

aber | 2011 Cambridge Business & Economics Conference Program



**2011**  
**Cambridge Business**  
**&**  
**Economics Conference**  
**Program**

Murray Edwards College,  
Cambridge University,  
Cambridge, UK

**June 27th-28th, 2011**

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**List of Registered Delegates**

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	15	Yanni Yan	
21	18	Yu Zhang	

## Conference Schedule

### Monday, June 27th:

**Registration**                      **7:30 AM - 1:00 PM**

Coffee Break:                      9:30 AM – 10 AM & 2:30 PM – 3:00 PM

Sessions 1-16                      8:00 AM – 5:30 PM

Working Lunch                      12:00 PM – 1:00 PM

(Coffee break & Lunch Boxes will be available at the registration desk)

**Wine Reception**                      **5:00 PM - 6:30 PM**

### Tuesday, June 28th:

**Registration**                      **7:30 AM - NOON**

Coffee Break:                      9:30 AM – 10 AM & 2:30 PM – 3:00 PM

Sessions 17-27                      8:00 AM – 5:30 PM

Lunch                                  12:00 PM – 1:00 PM

(Coffee break & Lunch Boxes will be available at the registration desk)

## Instructions To Program Participants

**Session Time Allocations:** 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 overhead 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. Each room will have an LCD projector. You will need to have your own Laptop connect to the projector.

**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

### Monday, June 27th, 2011

8:00 AM - 9:30 AM / Kaetsu Teaching Room # 1

**SESSION [1]:** Management

**CHAIR:** *Peter Geib, Minnesota State University Moorhead*

**TITLES & AUTHORS:**

Continuous Innovation in Medical Entrepreneurship: A Case Study on Abaxis.<sup>1</sup>

*Shawn M. Carraher, Minot State University*

*George Puia, Saginaw Valley State University*

*Clint Severson, Abaxis*

Reflective Practices and Human Dynamics.<sup>2</sup>

*Herbert Rau, Utica College*

Changing Role of Executive Soft-Skills at Work.<sup>3</sup>

*Mohammed R. Parakandi, Abu Dhabi University*

*T. Asokan, Kannur University*

**DISCUSSANTS:** 1. Mohammed R. Parakandi  
2. Shawn M. Carraher  
3. Herbert Rau

### Monday, June 27th, 2011

8:00 AM - 9:30 AM / Kaetsu Teaching Room # 2

**SESSION [2]:** Marketing

**CHAIR:** *Md. Sharif Hossain, Kyushu University*

**TITLES & AUTHORS:**

Assessment of Functional Literacy: Food Nutrition Labeling.<sup>1</sup>

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

*Guilherme Paiva, Pontifical Catholic University of Rio de Janeiro*

Impulse Buying and Variety Seeking: Two Faces of the Same Coin?<sup>2</sup>

*Piyush Sharma, The Hong Kong Polytechnic University*

*Bharadhwaj Sivakumaran, Great Lakes Institute of Management*

*Roger Marshall, Auckland University of Technology*

Market - Driven Strategic Green Marketing Within The New Sustainability Paradigm.<sup>3</sup>

*Ezgi Merdin, Bođaziçi University*

**DISCUSSANTS:** 1. Piyush Sharma  
2. Ezgi Merdin  
3. Paulo Cesar Motta

**Monday, June 27th, 2011**

8:00 AM – 9:30 AM / Kaetsu Teaching Room # 3

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

**CHAIR:** Tom Fullerton, *University of Texas at El Paso*

**TITLES & AUTHORS:**

An Empirical Analysis of Financial Crises Using the MGARCH Model.<sup>1</sup>

*Abbas Valadkhani, University of Wollongong*

Why Industrial Prices Move: A Multi-Disciplinary Approach.<sup>2</sup>

*Neville R. Norman, The Universities of Cambridge and Melbourne*

Investors' Responses to the New Financial Environment.<sup>3</sup>

*Robert Kao, Park University*

*Cheng-Huei Chiao, Missouri Western State University*

**DISCUSSANTS:** 1. Neville R. Norman  
2. Robert Kao  
3. Abbas Valadkhani

**Coffee Break: Registration Desk**

**Monday, June 27th, 2011**

10:00 AM – 12:00 PM / Kaetsu Teaching Room # 1

**SESSION [4]:** Economics & Finance

**CHAIR:** *Neville R. Norman, The Universities of Cambridge and Melbourne*

**TITLES & AUTHORS:**

The informational content of Annual General Meetings; the case of Spanish small capitalization companies.<sup>1</sup>

