Strategies for Private-Public Project from a Negotiation Perspective

*Chao-Chung Kang, Providence University, Taiwan
Cheng-Min Feng, National Chiao Tung University, Taiwan*

Breaking the Silence-Considerations and Policy Guidelines for the Management of the Whistle Blowing Process in the Organization

Natasja Holtzhausen, University of South Africa, South Africa

Board Effectiveness in Strategy Implementation: A Preliminary Analytical Framework

*Marcio Alves Amaral-Baptista, Pontifical Catholic Univ. of Rio de Janeiro, Brazil
Maria Angela Campelo De Melo, Pontificia Universidade Catolica, Brazil
T. Diana L.V.A. De Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil*

Determinants of Executive Remuneration for Sustainability Governance in South Africa

*Yvonne Du Plessis, University of Pretoria, South Africa
Nicolene Barkhuizen, University of Pretoria, South Africa*

Discussants

*Frank LeVeness, St. John's University, U.S.A. (Papers 1 & 2)
Shaukat Ali, University of Wolverhampton, United Kingdom (Papers 3 & 4)*

Wednesday, July 13

Time: 1:00PM to 2:30PM

Room: D

[MK2] GLOBAL BUYER BEHAVIOR II

Chairperson

Yelena Tsarenko, Monash University, Australia

The Factors Affecting the Attitude of Consumers' Purchasing Private Labels

Ebru Enginkaya, Yildiz Technical University, Turkey

An Analysis of the Weight of Eco-labels in the Bulbs Purchasing Decision-Making Process of Brazilian Consumers

Bruno Henrique Louzada, Pontificia Universidade Católica Do Rio de Janeiro, Brazil

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

A Structural Model of Adoption and Post-Adoption of Smart Phone

Jae Hyun You, Korea University, South Korea

Cheol Park, Kyung-Hee University, South Korea

Understanding Factors That Influence South African Consumers to Use Online Shopping

Job Dubihlela, Vaal University of Technology, South Africa

Nobukhosi Dlodlo, Vaal University of Technology, South Africa

Discussants

Viet Dung Trinh, Curtin University of Technology, Australia (Papers 1 & 2)

Filipe Pinto, Polytechnic Institute of Leiria, Portugal (Papers 3 & 4)

Wednesday, July 13

Time: 3:00PM to 4:30PM

Room: A

[IS1] WEB-BASED APPLICATIONS

Chairperson

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

Web Based Customer Reviews for a Caribbean Four Star -all-inclusive Resort - Identifying Drivers for Excellent Ratings

Martin Schmits, Consultant, Switzerland

Shaukat Ali, University of Wolverhampton, United Kingdom

Provoking Change: A Case of Web 2.0 and Open Source Software Optimization in Teaching and Learning

Billy M. Kalema, Tshwane University of Technology, South Africa

Mathews Makgopela, Tshwane University of Technology, South Africa

E-Practice for Online Government Communities: Rules of Conduct as Guidance for Government Practitioners Switching to E-Government Squared

Nafta Mokate Lehobye, Tshwane University of Technology, South Africa

Obtaining a Competitive Advantage by Utilizing an Integrated Logistics Support System to Enhance the Maintenance Performance of Capital Assets

Keith Lambert, Sparrows Consulting, South Africa

Discussants

Anandasothy Vignarajah, Johns Hopkins University, U.S.A. (Papers 1 & 2)

Nongo Cynthia M. Phiri, University of Venda, South Africa (Papers 3 & 4)

Wednesday, July 13

Time: 3:00PM to 4:30PM

Room: B

[IS2] SOCIAL RESPONSIBILITY IN GLOBAL SUSTAINABLE SETTING

Chairperson

Gerard Leo Danford, Haaga-Helia University of Applied Sciences, Finland

Does the Social Relationship Matter: The Corporate Social Responsibility

Antanas Makstutis, Mykolas Romeris University, Lithuania

Juozas Vijeikis, University of Mykolas Romeris, Lithuania

Do Multinational Companies Exhibit Strategic Intention to Alleviate Poverty? Evidence of Global Sustainable Activity.

Nicholas Mangos, Flinders Business School, Australia

An Assessment of Environmental Impacts Associated with the Abandoned Borrow Pits and the Implication of Rehabilitation in Vuwani Area, Limpopo Province

Andani Mphinyane, University of Venda, South Africa

Australia-China and the Jailing of Stern Hu: "Business as Usual" or a Dint in Relations?

Bruno Mascitelli, Swinburne University of Technology, Australia

Mona Chung, Deakin University, Australia

Discussants

A. Mji, Tshwane University of Technology, South Africa (Papers 1 & 2)

Donald L. Brady, American University of Bulgaria, Bulgaria (Papers 3 & 4)

Wednesday, July 13

Time: 3:00PM to 4:30PM

Room: C

[MK3] GLOBAL MARKETING MIX STRATEGIES I

Chairperson

Marina Chernova, National Research University, Russia

Exploring the Effectiveness of Minibus Taxis as an Advertising Medium in an Emerging Market

*Therese du Plooy, Tshwane University of Technology, South Africa
Giselle du Plessis, University of Pretoria, South Africa*

The Role of Values on the Preference of Food Attributes

*Ebru Genc, Temple University, U.S.A.
Eric Eisenstein, Temple University, U.S.A.
James Hunt, Temple University, U.S.A.*

**The Impacts of Humorous Advertising and Fear Appeals on the Advertising Attitudes -
The Moderating Effects of Regulatory Focus**

*Yaonan Lin, Fu Jen Catholic University, Taiwan
Chih-Chung Chu, Lunghwa University of Science and Technology, Taiwan
Pei-Ling Lin, Fu Jen University, Taiwan
Yu-Shan Tsao, Fu Jen Catholic University, Taiwan*

Real Estate Market in Rio de Janeiro, Brazil: An Investigation on the Main Factors That Influence Customers

*Joao Renato De Souza Coelho Bena, EBAPE-FRG-RJ, Brazil
Ana Carolina Alvim, Pontificia Universidade Católica Do Rio de Janeiro, Brazil*

Discussants

*Christina Schweikert, Fordham University, U.S.A. (Papers 1 & 2)
Nicolette Papastefanou, Tshwane University of Technology, South Africa (Papers 3 & 4)*

Wednesday, July 13

Time: 3:00PM to 4:30PM

Room: D

[TO1] GLOBAL TOURISM INDUSTRY INSIGHTS I

Chairperson

Mornay Roberts-Lombard, University of Johannesburg, South Africa

Opportunities Created by Alliances in the Tourism Industry: The Case of Leading Hotels in Rio de Janeiro

Mariana de Queiroz Brunelli, Pontifical Catholic Univ. of Rio de Janeiro, Brazil
T. Diana L.V.A. De Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil

Management Accounting in Portuguese Hotel Enterprise: The Influence of Organizational and Cultural Factors

Gomes Conceicao, Polytechnic Institute of Leiria, Portugal
Arroteia Nuno, Polytechnic Institute of Leiria, Portugal
Lima Santos, Polytechnic Institute of Leiria, Portugal

Corporate Social Responsibility Reporting in the South African Hospitality Industry

Carina Kleynhans, Tshwane University of Technology, South Africa

Participation of Local Residents in Arts Festival: The Case of Macau

Weng Si Clara Lei, Institute for Tourism Studies, China
Weibing Zhao, Institute for Tourism Studies, China

Discussants

Jeong-Gil Choi, Kyung-Hee University, South Korea (Papers 1 & 2)
Ouedloubey Dhouka, FSEGT - Tunisia, Tunisia (Papers 3 & 4)

Wednesday, July 13

Time: 4:45PM to 6:15PM

Room: A

[EC3] ECONOMIC INTEGRATION AND PROJECT FINANCING

Chairperson

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

Airport Master Planning Implementation at Small Airport: The Case of Anadolu University Airport

Unal Battal, Anadolu University, Turkey
Savas S. Ates, Anadolu University, Turkey

The Arab Maghreb Union: A Current Perspective

Frank P. Le Veness, St. John's University, U.S.A.
Jamie M. Beran, Loyola University in Chicago, U.S.A.

Do Corporate Financing Strategies Contribute to Business Performance in Emerging Markets?

