



**10<sup>th</sup> Global Conference  
on Business & Economics  
2010 Program**

Rome, ITALY

**October 15-16, 2010**

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# Conference Schedule

## Friday, October 15th:

<b>Registration</b>	<b>7:30 AM - 1:00 PM</b>
Coffee Break:	10:30 AM – 11 AM & 2:30 PM – 3 PM
Sessions 1-15	9:00 AM – 5:00 PM
Working Lunch	12:00 PM – 1:00 PM
(Coffee break will be available at the Registration Desk)	
Wine Reception	5:30 PM - 6:30 PM

## Instructions To Program Participants

**Session Time** Each presenter will have total of 30 minutes and they should take no more than 20 minutes for presentation. Each Discussant should take no more than 5 minutes. The remaining time should be devoted to open discussion.

**Session Chairs:** Assume overall responsibility for your session. Make an effort to contact the session participants before the meeting. Inform them that each presentation room will be equipped with an LCD projector and flipchart. Ask them if they have any special needs relating to their presentation and/or discussion and, in collaboration with the registration desk, try to satisfy those needs. Arrive at the session room 10 minutes in advance and make sure that it is properly equipped. Welcome and introduce the participants. Start the session on time and adhere to the time schedule. Discussants should follow presenters. Moderate the open discussion to the best of your ability.

**Presenters:** Stay within the allotted time even though it may not be enough! Be well prepared. Please do not just read your paper. Your presentation of main points, methods, and conclusions should lead to a fruitful discussion during and after the session. Bring with you and make available several copies of your manuscript.

**Discussants:** Be prepared to offer your “positive” remarks first. Then offer any “negative” remarks in a constructive way. Stay within the allotted time. If you cannot meet your commitment, please make an effort to find a substitute discussant, and contact the registration desk as well as the session chair immediately. Please contribute as much as you can to the discussion.

## Sessions, Panels & Roundtables

### Friday, October 15th, 2010

9:00 AM - 10:30 AM / Room # 1

**SESSION [1]:** Management

**CHAIR:** *David E. Olson, California State University - Bakersfield*

#### TITLES & AUTHORS:

The Quiddity of Third World Entrepreneurship.<sup>1</sup>

*Peter Kilby, Wesleyan University*

Exploring Marketing Issues for Business-to-Business Companies Entering Emerging Markets.<sup>2</sup>

*Fabio Cassia, University of Bergamo*

*Francesca Magno, University of Bergamo*

How Can We Manage to Be Happy?<sup>3</sup>

*John Hasselberg, College of St. Benedict*

*/ St. John's University*

**DISCUSSANTS:** 1. John Hasselberg  
2. Peter Kilby  
3. Fabio Cassia

### Friday, October 15th, 2010

9:00 AM - 10:30 AM / Room # 2

**SESSION [2]:** Management

**CHAIR:** *David Harrison, University of South Carolina Aiken*

#### TITLES & AUTHORS:

Offshore Outsourcing, Political Risk and Democratic Institutions.<sup>1</sup>

*Niranjan Chipalkatti, Seattle University*

*Bruce Koch, Seattle University*

*Meenakshi Rishi, Seattle University*

Strategies for Preventing the Consequences of Persistent Underemployment among Professional-Level Workers in the United States.<sup>2</sup>

*Michaeline Skiba, Monmouth University*

*Joseph Mosca, Monmouth University*

Human Capital, Jobs Characteristics and Regional Wages Gaps in the Spanish Hospitality Sector.<sup>3</sup>

*Andrés J. Marchante Mera, Universidad de Málaga*  
*José Luis Sánchez Ollero, Universidad de Málaga*  
*Alejandro García Pozo, Universidad de Málaga*  
*Carlos Guillermo Benavides Chicón, Universidad de Málaga*

**DISCUSSANTS:** 1. Andrés J. Marchante Mera  
2. Niranjana Chipalkatti  
3. Michaeline Skiba

### Friday, October 15th, 2010

9:00 AM - 10:30 AM / Room # 3

**SESSION [3]:** Economics & Finance

**CHAIR:** *Cengiz YILMAZ, Afyon Kocatepe University*

#### TITLES & AUTHORS:

The U.S. Banking Industry In the 2009 Financial Crisis.<sup>1</sup>  
*Joseph N. Heiney, Elmhurst College*

The Effects of Innovation Characteristics on Mobile Banking Adoption.<sup>2</sup>  
*Nuray Tezcan, Halic University*  
*Ulun Akturan, Galatasaray University*

The relation of Loan Asset and deposit liability to profitability on regional bank in Indonesia 2009.<sup>3</sup>