*Monica Martinez Blasco, Universitat Ramon Llull*

*Josep Garcia Blandon, Universitat Ramon Llull*

*Stefan Ivanovic, Universitat Ramon Llull*

The Use of Financial Statements by Small Firms When Making Decision.<sup>2</sup>

*Shawn M. Carraher, Minot State University*

*Howard Van Auken, Iowa State University*

Border Region Housing Values.<sup>3</sup>

*Tom Fullerton, University of Texas at El Paso*  
*Emmanuel Villabos, University of Texas at El Paso*

**DISCUSSANTS:** 1. Shawn M. Carraher  
2. Tom Fullerton  
3. Monica Martinez Blasco

**Monday, June 27th, 2011**

10:00 AM – 12:00 PM / Kaetsu Teaching Room # 2

**SESSION [5]:** Economics & Finance

**CHAIR:** *Herbert Rau, Utica College*

**TITLES & AUTHORS:**

Determinants of Access to Credit for Low-Income Population in Brazil from 2002 to 2008.<sup>1</sup>

*Claudia Emiko Yoshinaga, Fundação Getulio Vargas (FGV-SP)*  
*Isabel Ferraz Musse, Fundação Getulio Vargas (FGV-SP)*  
*William Eid Junior, Fundação Getulio Vargas (FGV-SP)*

Disposition Effect: An Application to Actively-Managed Funds in Brazil.<sup>2</sup>

*Francisco Henrique Figueiredo de Castro Junior, Universidade de São Paulo (FEA/USP)*  
*Claudia Emiko Yoshinaga, Fundação Getulio Vargas (FGV-SP)*  
*Eduardo Pozzi Lucchesi, Pontifícia Universidade Católica de São Paulo*

Efficiency Analysis of Bangladesh Stock Market and Volatility Effect.<sup>3</sup>

*Md. Sharif Hossain, Kyushu University*  
*Md. Gazi Salah Uddin, East West University*

Assessing the Economic Benefits of Transport Expenditure in a VES production function: The case of Mauritius.<sup>4</sup>

*Boopen Seetanah, University of Mauritius*

**DISCUSSANTS:** 1. Francisco Henrique Figueiredo de Castro Junior  
2. Md. Sharif Hossain  
3. Boopen Seetanah  
4. Claudia Emiko Yoshinaga

**Monday, June 27th, 2011**

10:00 AM – 12:00 PM / Kaetsu Teaching Room # 3

**SESSION [6]:** Management/Strategic Issues

**CHAIR:** *Janine Saba Zakka, Lebanese American University*

**TITLES & AUTHORS:**

China: Education and Innovation.<sup>1</sup>

*Peter Geib, Minnesota State University Moorhead*  
*James Swenson, Minnesota State University Moorhead*

Strategic Designs in the Prospect of The Asian Market – a Glocalization Approach.<sup>2</sup>

*Beryl Y. Chang, The European School of Economics*

Competitiveness, Competition Policy, Competition Law and Hong Kong.<sup>3</sup>

*Mark Williams, Hong Kong Polytechnic University*

The Ryan Air: International Aspirations.<sup>4</sup>

*Shaqua Gooden, Lynchburg College*

**DISCUSSANTS:** 1. Beryl Y. Chang  
2. Shaqua Gooden  
3. Mark Williams  
4. Peter Geib

**Monday, June 27th, 2011**

10:00 AM – 12:00 PM / Kaetsu Teaching Room # 4

**SESSION [7]:** Ethics/Higher Education/Business Law Issues

**CHAIR:** *Abbas Valadkhani, University of Wollongong*

**TITLES & AUTHORS:**

Teaching Business Ethics on a Global Scale.<sup>1</sup>

*B. Barbara Boerner, Brevard College*

Cultural and Ethical Reciprocity: The Impact on Culture on Concepts of Ethical Business Leadership.<sup>2</sup>