Irina Ivashkovskaya, National Research University, Russia
Maria Kokoreva, National Research University, Russia

The Role of Technology Policy in Leveraging Africa Growth Act Benefits to the Common Market of Eastern and Southern African Market

Martin Kaggwa, Tshwane University of Technology, South Africa

Discussants

Maud Oortwijn, University of Warwick, United Kingdom (Papers 1 & 2)
Cheol Park, Kyung-Hee University, South Korea (Papers 3 & 4)

Wednesday, July 13

Time: 4:45PM to 6:15PM

Room: B

[MG3] CULTURAL DIMENSIONS IN BUSINESS

Chairperson

Nikolay Filinov, National Research University, Russia

Open Innovation and Business Internationalization

Leonel Cezar Rodrigues, Nine of July University, Brazil

Waldir Rechziegel, Nine of July University, Brazil

Narciso Gomes Bastos, Nine of July University, Brazil

Aurélio Fiorillo, Nine of July University, Brazil

The Cultural Dimensions in International Business: A Bibliometric Study

Nuno Rosa Reis, Instituto Politecnico Leiria, Portugal

Manuel Portugal Ferreira, Polytechnic Institute of Leiria, Portugal

Joao Carvalho Santos, Instituto Politecnico Leiria, Portugal

The Relationship between Survivor Attitudes and Worker Commitment After Downsizing Process in the Timber Production Estates in Eastern Cape, South Africa

H. Ngirande, University of Fort Hare, South Africa

Themba Mjoli, University of Fort Hare, South Africa

The Dynamic of Entrepreneurial Settings by Unconventional Networking

Oskar Kayasan, University of London, United Kingdom

Discussants

Florinda Neto Matos, Polytechnic Institute of Leiria, Portugal (Papers 1 & 2)

Muhammad Jameel Qazi, King Fahd University, Saudi Arabia (Papers 3 & 4)

Wednesday, July 13

Time: 4:45PM to 6:15PM

Room: C

[MG4] STRATEGY DEVELOPMENT AND IMPLEMENTATION

Chairperson

Gbolahan Gbadamosi, University of Worcester, United Kingdom

Strategy Implementation: The Role of Cognition, Communication and Trust

Gerard Leo Danford, Haaga-Helia University of Applied Sciences, Finland

China's High-Tech Firms: Strategic Patterns and Performance

Hong Liu, Manchester Business School, United Kingdom

Paul Jackson, Manchester Business School, United Kingdom

Hang Liu, China Life Asset Management Company Limited, China

Corporate Elites and Context

Sibel Yamak, Galatasaray University, Turkey

Ali Ergur, Galatasaray University, Turkey

Artun Unsal, Galatasaray University, Turkey

An Integrative Model for Multiple Strategies Formulation: The Contribution of Strategic Foresight

Andrea Belfort-Santos, Pontifical Catholic Univ. of Rio de Janeiro, Brazil

Maria Angela Campelo De Melo, Pontificia Universidade Catolica, Brazil

Discussants

Viet Dung Trinh, Curtin University of Technology, Australia (Papers 1 & 2)

E.J. Van Rooyen, University of Pretoria, South Africa (Papers 3 & 4)

Wednesday, July 13

Time: 4:45PM to 6:15PM

Room: D

[MK4] GLOBAL MARKETING MIX STRATEGIES II

Chairperson

Hisao Fujimoto, Osaka University of Economics, Japan

An Heuristic Process Proposal for Database Marketing Activities

Filipe Pinto, Polytechnic Institute of Leiria, Portugal

Teresa Guarda, Superior Institute of Languages and Adm., Portugal

The Hypothesis of a New Approach to Lean Production Into the Context of Lean Thinking

Ksenia O. Safronova, National Research University, Russia

Re-balancing Chinese Growth from Investment to Consumption: Some Marketing Implications

Sreedhar Kavil, St. John's University, U.S.A.

Adrian P. Fitzsimons, St. John's University, U.S.A.

Evaluating the Service Quality Perceptions of Customers towards the Private Shopping Web Sites

Ibrahim Kircova, Yildiz Technical University, Turkey

Ebru Enginkaya, Yildiz Technical University, Turkey

Hakan Yilmaz, Yildiz Technical University, Turkey

Identifying the Shopping Experience That Affect the Attractiveness of Shopping Site

Sangyeon Song, Women's University, South Korea

ByoungJai Kim, Sangmyung University, South Korea

Discussants

Marina Chernova, National Research University, Russia (Papers 1, 2 & 3)

Antoinette Roeloffze, Tshwane University of Technology, South Africa (Papers 4 & 5)

Thursday, July 14

Time: 9:00AM to 10:15AM

Room: A

[SP2] PLENARY SESSION II – Fulfilling the Worldwide Sustainability Challenge: Strategies, Innovations, and Perspectives for Forward Momentum in Turbulent Times

Chairperson

Oral Erdogan, Istanbul Bilgi University, Turkey

The Impact of Securitization of Migration on European Business

Ayhan Kaya, Istanbul Bilgi University, Istanbul

Technology in Capital Markets

Yakup Ergincan, Turkish Central Registry Authority of Turkey, Turkey

Discussants

N.J. Delener, State University of New York – Old Westbury, U.S.A.

Bruno Mascitelli, Swinburne University of Technology, Australia

Leon de Wet Fourie, UNITEC Institute of Technology, New Zealand

Kerem Alkin, Bloomberg HT TV, Turkey

Thursday, July 14

Time: 10:30AM to Noon

Room: A

[IT1] SOCIAL NETWORKING

Chairperson

Ouedloubey Dhouka, FSEGT - Tunisia, Tunisia

"Sorry, Sir, Would You Please Repeat That?": When a Tweet Begets a Twit

Vincent F. Maher, Iona College, U.S.A.

Joseph W. Ford, Iona College, U.S.A.

George V. Priovolos, Iona College, U.S.A.

The Effectiveness of Social Networking (Facebook/Twitter) in a Tertiary Institution as a Method of Teaching & Learning with Technology - The Case of Tshwane University of Technology: Faculty Economics and Finance

Sindi Mathonsi, Tshwane University of Technology, South Africa

Strategy for Forward Momentum: Social Networking

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

What is Your Facebook Strategy?

Vahid Maghsoodi, University of Tehran, Iran

Soroor Alimirsalari, University of Tehran, Iran

Discussants

Leonora Fuxman, St. John's University, U.S.A. (Papers 1 & 2)

Mehdi Mohaghegh, Norwich University, U.S.A. (Papers 3 & 4)

Thursday, July 14

Time: 10:30AM to Noon

Room: B

[IS3] CHALLENGES FACED BY INSTITUTIONS: SELECTED APPLICATIONS

Chairperson

Bruno Mascitelli, Swinburne University of Technology, Australia

Strategic Leadership Competence: A New Service Delivery Paradigm

Nico Schutte, University of Namibia, South Africa

Titos Khalo, Tshwane University of Technology, South Africa

Challenges of Alumni Associations at Universities: Income from Alumni (Donations and Bequests) at South African Universities

AA (Braam) Rust, Cape Peninsula University of Technology, South Africa

Management of Resources Assurance of Scientific and Innovation Activity in Institution of Higher Education

Malanicheva Natalia, State University of Management, Russia

Entrepreneurship, R&D and Regional Growth in South Europe

Vitor Hugo Santos Ferreira, Polytechnic Institute of Leiria, Portugal

Innovation in Small and Medium-sized Enterprises

Emerson Antonio Maccari, Nove de Julho University, Brazil

Miltom Campanario, Nove de Julho University, Brazil

Claudia Kniess, Nove de Julho University, Brazil

Discussants

Sangyeon Song, Women's University, South Korea (Papers 1, 2 & 3)

Edmir Kuazaqui, Escola Superior de Propaganda E Marketing, Brazil (Papers 4 & 5)

Thursday, July 14

Time: 10:30AM to Noon

Room: C

[MG5] MANAGING INTELLECTUAL RESOURCES

Chairperson

Kimbery Gleason, University of Pittsburgh, U.S.A.

Intellectual Capital Tool

Florinda Neto Matos, Polytechnic Institute of Leiria, Portugal

Susana Rodrigues, Polytechnic Institute of Leiria, Portugal

Albino Lopes, Technical University of Lisbon, Portugal

Nuno Matos, Icaa - Santarem, Portugal

Towards a Value-Based Service Delivery Model: The Case of Thol'ulwazi in Soweto'.