*Hamidah, Universitas Negeri Jakarta*

**DISCUSSANTS:** 1. Nuray Tezcan  
2. Hamidah  
3. Joseph N. Heiney

**Coffee Break: Registration Desk**

### Friday, October 15th, 2010

10:30 AM - 12:00 PM / Room # 1

**SESSION [4]:** Marketing

**CHAIR:** *Joseph N. Heiney, Elmhurst College*

#### TITLES & AUTHORS:

Responsiveness as Antecedent of Satisfaction and Referrals in Financial Services Marketing: Empirical Evidence from an Emergent Economy.<sup>1</sup>

*Raj Devasagayam, Sienna College*  
*S.K.Pandey, FORE School of Management*

Exploring Customers' Reaction to Product Recall Messages: The Role of Responsibility, Opportunism and Brand Reputation.<sup>2</sup>

*Fabio Cassia, University of Bergamo*  
*Alberto Marino, University of Bergamo*  
*Francesca Magno, University of Bergamo*

The Metamorphosis of the Russian Luxury Food Consumption in the time of Recession.<sup>3</sup>

*Nikolai Ostapenko, Georgetown University*

**DISCUSSANTS:** 1. Nikolai Ostapenko  
2. Raj Devasagayam  
3. Fabio Cassia

### Friday, October 15th, 2010

10:30 AM - 12:00 PM / Room # 2

**SESSION [5]:** Ethics/Higher Education/Business Law Issues

**CHAIR:** *Michaeline Skiba, Monmouth University*

#### TITLES & AUTHORS:

An Exploratory Investigation of Business Education Critical Inquiry Programs and the Creation of a Related Faculty Development Agenda.<sup>1</sup>

*Stephanie M. Foote, University of South Carolina Aiken*  
*David Harrison, University of South Carolina Aiken*  
*Richard A. Heiens, University of South Carolina Aiken*  
*Kathleen Wates, University of South Carolina Aiken*

Alternate Views on the Purpose of Business: A Resource for Business Ethics Instruction.<sup>2</sup>

*Gary L. Karns, Seattle Pacific University*

Moving Forward on Ethics Education in One School's MBA Program.<sup>3</sup>

*David E. Olson, California State University - Bakersfield*  
*Silver Arias, California State University - Bakersfield*  
*Chester Bryniarski, California State University - Bakersfield*  
*Cuiping Wang, California State University - Bakersfield*

**DISCUSSANTS:** 1. David E. Olson  
2. David Harrison  
3. Gary L. Karns

**Friday, October 15th, 2010**

10:30 AM - 12:00 PM / Room # 3

**SESSION [6]:** Accounting

**CHAIR:** *Gloria J. McVay, Winona State University*

**TITLES & AUTHORS:**

Internal Controls and Auditing in Italian Local Governments.<sup>1</sup>  
*Paola Paglietti, University of Cagliari*

The Impact of the December 2004 Tsunami: An Empirical Investigation of Indonesia, Sri Lanka and Thailand.<sup>2</sup>  
*Shamila A. Jayasuriya, Ohio University*

Teaching and Learning in Accounting Information Systems for Accounting Courses".<sup>3</sup>  
*Supattra Boonmak, Chulalongkorn University*

**DISCUSSANTS:** 1. Supattra Boonmak  
2. Paola Paglietti  
3. Shamila A. Jayasuriya

**Friday, October 15th, 2010**

10:30 AM - 12:00 PM / Room # 4

**SESSION [7]:** Economics & Finance

**CHAIR:** *Hamidah, Universitas Negeri Jakarta*

**TITLES & AUTHORS:**

Alternative Investment Funds: The Case of Hedge Funds, Private Equity Funds and Real Estate Funds in the Italian Context.<sup>1</sup>

*Edoardo Catelani, University of Florence*  
*Giovanni Sequi, University of Florence*

Regional Finance Companies like Private Equity Firms.<sup>2</sup>  
*Emanuele Martelli, University of Florence*  
*Lorenzo Gai, University of Bologna*

Analysis of the Factors affecting Productivity Using Non Parametric Regression Method.<sup>3</sup>

*Nuray Tezcan, Halic University*

**DISCUSSANTS:** 1. Emanuele Martelli  
2. Nuray Tezcan  
3. Edoardo Catelani

## Lunch Break

**Friday, October 15th, 2010**

1:00 PM - 2:30 PM / Room # 1

**SESSION [8]:** Marketing

**CHAIR:** *Shamila A. Jayasuriya, Ohio University*

**TITLES & AUTHORS:**

Reexamination of Consumer-Animosity Construct toward Multi Opposed Countries.<sup>1</sup>