*Wendy Klepetar, College of Saint Benedict/Saint John's University*  
*Shafak Mohamed Samsheer, College of Saint Benedict/Saint John's University*

A Pilot Study for Sustainable Development in Malaysian Higher Education Sector Through Having Excellent Academic Leaders.<sup>3</sup>

*Norashfah Hanim Yaakop Yahaya Al-Haj, Teguh SNR Management Consulting Private Limited*

**DISCUSSANTS:** 1. Norashfah Hanim Yaakop Yahaya Al-Haj  
2. B. Barbara Boerner  
3. Wendy Klepetar

**Luncheon Session [8]**

12:00 PM -12:45 PM/Kaetsu Teaching Room # 1

**CHAIR:** *George C. Philippatos, University of Tennessee*

*The Relation Between Academic Performance and Participation on Athletic Teams in the United States by Kenneth Garren, Lynchburg College*

**Monday, June 27th, 2011**

1:00 PM – 2:30 PM / Kaetsu Teaching Room # 1

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

**CHAIR:** *Dave Lilly, Dyno Consult*

**TITLES & AUTHORS:**

Demex Returns: Is there a Non-Trading Period Effects?<sup>1</sup>

*Subadar Agathe Ushad, University of Mauritius*

Long-Term Adjustment in African-American Unemployment: A Time Series and Error Correction Model Approach.<sup>2</sup>

*Anthony Paul Andrews, Governors State University*

Katyn: Old Issues Threaten Polish-Russian Economic and Political Relations.<sup>3</sup>

*Richard J. Hunter. Jr., Seton Hall University*

**DISCUSSANTS:**

1. Richard J. Hunter. Jr.
2. Subadar Agathe Ushad
3. Anthony Paul Andrews

**Monday, June 27th, 2011**

1:00 PM – 2:30 PM / Kaetsu Teaching Room # 2

**SESSION [10]:** Economics & Finance

**CHAIR:** *Scott E. Miller, Edinboro University*

**TITLES & AUTHORS:**

Islamic Finance in Egypt: Challenges and Prospects.<sup>1</sup>

*Sahar Nasr, World Bank*

Determinants of Operating Efficiency for Lowly and Highly Competitive Banks in Egypt.<sup>2</sup>

*Tarek Eldomiaty, British University in Egypt*

*Wael Mostafa, Misr International University*

The Greek Crisis: Causes and Implications.<sup>3</sup>

*Prodromos Vlamis, Centre for Planning and Economics Research*

*Georgios P. Kouretas, Athens University of Economics and Business*

**DISCUSSANTS:**

1. Prodromos Vlamis
2. Sahar Nasr
3. Tarek Eldomiaty

**Monday, June 27th, 2011**

1:00 PM – 2:30 PM / Kaetsu Teaching Room # 3

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

**CHAIR:** *Peter Gibson, University of Wollongong*

**TITLES & AUTHORS:**

Validating GLOBE Scales: A Test in the U.S.A.<sup>1</sup>

*Andy Bertsch, Minot State University*

Planning a New Iron Ore Mine.<sup>2</sup>

*Jim Everett, University of Western Australia*

Leadership and Meditation.<sup>3</sup>

*Arnis Vilks, Leipzig Graduate School of Management*

**DISCUSSANTS:** 1. Arnis Vilks  
2. Andy Bertsch  
3. Jim Everett

**Monday, June 27th, 2011**

1:00 PM – 2:30 PM / Kaetsu Teaching Room # 4

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

**CHAIR:** *Wendy Klepetar, College of Saint Benedict/Saint John's University*

**TITLES & AUTHORS:**

Female Leaders in the Middle East: Cultural and Business Challenges.<sup>1</sup>

*Renee Sabbagh Ghattas, Lebanese American University*

*Janine Saba Zakka, Lebanese American University*

Mismatch between Trust and Interdependence: the Moderating Role of Power Imbalance.<sup>2</sup>