Nongo Cynthia M. Phiri, University of Venda, South Africa

Transportation Infrastructure Project Management in the United Arab Emirates: Current Practice and Improvement Opportunities

Moza T. Al Nahyan, Monash University, Australia

Amrik S. Sohal, Monash University, Australia

Brian Fildes, Monash University, Australia

Yaser E. Hawas, United Arab Emirates University, United Arab Emirates

Level Integration of Organization Performance in Russia: An Empirical Study of the

Alla N. Sterligova, National Research University, Russia

Nina M. Vladimirova, National Research University, Russia

Discussants

Emerson Antonio Maccari, Nove de Julho University, Brazil (Papers 1 & 2)

Antoinette Marais, Tshwane University of Technology, South Africa (Papers 3 & 4)

Thursday, July 14

Time: 10:30AM to Noon

Room: D

[SP5] PANEL: DECISION TO GROW SUGAR CANES VERSUS COMPETITIVE CROPS: A CASE STUDY OF THAILAND

Chairperson

Kawpong Polyorat, Khon Kaen University, Thailand

Decision to Grow Sugar Canes versus Competitive Crops: A Case Study of Thailand

Kawpong Polyorat, Khon Kaen University, Thailand

Upsorn Pliansinchai, Mitr Phol Sugar Cane Research Center, Thailand

Application of Conjoint Analysis in Studying How Cane Growers Decide for Their Market Channel

Kullapapruk Piewthongngam, Khon Kaen University, Thailand

Phumsit Mahasuweerachai, Khon Kaen University, Thailand

Arunwadee Kannula, Khon Kaen University, Thailand

Addressing Dialectical Tensions for Stakeholder Dialogue in CSR Decision Making: A Case of Sugar Processing Conglomerate and Sugar Cane Farmers in Thailand

Prapai Jantrasakul, College of Industrial Technology, Thailand

Suwichit Chaidaroon, Nanyang Technological University, Singapore

Using Analytical Network Process to Quatify Factors Affecting Farmer Decision Making

Supachai Pathumnakul, Khon Kaen University, Thailand

Phalakorn Prakhamthong, Khon Kaen University, Thailand

Kullapapruk Piewthongngam, Khon Kaen University, Thailand

Thursday, July 14

Time: 10:30AM to Noon

Room: E

[MG6] PERFORMANCE OF GLOBAL EXECUTIVES

Chairperson

Leonel Cezar Rodrigues, Nine of July University, Brazil

Contributory Competencies to the Successful Global Executive

David Pitcher, Indiana Institute of Technology, U.S.A.

Does Money Really Motivate Sales Representatives?

RL Coetzee, University of Pretoria, South Africa

Melanie Wiese, University of Pretoria, South Africa

Purchasing and Supply Chain Management Practices in Chinese Manufacturing

Zhang Dawei, University of Technology Malaysia, Malaysia

Hamid Bakar Abdul, University of Technology Mara, Malaysia

Huam Hon Tat, University of Technology Malaysia, Malaysia

Thoo Ai Chin, University of Technology Malaysia, Malaysia

A Study of Managers' Perceived Environmental Uncertainty in Asia

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

Discussants

Nikolay Filinov, National Research University, Russia (Papers 1 & 2)

Yamen Koubaa, The Brittany School of Management, France (Papers 3 & 4)

Thursday, July 14

Time: 1:00PM to 2:30PM

Room: A

[IS4] HUMAN TRAFFICKING, IMMIGRATION AND URBAN LIVING

Chairperson

Nikolay Filinov, National Research University, Russia

Trafficking in Persons from Transnational Business Perspective: The Case of Columbia - Southeast Asia

Mónica Hurtado, University of la Sabana, Colombia
Catherine Pereira, University of la Sabana, Colombia

A Legal Approach to Human Trafficking in South Africa

Louise Du Preez, Tshwane University of Technology, South Africa
Antoinette Marais, Tshwane University of Technology, South Africa

Intentional Immigrant Entrepreneurs - Strengthening Resilience

Prue Cruickshank, UNITEC Institute of Technology, New Zealand

Promoting Urban Food Security in South African Local Government

E.J. Van Rooyen, Tshwane University of Technology, South Africa
M.A.W. Prinsloo, Tshwane University of Technology, South Africa

Discussants

Gbolahan Gbadamosi, University of Worcester, United Kingdom (Papers 1 & 2)
J.D. Coetzer, Tshwane University of Technology, South Africa (Papers 3 & 4)

Thursday, July 14

Time: 1:00PM to 2:30PM

Room: B

[IS5] DEVELOPING INNOVATION CENTERS AND ENTRY STRATEGIES

Chairperson

Vitor Hugo Santos Ferreira, Polytechnic Institute of Leiria, Portugal

Analysis of Entry Strategies and Operations of Brazil and China

*Edmir Kuazaqui, Escola Superior de Propaganda E Marketing, Brazil
Teresinha Covas Lisboa, Universidade de Santo Amaro, Brazil*

Investigation of Human Development in Kerman Province of Iran

Mojtaba Mohammadnejadi Moodi, Chabahar Maritime University, Iran

Civil Society as the Missing Factor in the Theory of Transnational Corporations: A Case Study of the History of Lebanese Diaspora Family Business

Vipin Gupta, California State University - San Bernardino, U.S.A.

Institutional Mechanism of Functioning of the Innovation City Skolkovo

Tatiana Leonova, State University of Management, Russia

Discussants

Wafa Belkahla, University of Tunisa, Tunisia (Papers 1 & 2)

Marius Potgieter, Tshwane University of Technology, South Africa (Papers 3 & 4)

Thursday, July 14

Time: 1:00PM to 2:30PM

Room: C

**[MG7] PANEL: ACCELERATING MOMENTUM WORLDWIDE - MIND THE GAP:
CROSS-CULTURAL INTERACTIONS IN GLOBAL ORGANIZATIONS**

Moderator

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

Presenter: *Sheri L. Mackey, Luminosity Global Consulting Group, U.S.A.*

Discussant

D.L.R. Van Der Waldt, Tshwane University of Technology, South Africa

Thursday, July 14

Time: 1:00PM to 2:30PM

Room: D

[MG8] TALENT MANAGEMENT IN A GLOBAL SETTING

Chairperson

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

Linking Talent Management and Organizational Performance Via KM Initiatives- The Malaysian Case Study Scenario

Asleena Helmi, Swinburne University of Technology, Australia

Talent Management and Employee Engagement in the Information Infused World: A Theoretical Orientation

*Harshika Sharma, Holborn College London, United Kingdom
Ann Ozuem, Roehampton University, United Kingdom*

Leading Multicultural Teams Followers' Attributions and Perceptions in an Intercultural Setting

*Helmut Kasper, Vienna University of Economics and Business Adm., Austria
Juergen Muehlbacher, Vienna University of Technology, Austria
Georg Kodydek, Vienna University of Economics and Business, Austria*

The Impact of Talent Management Practices on Employees' Intention to Quit

*Nicolene Barkhuizen, University of Pretoria, South Africa
Gretchen Veldtman, University of Pretoria, South Africa*

Discussants

*Dilek Zamantili Nayir, Marmara University, Turkey (Papers 1 & 2)
Emerson Antonio Maccari, Nove de Julho University, Brazil (Papers 3 & 4)*

Thursday, July 14

Time: 1:00PM to 2:30PM

Room: E

[MK5] MARKETING IN TRANSITIONAL ECONOMIES I

Chairperson

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

Information Sources and Decisions for Housing Products and Services: An Examination in the Emerging Market of Mongolia

Burma Jamiyuansuren, Ider University, Mongolia

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

The Link between Marketing Information, Strategic Marketing and Organisational Success: South African Perspectives

Peet Venter, University of South Africa, South Africa

Mari Jansen van Rensburg, University of South Africa, South Africa

Johan Strydom, University of South Africa, South Africa

Luxury Marketing in Emerging Markets

Satyendra Singh, University of Winnipeg, Canada

Yamen Koubaa, The Brittany School of Management, France

On-Line Design and Emotional Branding: Arguing a Case for Spiritual Travel Agents.