*Bayu Sutikno, National Central University*  
*Julian Ming-Sung Cheng, National Central University*

The effectiveness of advertising: an empirical methodology for the evaluation of the coding and decoding process.<sup>2</sup>

*Elisabetta Corvi, University of Brescia*

**DISCUSSANTS:** 1. Elisabetta Corvi  
2. Bayu Sutikno

**Friday, October 15th, 2010**

1:00 PM - 2:30 PM / Room # 2

**SESSION [9]:** Economics & Finance

**CHAIR:** *Craig R. MacPhee, University of Nebraska-Lincoln*

**TITLES & AUTHORS:**

Investor Behavior and Economic Cycle: The Impact of Human Biases and Cognitive Limitations on Economic Booms and Busts.<sup>1</sup>

*Beryl Y. Chang, European School of Economics*

Monetary Policy and The Role of the Consumption-Wealth Channel: Evidence from the Australian States.<sup>2</sup>

*Harry Bloch, Curtin Business School Curtin University of Technology*

*Patricia Fraser, University of Aberdeen Business School*

*Garry MacDonald, Curtin Business School Curtin University of Technology*

Edgeworth Cycles, Competition, and Antitrust.<sup>3</sup>

*Michael D. Noel, University of California, San Diego*

- DISCUSSANTS:**
1. Garry MacDonald
  2. Michael D. Noel
  3. Beryl Y. Chang

**Friday, October 15th, 2010**

1:00 PM - 2:30 PM / Room # 3

**SESSION [10]:** Strategic Issues

**CHAIR:** *Bruce A. Forster, University of Nebraska at Kearney*

**TITLES & AUTHORS:**

Supply Chain Management in Textile and Supplier Performance Evaluation.<sup>1</sup>

*Kadir Cesur, Istanbul Technical University*

Comparison of Firm Performance Before and After the Implementation of TQM.<sup>2</sup>

*Cengiz YILMAZ, Afyon Kocatepe University*

*Ali ELEREN, Afyon Kocatepe University*

Disinformation in the Information Age.<sup>3</sup>

*Cengiz YILMAZ, Afyon Kocatepe University*

- DISCUSSANTS:**
1. Cengiz YILMAZ
  2. Kadir Cesur
  3. Kadir Cesur

**Friday, October 15th, 2010**

1:00 PM - 2:30 PM / Room # 4

**SESSION [11]:** Management/Strategic Issues

**CHAIR:** *Tonino Pencarelli, Università degli Studi di Urbino Carlo Bo*

**TITLES & AUTHORS:**

Innovation Performance Improvement for The Women as a Creative Industry Based Efforts to Improve Locality Family Welfare.<sup>1</sup>

*Endry Boeriswati, Women Center University of Jakarta*

Why companies follow a born-global approach? An empirical investigation among Italian companies.<sup>2</sup>

*Fabio Cassia, University of Bergamo*

*Gianpaolo Baronchelli, University of Bergamo*

The Effects of Source Credibility and Receiver Involvement on the Organizational Budgeting Process.<sup>3</sup>

*Gloria J. McVay, Winona State University*

*Rita L. Rahoi-Gilchrest, Winona State University*

- DISCUSSANTS:**
1. Gloria J. McVay
  2. Endry Boeriswati
  3. Gianpaolo Baronchelli

**Coffee Break: Registration Desk**

**Friday, October 15th, 2010**

3:00 PM - 5:30 PM / Room # 1

**SESSION [12]:** Management/Strategic Issues

**CHAIR:** *Richard Heiens, University of South Carolina Aiken*

**TITLES & AUTHORS:**

Competitive Warfare: The Impact of Electric Cars on the Oil & Refinery Industry and their Countermeasures.<sup>1</sup>

*Sean Philipp, Vienna University of Economics and Business*

*Peter R. Haiss, Vienna University of Economics and Business*

The Multi-Fibre Arrangement on International Trade in Textiles and Apparel: A Re-assessment.<sup>2</sup>

*Craig R. MacPhee, University of Nebraska-Lincoln*  
*Janet Scott, University of Nebraska-Lincoln*  
*Wanasin Sattayanuwat, University of Nebraska-Lincoln*

Small Businesses Strategies in Times of Crisis: Empirical Evidence from the Province of Pesaro-Urbino.<sup>3</sup>

*Tonino Pencarelli, Università degli Studi di Urbino Carlo Bo*  
*Simone Splendiani, Università degli Studi di Urbino Carlo Bo*  
*Elisa Nobili, Università degli Studi di Urbino Carlo Bo*