*Flora Fang Jia, City University of Hong Kong*

*Forrest Zhilin Yang, City University of Hong Kong*

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*

*M. Kamran Javed, Law College*

**DISCUSSANTS:** 1. Sadaf Ashraf  
2. Renee Sabbagh Ghattas  
3. Flora Fang Jia

**Coffee Break: Registration Desk**

**Monday, June 27th, 2011**

3:00 PM – 5:00 PM / Kaetsu Teaching Room # 1

**SESSION [13]:** Economics & Finance

**CHAIR:** *Prodromos Vlamis, Centre for Planning and Economics Research*

**TITLES & AUTHORS:**

Nonlinear Modeling of Oil and Stock Price Dynamics: Segmentation or Time Varying Integration?<sup>1</sup>

*Mohamed El Hedi AROURI, University of Orleans and EDHEC*

*Fredj JAWADI, University of Evry & Amiens School of Management*

*Duc Khuong NGUYEN, ISC Paris School of Management*

Intra-Month Effect: Evidence from Mauritian Development and Enterprise Stock Market.<sup>2</sup>

*Subadar Agathe Ushad, University of Mauritius*

Credit and GDP Growth: 1952-2007.<sup>3</sup>

*Abe Aburachis, Gannon University*

*Scott E. Miller, Edinboro University*

What Matters in Merger & Acquisition of Taiwan's Over Banking?<sup>4</sup>

*Chien-Chi Chu, National Sun Yat-Sen University*

*Chia-Chen Teng, National Sun Yat-Sen University*

*Chin-Shun Wu, University of the West*

**DISCUSSANTS:** 1. Chien-Chi Chu  
2. Fredj JAWADI  
3. Subadar Agathe Ushad  
4. Scott E. Miller

**Monday, June 27th, 2011**

3:00 PM – 5:00 PM / Kaetsu Teaching Room # 2

**SESSION [14]:** Strategic Issues

**CHAIR:** *Renee Sabbagh Ghattas, Lebanese American University*

**TITLES & AUTHORS:**

Capturing the Effect of Agency Theory in the Industrial Supply Chain through Agency Costs and Flexibility.<sup>1</sup>

*Peter Gibson, University of Wollongong*

*Abud Natour, University of Wollongong*

Analysis of Malaysian Craftpreneurs Creativity on Business Operations Performance.<sup>2</sup>

**Mohd Shaladdin Muda, Universiti Malaysia Terengganu**  
**Muhammad Abi Sofian Abdul Halim, Universiti Malaysia Terengganu**  
**Wan Abd Aziz Wan Mohd Amin, Universiti Malaysia Terengganu**

A Serial Comparison of Worldwide City and Country Websites: Are Jurisdictions Sustaining Electronic Seamlessness and Transparency in Austere Financial Times?<sup>3</sup>

**Donald J. Calista, Marist College**  
**James Melitski, Marist College**

Blasting Optimization to Minimize Costs.<sup>4</sup>

**Dave Lilly, Dyno Consult**  
**Baron Fidler, Dyno Consult**

**DISCUSSANTS:**

1. Dave Lilly
2. Peter Gibson
3. Mohd Shaladdin Muda
4. Donald J. Calista

**Monday, June 27th, 2011**

3:00 PM – 5:00 PM / Kaetsu Teaching Room # 3

**SESSION [15]: Marketing**

**CHAIR:** *Piyush Sharma, The Hong Kong Polytechnic University*

**TITLES & AUTHORS:**

The brand value of sport performers: an analysis of the European football market.<sup>1</sup>

**Calin Gurau, GSCM – Montpellier Business School**  
**Philippe Villemus, GSCM – Montpellier Business School**

Electronic Retailing of Global Luxury Brands: The Impact of Consumption of Mass Luxury in Russia and China.<sup>2</sup>

**Nikolai Ostapenko, University of District of Columbia**

Analysis and Assessing the Country Branding Process Perceived Reputation Capital of Italy on the Chinese Market.<sup>3</sup>