Mornay Roberts-Lombard, University of Johannesburg, South Africa

Ray Holland, Brunel University, United Kingdom

Anar Mensikotora, Brunel University, United Kingdom

Discussants

George V. Priovolos, Iona College, U.S.A. (Papers 1 & 2)

C.H. Van Heerden, Tshwane University of Technology, South Africa (Papers 3 & 4)

Thursday, July 14

Time: 3:00PM to 4:30PM

Room: A

[SP3] PANEL: MEET THE EDITORS I

Moderator

*N.J. Delener, Editor-in-Chief, Journal of Global Business & Technology
State University of New York – Old Westbury, U.S.A.*

Panelists

*Guy Callender, Editor-in-Chief, Contemporary Issues in Business & Government
Curtin University of Technology, Australia*

*Luis Eduardo Rivera-Solis, Editor-in-Chief, Journal of Business & Economic Studies
Dowling College, U.S.A.*

*Satyendra Singh, Editor-in-Chief, International Journal of Business and Emerging Markets
University of Winnipeg, Canada*

*D.L.R. Van Der Waldt, Editor, African Journal of Business Management
Tshwane University of Technology, South Africa*

Thursday, July 14

Time: 3:00PM to 4:30PM

Room: B

[IS6] BUSINESS & TECHNOLOGY: CROSS CULTURAL PERSPECTIVES

Chairperson

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

Employability in Higher Education in a Non-Western Context: The Impact of Gender, Age and Job Status

*Gbolahan Gbadamosi, University of Worcester, United Kingdom
Ayotunde Adebayo, University of Lagos, Akoka*

A Cross-Cultural Comparison of Students' Cheating Behaviors and Perceptions: A Study in Portugal and Cape Verde

*Tania Marques, Polytechnic Institute of Leiria, Portugal
Jacqueline Canuto, Fundacao Antonio Canuto, Cape Verde
Isabel Suarez Gonzalez, University of Salamanca, Spain*

Analysis of the Factors Affecting the Customer's Preferences as for E- Travel Service Quality: The Case of Turkish Airlines

Özlem Atalik, Anadolu University, Turkey

Analysis of a Converged Wireless Network Security Platform for Rural Community: Dwesa/Cwebe in South Africa

*Tonderai Muchenje, Tshwane University of Technology, South Africa
Progress Kariga, Tshwane University of Technology, South Africa*

Discussants

Donald L. Brady, American University in Bulgaria, Bulgaria (Papers 1 & 2)

Sipho Kenneth Mokoena, Tshwane University of Technology, South Africa (Papers 3 & 4)

Thursday, July 14

Time: 3:00PM to 4:30PM

Room: C

[MG9] MANAGING PERFORMANCE IN E-MARKETS

Chairperson

Mornay Roberts-Lombard, University of Johannesburg, South Africa

An Explanatory Study: Problems Faced with Maintenance of Airport Navigation Aids in Turkey

Erdal Dursun, Directorate General of Civil Aviation, Turkey

Vildan Durmaz, Anadolu University, Turkey

Long-Term M&A Efficiency and Intellectual Capital Impact: Empirical Evidence of Emerging Markets

Elvina Bayburina, National Research University, Russia

Tatyana V. Petrunina, National Research University, Russia

Self Directed Expatriates in Saudi Arabia - An Analysis of the Major Historic, Social and Economic Factors

Muhammad Jameel Qazi, King Fahd University, Saudi Arabia

A Real Options Model for Energy Service Contracting Integrated with Transaction Cost Economics

Ahmet Can Kutlu, Istanbul Technical University, Turkey

Seckin Polat, Istanbul Technical University, Turkey

Discussants

J.D. Coetzer, Tshwane University of Technology, South Africa (Papers 1 & 2)

Nafta Mokate Lehobye, Tshwane University of Technology, South Africa (Papers 3 & 4)

Thursday, July 14

Time: 3:00PM to 4:30PM

Room: D

[MK6] MARKETING IN TRANSITIONAL ECONOMIES II

Chairperson

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

Small and Medium-sized Business Development in Lithuania

Antanas Makstutis, Mykolas Romeris University, Lithuania

Juozas Vijeikis, University of Mykolas Romeris, Lithuania

Soccer Spectators Need Establishment: Personal Selling as a Promotional Tool to Qualify Football Prospects Into Customers

Fanampe Tsholofelo, Tshwane University of Technology, South Africa

C.H. Van Heerden, Tshwane University of Technology, South Africa

Sustaining Competitive Advantage Through Customer Knowledge Management and Innovation

Wafa Belkahla, University of Tunisa, Tunisia

Abdelfattah Triki, University of Tunisia, Tunisia

Discussants

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

Filipe Pinto, Polytechnic Institute of Leiria, Portugal (Paper 3)

Thursday, July 14

Time: 3:00PM to 4:30PM

Room: E

[TO2] GLOBAL TOURISM INDUSTRY INSIGHTS II

Chairperson

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

The Resident Chinese Tourism Market in South Africa Can Be a Sustainable Market

Marius Potgieter, Tshwane University of Technology, South Africa

Fei Yang, Tshwane University of Technology, South Africa

Web Sites and the Choice of Touristic Destination; Health Tourism in Tunisia

Ouedloubey Dhouka, FSEGT - Tunisia, Tunisia

Zaiem Imed, FSEGT - Tunisia, Tunisia

Comparing the Competitiveness between Brazilian and European Football (Soccer) (G-5) - Interpretations and Suggestions

Claudio Vicente Di Gioia F. Silva, IBMEC/RJ, Brazil

Walter Gassenferth, IBMEC/RJ, Brazil

Luiz Alberto Nascimento Filho, IBMEC/RJ, Brazil

Maria Augusta Soares Machado, IBMEC/RJ, Brazil

Discussants

Melody P.M. Chong, City University of Hong Kong, Hong Kong (Papers 1 & 2)

Nkhangweni Jerry Malange, Tshwane University of Technology, South Africa (Paper 3)

Thursday, July 14

Time: 4:45PM to 6:15PM

Room: A

[AC1] CONTEMPORARY TRENDS IN ACCOUNTING & AUDITING

Chairperson

Ayse Yuce, Ryerson University, Canada

An EU Corporate Income Tax as a New Own Resource to Finance the EU Budget

Auke R. Leen, Leiden University, The Netherlands

Accounting and Organizational Change: An Autopoietic View

V.L. Botes, Waikato Management School, New Zealand

Stewart Lawrence, Waikato Management School, New Zealand

The Contribution of Internal Auditing to Enhance Organizational Performance in the Rwanda Revenue Authority

Tshepiso I. Ngwenya, Tshwane University of Technology, South Africa

Pascal Buregeya, Tshwane University of Technology, South Africa

CEO Domination and Audit Fees: Do Auditors Price the Potential Risk of Disperse Pay among the Top Management Team?

Yezen Kannan, Duquesne University, U.S.A.

Seema Pissaris, Barry University, U.S.A.

Kimberly Gleason, University of Pittsburgh, U.S.A.

Discussants

Sindi Mathonsi, Tshwane University of Technology, South Africa (Papers 1 & 2)

Plotnikova Galina, State University of Management, Russia (Papers 3 & 4)

Thursday, July 14

Time: 4:45PM to 6:15PM

Room: B

[IS7] FACEBOOK AND GLOBAL EDUCATION

Chairperson

Antanas Makstutis, Mykolas Romeris University, Lithuania

How Concerned Is the Social Networking Generation Regarding Internet Security and Safety Protection?

George V. Priovolos, Iona College, U.S.A.

Vincent F. Maher, Iona College, U.S.A.

Joseph W. Ford, Iona College, U.S.A.

Students' Perceptions of Facebook as an Instructional Medium

Althea Mvula, Tshwane University of Technology, South Africa

Richard Shambare, Tshwane University of Technology, South Africa

Managerial Issues for Adopting Digital Books--A Preliminary Study

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

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

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

Global Education as a Community Service

Mehdi Hojjat, Neumann University, U.S.A.