Logics of value chain configuration and transnational cooperation: the role for firms and emerging economies of WTO.<sup>4</sup>

*Vittoria Marino, Università degli Studi di Salerno*  
*Carmen Gallucci, Università degli Studi di Salerno*  
*Paola Zoccoli, Università degli Studi di Salerno*

Innovation Leadership – A Case Study of an Asian Energy Company.<sup>5</sup>

*David Birchall, The University of Reading*  
*Liz Houksworth, The University of Reading*  
*Benjamin Reid, The University of Reading*

**DISCUSSANTS:** 1. Craig R. MacPhee  
2. Tonino Pencarelli  
3. Vittoria Marino  
4. David Birchall  
5. Sean Philipp

**Friday, October 15th, 2010**

3:00 PM - 5:00 PM / Room # 2

**SESSION [13]:** Ethics/Higher Education/Business Law Issues

**CHAIR:** *Kadir Cesur, Istanbul Technical University*

**TITLES & AUTHORS:**

Implications of the Concepts of "State Sovereignty" and the "Responsibility to Protect" for Enforcing International Humanitarian Law.<sup>1</sup>

*Bruce A. Forster, University of Nebraska at Kearney*  
*Jessica D. Forster, Somali Bantu Association*

Multimedia in Higher Education: Proliferation of Tools + Paucity of Research = Opportunity.<sup>2</sup>

*Janette Moody, The Citadel*  
*Gregory L. Krippel, The Citadel*

An Academic Learning Organization: A Case Study from Pakistan.<sup>3</sup>

*Sadaf Ashraf, University of Management and Technology*  
*Ahmed F Siddiqi, University of Management and Technology*

Teaching with Cartoons to Improve Four Basic Skills for Management Students: Interpretation, Inference, Identification and Evaluation.<sup>4</sup>

*Ehsan S. Salek, Virginia Wesleyan College*  
*Javier Nava, Virginia Wesleyan College*

**DISCUSSANTS:** 1. Janette Moody  
2. Sadaf Ashraf  
3. Ehsan S. Salek  
4. Bruce A. Forster

**Friday, October 15th, 2010**

3:00 PM - 5:00 PM / Room # 3

**SESSION [14]:** Economics & Finance

**CHAIR:** *Joy Grant, Manchester Metropolitan University*

**TITLES & AUTHORS:**

Alleviating Poverty through Microfinance : Nigeria's Experience.<sup>1</sup>

*Olukemi Lawanson, University of Lagos*

Enhancing Access to Finance for Micro and Small Enterprises in Egypt.<sup>2</sup>

*Sahar Nasr, The World Bank*

The Speed of Gasoline Price Response in Markets with and without Edgeworth Cycles.<sup>3</sup>

*Michael D. Noel, University of California, San Diego*  
*Matthew Lewis, The Ohio State University*

Multi-Party Payment Card Network Pricing: Determination of Merchant and Interchange Fee.<sup>4</sup>

*Markus Langlet, European Business School Oestrich-Winkel*

**DISCUSSANTS:** 1. Sahar Nasr  
2. Olukemi Lawanson  
3. Markus Langlet  
4. Michael D. Noel

**Friday, October 15th, 2010**

**3:00 PM - 5:00 PM / Room # 4**

**SESSION [15]: Economics & Finance**

**CHAIR:** *Garry MacDonald, Curtin University*

**TITLES & AUTHORS:**

The Relevance of Annual General Meetings in Stock Returns, Trading Volumes and Volatility: Evidence from Spain.<sup>1</sup>

*Mònica Martínez Blasco, Universitat Ramon Llull*

*Josep García Blandón, Universitat Ramon Llull*

*Lucinio González Sabaté, Universitat Ramon Llull*

Are Islamic Banks Better Immunized than Conventional Banks in the Current Economic Crisis?<sup>2</sup>

*Mareyah Mohammad Ahmad, The British University in Dubai*

*Dayanand Pandey, The British University in Dubai*

Examining the Impact of Credit Access on Small Firm Survivability.<sup>3</sup>

*Traci L. Mach, Board of Governors of the Federal Reserve System*

Regulation of FX market.<sup>4</sup>

*Tamás Isépy, University of Pannonia*

**DISCUSSANTS:**

1. Mareyah Mohammad Ahmad
2. Traci L. Mach
3. Tamás Isépy
4. Mònica Martínez Blasco

**Wine Reception : Registration Desk**

◀ See you next Year!!! ▶