Discussants

Vahid Maghsoodi, University of Tehran, Iran (Papers 1 & 2)

Emmanuel Obinali Obioha, Tshwane University of Technology, South Africa (Papers 3 & 4)

Thursday, July 14

Time: 4:45PM to 6:15PM

Room: C

**[IS8] INNOVATION IN LEARNING: WEB-BASED COMMUNICATIONS
NETWORKING**

Chairperson

Tania Marques, Polytechnic Institute of Leiria, Portugal

Preparing South Africa's Future Public Sector Leaders: Innovation in Teaching and Learning at Universities of Technology

E.J. Van Rooyen, Tshwane University of Technology, South Africa

What Bulgarian Undergraduate Students Believe About Academic Dishonesty

Donald L. Brady, American University in Bulgaria, Bulgaria

Mark Trocinski, American University in Bulgaria, Bulgaria

Lucia Miree, American University in Bulgaria, Bulgaria

Higher Education Responsiveness towards Skill Development: Industry Perceptions on the Training Provision of Public Administrators in South Africa

N.S. Matsiliza, Tshwane University of Technology, South Africa

Discovering Labour Relations Practice Through the Creation of E-Contracts: The Use of Common-Law Principles and ICT Web-Based Communication Networked Systems

Nafta Mokate Lehobye, Tshwane University of Technology, South Africa

Discussants

Mojtaba Mohammadnejadi Moodi, Chabahar Maritime University, Iran (Papers 1 & 2)

Elvina Bayburina, National Research University, Russia (Papers 3 & 4)

Thursday, July 14

Time: 4:45PM to 6:15PM

Room: D

[MG10] MANAGING PERFORMANCE AND RESOURCES

Chairperson

Tatiana Leonova, State University of Management, Russia

The Role and Implications of Knowledge Sharing in Complex Resource Organizations

Sriram Balasubramanian, Curtin University of Technology, Australia

Guy Callender, Curtin University of Technology, Australia

Enduring Success: What Effect Does Business Firm Size, Industry or Type of Ownership Have on Longevity?

Vicki R. Tenhaken, Hope College, U.S.A.

Katelyn Rumsey, Hope College, U.S.A.

Alison Meshkin Sale, Hope College, U.S.A.

The Importance of Intrapreneurial Training for Public Officials for the Improvement of Service Delivery Programmes in South Africa

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

Correlation between Organizational Culture and Compensation Strategies Using Charles Handy's Typology

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

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

Antonio J.B. Linhares, Pontifical Catholic Univ. of Rio de Janeiro, Brazil

Andre Moreira Santos, HR Manager - SCJ Brazil, Brazil

Discussants

Gerard Leo Danford, Haaga-Helia University of Applied Sciences, Finland (Papers 1 & 2)

Emanuel Gomes, University of Sheffield, United Kingdom (Papers 3 & 4)

Thursday, July 14

Time: 4:45PM to 6:15PM

Room: E

[MK7] SERVICES MARKETING IN GLOBAL SETTING

Chairperson

Hisao Fujimoto, Osaka University of Economics, Japan

Preference Values for Ffp Reward Services in Korea

Moon Gil Yoon, Korea Aerospace University, South Korea

Kwang Park, Korea Aerospace University, South Korea

The Multidisciplinary Paradigm in the Field of Innovative Marketing - Prerequisites for Becoming

Marina Chernova, National Research University, Russia

Oleg Klepikov, Infolio Research Group, Russia

The Procedure of Choosing a Market Segment in the Area of Postal Services Offer

Biljana Grgurovic, Higher ICT School, Serbia

Slavica Strbac, Higher ICT School, Serbia

Dejan Markovic, Faculty of Traffic and Transport Engineering, Serbia

Drivers of Customer Loyalty in Business-to-Business (B2B) Context

Mohammad Hossein Askariazad, Sharif University of Technology, Iran

Heshmat Beirjandi, Sharif University of Technology, Iran

Nazila Babakhani, Sharif University of Technology, Iran

Discussants

Dana-Nicoleta Lascau, University of Richmond, U.S.A. (Papers 1 & 2)

Nicolette Papastefanou, Tshwane University of Technology, South Africa (Papers 3 & 4)

Friday, July 15

Time: 8:30AM to 10:00AM

Room: A

[EC4] ECONOMIC JUSTICE, GOVERNANCE AND INTERNATIONAL TRADE

Chairperson

Tahereh Alavi Hojjat, Desales University, U.S.A.

Islam and Economic Justice

Mehdi Mohaghegh, Norwich University, U.S.A.

An Examination Into the Perceptions of Agri-businesses Persons Regarding the Introduction of Minimum Wages for the Agricultural Sector in South Africa

JS Van Der Walt, Tshwane University of Technology, South Africa

Role of the National Innovation System for Sustainable Economic Development Support

Plotnikova Galina, State University of Management, Russia

Discussants

Bruno Mascitelli, Swinburne University of Technology, Australia (Papers 1 & 2)

Irina Ivashkovskaya, National Research University, Russia (Paper 3)

Friday, July 15

Time: 8:30AM to 10:00AM

Room: B

[FI2] GLOBAL CRISIS IN FINANCIAL MARKETS

8:30AM to 10:00 AM

Room B

Chairperson

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

The Non-Linear Relationship Between Real Estate and Stock Market in China: Evidence from Rank Test

Yu-Shao Liu, Xiamen University, Taiwan (ROC)

Chi-Wei Su, Tamkang University, Taiwan (ROC)

Services Financial Management Analysis

Anna N. Zhilkina, State University of Management, Russia

The Effects of Global Crisis on Financial Ratios: Evidence From Istanbul Stock Exchange

Burcu Dincergok, Atilim University, Turkey

Portugal and Spain's Economic Crisis and the Future of the European Monetary Union

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

Discussants

Afanasiev Valentin, State University of Management, Russia (Papers 1 & 2)

Martti Lindman, University of Vaasa, Finland (Papers 3 & 4)

Friday, July 15

Time: 8:30AM to 10:00AM

Room: C

[IS9] PRIVATIZATION AND REVOLUTIONARY CHALLENGES

Chairperson

Frank LeVeness, St. John's University, U.S.A.

Privatization of Airports: Success Factors for the Privatisation of Airports in Turkey

Unal Battal, Anadolu University, Turkey

Low Cost Airline Competition in Turkey

Gamze Ozsoy, Anadolu University, Turkey

Internationalisation of Labour and Its Challenges: Views From South Africa

David Mello, Tshwane University of Technology, South Africa

E.M. Rankhumise, Tshwane University of Technology, South Africa

Management Insolvency as a Factor for Emerge of Youth Revolutionary Movements

Anastasia Gerasimova, State University of Management, Russia

Igor Khasuntsev, State University of Management, Russia

Discussants

Emanuel Gomes, University of Sheffield, United Kingdom (Papers 1 & 2)

Özlem Atalik, Anadolu University, Turkey (Papers 3 & 4)

Friday, July 15

Time: 8:30AM to 10:00AM

Room: D

[MG11] MARKET PENETRATION AND TECHNOLOGY

Chairperson

Leon de Wet Fourie, UNITEC Institute of Technology, New Zealand

Developing a Questionnaire to Profile a Hospitality Supervisor

Antoinette Roeloffze, Tshwane University of Technology, South Africa

Ilse Swarts, Tshwane University of Technology, South Africa

The Impact of Low Cost Carriers on Airports: Have Projections Related with Lccs Become True at Sabiha Gökçen International Airport?

Murat Silig, Anadolu University, Turkey

Vildan Durmaz, Anadolu University, Turkey

Counterfeiting as a Means of Technological Capability Development

Hanni Candelin-Palmqvist, Turku School of Economics & Business Adm., Finland

Mari Ketolainen, Turku School of Economics & Business Adm., Finland

The Relationships among Gelotophobia, Humor, Self-esteem, Playfulness, and Innovative Behaviors

Yaonan Lin, Fu Jen Catholic University, Taiwan

Yun-Chieh Liu, Fu Jen Catholic University, Taiwan

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

Discussants

Moon Gil Yoon, Korea Aerospace University, South Korea (Papers 1 & 2)

W.C.J. Grobler, North-West University (Vaal Triangle Campus), South Africa (Papers 3 & 4)

Friday, July 15

Time: 10:30AM to Noon

Room: A

[IS10] SUSTAINABLE EDUCATIONAL CHALLENGES I

Chairperson

Bruno Mascitelli, Swinburne University of Technology, Australia

An Orchestrated Conspiracy of Ignorance? The Rise and Fall of Education for Sustainability in New Zealand's Tertiary Education Strategies

Leon de Wet Fourie, UNITEC Institute of Technology, New Zealand

Peter Mellalieu, UNITEC Institute of Technology, New Zealand

An Evaluation of Mobile Phone Usage for Educational Purposes and Its Impact on South African Primary Schools: Perspectives From the Users

T.P. Kele, Tshwane University of Technology, South Africa

Phumzile Mlambo-Ngcuka, Umlambo Foundation, South Africa

Exploring the Effectiveness of a Work Integrated Learning Programme in Contributing to the Employability of Graduates: The Graduate Interns' Perspective

Carver Pop, Polytechnic of Namibia, Namibia

The Relationship between Empathy and Transformational Leadership: A South Africa Perspective

Yvonne Senne, Tshwane University of Technology, South Africa

Discussants

Marcos Paixao Garcez, Nove de Julho University, Brazil (Papers 1 & 2)

Joao Carvalho Santos, Instituto Politecnico Leiria, Portugal (Papers 3 & 4)

Friday, July 15

Time: 10:30AM to Noon

Room: B

[MG12] PROJECT MANAGEMENT DEVELOPMENT

Chairperson

Guy Callender, Curtin University of Technology, Australia

The Density of Opening Project Appropriate for Multi-project Environment

Miao-ling Wang, Minghsin University of Science and Technology, Taiwan

Jia-ru Li, Minghsin University of Science and Technology, Taiwan

Sheng-hung Chang, Minghsin University of Science and Technology, Taiwan

Framework for the Analysis of Corporate Political Strategies Pertinent to Regulation: A Relational Perspective

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

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

Internationalization of Transnational Corporations of Automobile Industry in Russia and the Factors of Success

Mikhail Chistyakov, National Research University, Russia

Adopting Vision and Mission Statements by Employees: A Case Study in Tav

Gamze Özsoy, Anadolu University, Turkey

Vildan Durmaz, Anadolu University, Turkey

Discussants

Mariana de Queiroz Brunelli, Pontifical Catholic Univ. of Rio de Janeiro, Brazil (Papers 1 & 2)

Stanley Mukhola, Tshwane University of Technology, South Africa (Papers 3 & 4)

Friday, July 15

Time: 10:30AM to Noon

Room: C

[MG13] ORGANIZATIONAL SUSTAINABILITY IN GLOBAL SETTING

Chairperson

Shaukat Ali, University of Wolverhampton, United Kingdom

Organisational Climate and Culture Sustainability Through Employee Engagement and Customer Experience Causality

Adri Drotskie, University of Johannesburg, South Africa

Rica Viljoen, Da Vinci Institute, South Africa

Determination of External Organizational Sustainability

Kêstutis Navickas, Mykolas Romeris University, Lithuania

Antanas Makstutis, Mykolas Romeris University, Lithuania

Industries of the Future and Emerging Technologies: A Vision for a Sustainable Future

Maria Fatima Ludovico de Almeida, Pontifical Catholic Univ. of Rio de Janeiro, Brazil

Carlos Augusto Caldas De Moraes, Cgee, Brazil

Discussants

A. Mji, Tshwane University of Technology, South Africa (Papers 1 & 2)

Sheri L. Mackey, Luminosity Global Consulting Group, U.S.A. (Paper 3)

Friday, July 15

Time: 10:30AM to Noon

Room: D

[MK8] GLOBAL BUYER BEHAVIOR III

Chairperson

Satyendra Singh, University of Winnipeg, Canada

The Role of Sacrifices in Managing Customer Complaints

Martti Lindman, University of Vaasa, Finland

A Cross-Cultural Investigation of Consumer Frugality: The Case of the United States and China

*Elaine Sherman, Hofstra University, U.S.A.
Leon G. Schiffman, St. John's University, U.S.A.
Yong Zhang, Hofstra University, U.S.A.*

The Dual Impact of Traditional and National Values on Attitudes and Willingness to Buy Cosmetics in Singapore

*Yamen Koubaa, The Brittany School of Management, France
Gaelle Ulvoas, The Brittany School of Management, France
Patricia Chew, Unisim Singapore, Singapore*

A Study of Iranian Consumers' Buying Behavior towards "Made in China" Products

*Shahzad Pourian, Islamic Azad University, Iran
Masoud Karami, University of Tehran, Iran
Omid Olfati, University of Tehran, Iran*

Discussants

*Chih-Chung Chu, Lunghwa University of Science and Technology, Taiwan (Papers 1 & 2)
George V. Priovolos, Iona College, U.S.A. (Papers 3 & 4)*

Friday, July 15

Time: 1:00PM to 2:30PM

Room: A

[SP4] PANEL: MEET THE EDITORS II

Moderator

*N.J. Delener, Editor-in-Chief, Journal of Global Business & Technology
State University of New York – Old Westbury, U.S.A.*

Panelists

*Guy Callender, Editor-in-Chief, Contemporary Issues in Business & Government
Curtin University of Technology, Australia*

*Luis Eduardo Rivera-Solis, Editor-in-Chief, Journal of Business & Economic Studies
Dowling College, U.S.A.*

*Leon G. Schiffman, Associate Editor, Journal of Business Research
St. John's University, U.S.A.*

*Satyendra Singh, Editor-in-Chief, International Journal of Business and Emerging Markets
University of Winnipeg, Canada*

*D.L.R. Van Der Walldt, Editor, African Journal of Business Management
Tshwane University of Technology, South Africa*

Friday, July 15

Time: 1:00PM to 2:30PM

Room: B

[FI3] PORTFOLIO AND RISK ANALYSIS

Chairperson

Oral Erdogan, Istanbul Bilgi University, Turkey

Effects of Foreign Direct Investment by Multinational Companies on Company Performance and on Country Economic Growth

Ayşe Yuce, Ryerson University, Canada

Mauricio Zelaya, University of Waterloo, Canada

Revisiting Purchasing Power Parity for the Middle East Countries: Flexible Fourier Stationary Test

Chi-Wei Su, Tamkang University, Taiwan (ROC)

Chang His-Ling, Xiamen University, China

Value-at-risk under Conditions of Time Varying Volatility: A Comparison of Two International Equity Portfolios

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

Shomir Sil, Purdue University Calumet, U.S.A.

Socially Responsible Investing Performance: Fact or Fantasy?

Halil Kiymaz, Rollins College, U.S.A.

Discussants

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

Engin Kucukkaya, Middle East Technical University, Turkey (Papers 3 & 4)

Friday, July 15

Time: 1:00PM to 2:30PM

Room: C

[IS11] SUSTAINABLE EDUCATIONAL CHALLENGES II

Chairperson

Sreedhar Kavil, St. John's University, U.S.A.

Microfinance Organizations in South Africa: Are They Sustainable and Self-Sufficient in Rural South African Business Environment?

Tshepiso I. Ngwenya, Tshwane University of Technology, South Africa

Success of Takrim (Respect for Client) Project in Governmental Organizations; A Case Study of Sistan and Baluchistan Province in Iran

Hossein Askari Poor Geluyake, Chabahar Maritime University, Iran

Friba Hassan Zadeh, Payam Noor University, Iran

Corporate Social Responsibility and Stakeholder Theory in South Africa, with Particular Reference to Environmental Protection

Jamwell Maswanganyi, Tshwane University of Technology, South Africa

Discussants

David Tenjo, London School of Commerce, United Kingdom (Papers 1 & 2)

Unal Battal, Anadolu University, Turkey (Paper 3)

Friday, July 15

Time: 1:00PM to 2:30PM

Room: D

[MG14] ORGANIZATIONAL CITIZENSHIP AND STRATEGY

Chairperson

Amrik S. Sohal, Monash University, Australia

International Standardization on Social Responsibility: Understanding Learning Dynamics Through Social Worlds Perspective

Eduardo Campos De Sao Thiago, Brazilian Association of Technical Standards - Abnt, Brazil

Maria Fatima Ludovico de Almeida, Pontifical Catholic Univ. of Rio de Janeiro, Brazil

Does Authenticity Always Lead to Organizational Citizenship Behavior? A Mediated Moderation Study

Chia- Wu Lin, National Dong Haw University, Taiwan

Wan-hsien Hu, National Dong Haw University, Taiwan

The Influence of Resource Based View in the Mergers & Acquisitions Research: A Bibliometric Study in Top Strategic Management Journals

Joao Carvalho Santos, Instituto Politecnico Leiria, Portugal

Manuel Portugal Ferreira, Polytechnic Institute of Leiria, Portugal

Nuno Rosa Reis, Instituto Politecnico Leiria, Portugal

Strategic Management Decision Making: Its Importance and Challenges for Global Corporations - Selected Cases

Erach Munshi, St. John's University, U.S.A.

Discussants

Christo Van Wyk, North-West University (Vaal Triangle Campus), South Africa (Papers 1 & 2)

Ora Dippenaar, Tshwane University of Technology, South Africa (Papers 3 & 4)

Friday, July 15

Time: 3:00PM to 4:30PM

Room: A

[IT2] DATA MINING: MULTIDISCIPLINARY PERSPECTIVE

Chairperson

Nicholas Mangos, Flinders Business School, Australia

**Data Mining From Ram to Rom for 'Out of the Blue' Deleted Information on E-Document:
A Global Community Strategy**

Johannes Segone Dirane, Tshwane University of Technology, South Africa

Nafta Mokate Lehobye, Tshwane University of Technology, South Africa

The Ethics of Data Mining in the Context of Supplier-Customer Relations

Jamwell Maswanganyi, Tshwane University of Technology, South Africa

Combinatorial Fusion of Diverse Outlooks for Corporate Revenue

Roger Tsai, Fordham University, U.S.A.

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

Huifang Shen, Fordham University, U.S.A.

Samantha Yu, Fordham University, U.S.A.

D. Frank Hsu, Fordham University, U.S.A.

An Invariance Analysis of the Utaut Model

Myung Soo Kang, Hansung University, Korea

Il Im, Yonsei University, Korea

Seong-Tae Hong, Department of International Trade and Business, Korea

Discussants

Leonora Fuxman, St. John's University, U.S.A. (Papers 1 & 2)

Ozlem Oktal, Anadolu University, Turkey (Papers 3 & 4)

Friday, July 15

Time: 3:00PM to 4:30PM

Room: B

[IS12] SUSTAINABLE PERFORMANCE IN EMERGING MARKETS

Chairperson

Unal Battal, Anadolu University, Turkey

Making Sense of Risk and Risk Prevention in Online Environments: A Theoretical Perspective

*David Tenjo, London School of Commerce, United Kingdom
Wilson Ozuem, University of Gloucestershire, United Kingdom*

Participation in Physical Activity: Perceptions of Individuals Living in a Low Income Neighbourhood

*W.C.J. Grobler, North-West University (Vaal Triangle Campus), South Africa
A. Garnett, North-West University (Vaal Triangle Campus), South Africa
J. Sekhampu, North-West University (Vaal Triangle Campus), South Africa*

The Impact of Information Disclosure on the Value of BRICs Companies: Intellectual Capital Empirical Research

*Elvina Bayburina, National Research University, Russia
Elena Kusaya, National Research University, Russia*

A Journey in Stormy Weathers: Nascent Entrepreneurs' Job Characteristics and Their Influence on Job Satisfaction

*Dilek Zamantili Nayir, Marmara University, Turkey
Leon Schjoedt, University of Central Florida, U.S.A.
Ceyla Durgun, Marmara University, Turkey
Nilgün Karatas, Istanbul Bilim University, Turkey*

Discussants

*Stanley Mukhola, Tshwane University of Technology, South Africa (Papers 1 & 2)
Carver Pop, Polytechnic of Namibia, Namibia (Papers 3 & 4)*

Friday, July 15

Time: 3:00PM to 4:30PM

Room: C

[LA1] INTELLECTUAL PROPERTY AND PATENTS

Chairperson

Svetlana Grigorieva, National Research University, Russia

Are Gene Sequences Patentable Subject Matter?

Michael J. Maran, Patent Committee New York City Bar Association, U.S.A.

Combating Intellectual Property Infringements

Hanni Candelin-Palmqvist, Turku School of Economics & Business Adm., Finland

Globalization, Transnational Corporations and Human Rights - a New Paradigm

Jennifer Westaway, Curtin University of Technology, Australia

Is Global Protection of Intellectual Property Rights Necessary?

Ora Dippenaar, Tshwane University of Technology, South Africa

Discussants

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

Gbolahan Gbadamosi, University of Worcester, United Kingdom (Papers 3 & 4)

Friday, July 15

Time: 3:00PM to 4:30PM

Room: D

[MG15] INNOVATION MANAGEMENT

Chairperson

Susana Rodrigues, Polytechnic Institute of Leiria, Portugal

Socio-Economic Innovations - a Challenge for Management

Anna Putnová, Brno University of Technology, Czech Republic

Barriers for Product Innovation in Small and Medium Technology-based Firms in Brazil

Miguel Artur Feldens, University of Sao Paulo, Brazil
Emerson Antonio Maccari, Nove de Julho University, Brazil
Marcos Paixao Garcez, Nove de Julho University, Brazil

Of Mining Accidents and Sense-making: Traversing Well-trodden Ground towards Future Imperfect?

Christian L. van Tonder, Curtin University of Technology, Australia
Johann P. Groenewald, Edith Cowan University, Australia

Financial and Monetary Analysis Endogeneity and Exogeneity of Money Supply in a Transition Country: Case of the Republic of Serbia

Aleksandar Ivanovic, Alexander College of Arts, Business and Management, Serbia
Petar Bojovic, Union University, Serbia
Slobodan Spasic, Singidunum University, Serbia

Discussants

Vitor Hugo Santos Ferreira, Polytechnic Institute of Leiria, Portugal (Papers 1 & 2)
Melody P.M. Chong, City University of Hong Kong, Hong Kong (Paper 3)

Friday, July 15

Time: 4:45PM to 6:15PM

Room: A

[EC5] GLOBAL ECONOMICS: ECLECTIC PERSPECTIVES I

Chairperson

Jennifer Westaway, Curtin University of Technology, Australia

Industrial Policy Revival?

Michal Putna, Masaryk University, Czech Republic

Quality and Price in Monopoly

Sadik S. Gokturk, St. John's University, U.S.A.

F. Masarani, St. John's University, U.S.A.

**Internationalization and Value-Creation Performance of Latin American Multinationals:
The Case of Outbound Foreign Direct Investment**

Kofi Afriyie, New York University, U.S.A.

Gladys Torres-Baumgarten, Ramapo College of New Jersey, U.S.A.

Veysel Yucetepe, Kean University, U.S.A.

**Sustainable Food Production in South Africa, Access to Land, the Means of Production,
Commitment and Cutting-Edge Technology**

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

Discussants

Luis Eduardo Rivera-Solis, Dowling College, U.S.A. (Papers 1 & 2)

Auke R. Leen, Leiden University, The Netherlands (Papers 3 & 4)

Friday, July 15

Time: 4:45PM to 6:15PM

Room: B

[FI4] INVESTING IN EMERGING MARKETS: COUNTRY PERSPECTIVES

Chairperson

Satyendra Singh, University of Winnipeg, Canada

The Performance of Mergers & Acquisitions in Emerging Markets: Evidence From Russian Acquirers

Irina Ivashkovskaya, National Research University, Russia

Svetlana Grigorieva, National Research University, Russia

Why Should Foreign Investors Invest in Serbia

Aleksandar Ivanovic, Alexander College of Arts, Business and Management, Serbia

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

Integrated Framework for Measuring Corporate Sustainability, Social, Environmental Impacts, Customer Attraction and Business Success

Emmanuel Obinali Obioha, Tshwane University of Technology, South Africa

Discussants

David Tenjo, London School of Commerce, United Kingdom (Papers 1 & 2)

Hossein Askari Poor Geluyake, Chabahar Maritime University, Iran (Paper 3)

Friday, July 15

Time: 4:45PM to 6:15PM

Room: C

[IT3] INFORMATION TECHNOLOGY APPLICATIONS

Chairperson

Georg Kodydek, Vienna University of Economics and Business, Austria

Information and Communication Technology Adoption Patterns of Individuals Living in a Low Income Neighbourhood

W.C.J. Grobler, North-West University (Vaal Triangle Campus), South Africa

E. Barnard, North-West University (Vaal Triangle Campus), South Africa

A. Garnett, North-West University (Vaal Triangle Campus), South Africa

Analysing the Information Systems Acceptance in Aviation Manufacturing Sector by Using Theory of Planned Behavior

Ozlem Oktal, Anadolu University, Turkey

Technical Engineering Document Management: Managing Critical Documents Within an Oil Pipeline and Terminals Company

Conceição Maria Sande Vieira, Instituição: Sonda Pocwork, Brazil

Mobile Phones: The 21st Century Addiction?

Richard Shambare, Tshwane University of Technology, South Africa

Robert Rugimbana, Tshwane University of Technology, South Africa

Takesure Zhoua, Tshwane University of Technology, South Africa

Estimating the Probability of Winning a Major Competition

A. Vasilopoulos, St. John's University, U.S.A.

Discussants

Christina Schweikert, Fordham University, U.S.A. (Papers 1, 2 & 3)

Billy M. Kalema, Tshwane University of Technology, South Africa (Papers 4 & 5)

Friday, July 15

Time: 4:45PM to 6:15PM

Room: D

[MG16] WORKAHOLISM AND EMPLOYEE SATISFACTION

Chairperson

Peet Venter, University of South Africa, South Africa

Enjoyment of Work: A Positive Dimension of Workaholism

Dong Myong Lee, Korea Aerospace University, South Korea

Job Evaluation under Fuzziness

Ahmet Can Kutlu, Istanbul Technical University, Turkey

Mehmet Ekmekcioglu, Istanbul Technical University, Turkey

Patient Satisfaction in a High Risk Health Environment

Guy Callender, Curtin University of Technology, Australia

Itzlar Rebollar-Lazaro, Curtin University of Technology, Australia

Catherine Meunier, Curtin University of Technology, Australia

The Relationship Between Strategic Planning and Budgeting Within the Mining

Qualifications Authority in South Africa - A Case Study

D.J. Barclay, Mining Qualifications Authority, South Africa

A. Van Schalkwyk, University of South Africa, South Africa

J.C. Pauw, University of South Africa, South Africa

Discussants

Nico Schutte, University of Namibia, South Africa (Papers 1 & 2)

Oskar Kayasan, University of London, United Kingdom (Papers 3 & 4)

Saturday, July 16

Time: 8:30AM to 10:00AM

Room: A

[IS13] PANEL: TEENAGE PREGNANCIES: SOCIAL AND CULTURAL IMPLICATIONS

Chairperson

Bruno Mascitelli, Swinburne University of Technology, Australia

Learner Pregnancy: The Legal Implications

Antoinette Marais, Tshwane University of Technology, South Africa
Sipho Kenneth Mokoena, Tshwane University of Technology, South Africa
Stanley Mukhola, Tshwane University of Technology, South Africa
A. Mji, Tshwane University of Technology, South Africa
MI Mokgobu, Tshwane University of Technology, South Africa

Teenage Pregnancy: Coping with Pregnancy and Schooling

Sipho Kenneth Mokoena, Tshwane University of Technology, South Africa
A. Mji, Tshwane University of Technology, South Africa
Stanley Mukhola, Tshwane University of Technology, South Africa
MI Mokgobu, Tshwane University of Technology, South Africa
Antoinette Marais, Tshwane University of Technology, South Africa
Nongo Cynthia M. Phiri, University of Venda, South Africa

Learner Pregnancy: Assessing Knowledge Levels from a Health Perspective

Stanley Mukhola, Tshwane University of Technology, South Africa
A. Mji, Tshwane University of Technology, South Africa
Sipho Kenneth Mokoena, Tshwane University of Technology, South Africa
Antoinette Marais, Tshwane University of Technology, South Africa
MI Mokgobu, Tshwane University of Technology, South Africa
Nongo Cynthia M. Phiri, University of Venda, South Africa

Teenage Pregnancy: Learner Perceptions, Social Work Practice and Evidence-based Practice

MI Mokgobu, Tshwane University of Technology, South Africa
Sipho Kenneth Mokoena, Tshwane University of Technology, South Africa
Stanley Mukhola, Tshwane University of Technology, South Africa
A. Mji, Tshwane University of Technology, South Africa
Antoinette Marais, Tshwane University of Technology, South Africa

Saturday, July 16

Time: 8:30AM to 10:00AM

Room: B

[MG17] GLOBAL HUMAN RESOURCE MANAGEMENT

Chairperson

Emanuel Gomes, University of Sheffield, United Kingdom

Western Human Resource Management Systems Into Islamic Public Services: Are They Appropriate?

Nasser Mohammed Al Khalifa, London Metropolitan University, United Kingdom

Human Resource Practices and Innovative Capability of Taiwanese SMEs? Examining the Mediating Effects of Organizational Learning Capability

Yu Ming-chu, National University of Tainan, Taiwan

Creating Sustainable Employment: Workplace Accommodation Decisions for Employees with Hearing Disabilities

Janse van Rensburg, Tshwane University of Technology, South Africa

Discussants

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

Gbolahan Gbadamosi, University of Worcester, United Kingdom (Paper 3)

Saturday, July 16

Time: 8:30AM to 10:00AM

Room: C

[MK9] INTERNATIONALIZATION STRATEGIES IN THE GLOBAL SETTING

Chairperson

George V. Priovolos, Iona College, U.S.A.

Internationalization Strategies for Small Business: A Regional Study

Al Halborg, Coventry University, United Kingdom

Raymond Rogers, Coventry University, United Kingdom

Re-Defining Customer Equity Term Superimposing Customer Loyalty as an Individual

Pelin Ozgen, Atilim University, Turkey

Role of Networking for Multinational Corporations

Ekaterina Buzulukova, National Research University, Russia

Influence of CRM on Customer Loyalty - An Application to the Life Insurance Industry in South Africa

Mornay Roberts-Lombard, University of Johannesburg, South Africa

Leon Du Plessis, University of Johannesburg, South Africa

Discussants

Yamen Koubaa, The Brittany School of Management, France (Papers 1 & 2)

Peet Venter, University of South Africa, South Africa (Papers 3 & 4)

Saturday, July 16

Time: 8:30AM to 10:00AM

Room: D

[FI5] GLOBAL INVESTMENT STRATEGIES

Chairperson

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

Finance of Innovation in Oil and Gas Business

Afanasiev Valentin, State University of Management, Russia

An Examination of Portfolio Investments to Turkey

Engin Kucukkaya, Middle East Technical University, Turkey

A Comparison on the Value and Growth Investment Strategies: Evidence From the Asian Stock Markets

Kuang-Hua Hsu, Chaoyang University of Technology, Taiwan

Pei-Wun Tsai, Chaoyang University of Technology, Taiwan

Financial Analysis of Monetary-Credit Multiplication in a Transition Economy: Case of the Republic of Serbia

Aleksandar Ivanovic, Alexander College of Arts, Business and Management, Serbia

Petar Bojovic, Union University, Serbia

Slobodan Spasic, Singidunum University, Serbia

Discussants

JS Van Der Walt, Tshwane University of Technology, South Africa (Papers 1 & 2)

Mehdi Hojjat, Neumann University, U.S.A. (Papers 3 & 4)

Saturday, July 16

Time: 10:30AM to Noon

Room: A

[LA2] CYBER CRIME AND PREVENTION

Chairperson

Michael J. Maran, Patent Committee New York City Bar Association, U.S.A.

Directors' Liability in the Frame of One-tier and Two-tier System of Corporate Governance

Ljiljana Maurovic, Juraj Dobrila University of Pula, Croatia

Cyber Law Enforcement Through Digital Filtering: Electronic Watch-Dogs That Enforce Cyberspace Regulation to Curb Cybercrime Should Be Authorized

Johannes Segone Dirane, Tshwane University of Technology, South Africa

Nafta Mokate Lehobye, Tshwane University of Technology, South Africa

Discussants

Gbolahan Gbadamosi, University of Worcester, United Kingdom (Paper 1)

Antoinette Marais, Tshwane University of Technology, South Africa (Paper 2)

Saturday, July 16

Time: 10:30AM to Noon

Room: B

[MG18] STRATEGIC ALLIANCES AND ENTREPRENEURSHIP

Chairperson

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

Strategic Alliance Governance

Renato Lyra, Pontifical Catholic University of Rio de Janeiro, Brazil

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

Companies' Strategic Processes in International Business Networks

Nina M. Vladimirova, National Research University, Russia

The Culture and Economic Context of Work: A Cross-National Study of Hours Worked and Retirement Age

C. Christopher Baughn, Boise State University, U.S.A.

Discussants

Shaukat Ali, University of Wolverhampton, United Kingdom (Papers 1 & 2)

Nicolene Barkhuizen, University of Pretoria, South Africa (Paper 3)

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C: Session Chair, D: Discussant

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