**Vittoria Marino, Università degli Studi di Salerno**  
**Giada Mainolfi, Università degli Studi di Salerno**

How does the Duality of Control and Trust Affect the Performance of Alliances? The Mediating Role of Reflexivity, Monitoring and Effort.<sup>4</sup>

**Yanni Yan, City University of Hong Kong**  
**Ting ting Xie, City University of Hong Kong**

**DISCUSSANTS:** 1. Vittoria Marino  
2. Calin Gurau  
3. Yanni Yan  
4. Nikolai Ostapenko

**Monday, June 27th, 2011**

3:00 PM – 5:00 PM / Kaetsu Teaching Room # 4

**SESSION [16]:** Strategic Issues

**CHAIR:** *George C. Philippatos, University of Tennessee*

**TITLES & AUTHORS:**

Strategic Analysis of Decision Making in Terrorist Organizations.<sup>1</sup>  
*Joe Turek, Lynchburg College*

How to manage the creativity: Towards better public governance.<sup>2</sup>  
*Anna Czarczynska, Leon Kozminski Academy of  
Entrepreneurship and Management*

An Assessment of Business Failures: A Comparative Study between India and  
American Family Businesses.<sup>3</sup>  
*John A. Helmuth, University of Michigan-Flint  
Madhukar Angur, Alliance University  
Anubha Singh, Alliance University*

Sir Arthur Lewis, Kwame Nkrumah, and Strategies in Economic Development:  
The Case of Ghana and the Caribbean, Past, Present, and Future.<sup>4</sup>  
*Anthony Paul Andrews, Governors State University*

**DISCUSSANTS:** 1. Anna Czarczynska  
2. Anthony Paul Andrews  
3. Joe Turek  
4. Madhukar Angur

***Oxford Journal Distinguished Research Award Ceremony  
& Wine Reception 5:00PM***

***Murray Edwards College Lawn  
(Rain site: Kaetsu Teaching Room # 1)***

***Chief Guest:***

***Kenneth Garren, President, Lynchburg College***

***Keynote Speaker:***

***Dennis Dunn, Pro Vice Chancellor,  
Manchester Metropolitan University***

**Tuesday, June 28th, 2011**

8:00 AM – 9:30 AM /Kaetsu Teaching Room # 1

**SESSION [17]:** Accounting

**CHAIR:** *Ronald L. Decker, Winona State University*

**TITLES & AUTHORS:**

The Continuing Evolution of G3 Reports: Is Triple Bottom Line Reporting Becoming More Comparable?<sup>1</sup>

*W. Richard Sherman, Saint Joseph's University*

Model Z-score in conditions of transition to international financial reporting standards in Czech republic.<sup>2</sup>

*Dana Kubièková, University of Finance and Administration*

Accounting for the costs of recruiting and training.<sup>3</sup>

*Linda Twiname, University of Waikato*

*Steven Rae, University of Waikato*

*Helen Samujh, University of Waikato*

**DISCUSSANTS:** 1. Linda Twiname  
2. W. Richard Sherman  
3. Dana Kubièková

**Tuesday, June 28th, 2011**

8:00 AM – 9:30 AM /Kaetsu Teaching Room # 2

**SESSION [18]:** Economics/Finance

**CHAIR:** *Kesseven Padachi, University of Technology*

**TITLES & AUTHORS:**

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

*O.I. Lawanson, University of Lagos*

How Much Do Short-Selling Constraints and Risks Contribute to the Persistence of Momentum Abnormal Returns? Some Recent Evidence.<sup>2</sup>

*Yu Zhang, Eastern Michigan University*

*George C. Philippatos, University of Tennessee*

*Philip Daves, University of Tennessee*

Stock Market Volatility Forecasting using Higher Order Cumulants :Evidence from the International Stock Markets.<sup>3</sup>

*Sanja Dudukovic, Franklin College*

**DISCUSSANTS:** 1. Sanja Dudukovic  
2. O.I. Lawanson  
3. Yu Zhang

**Tuesday, June 28th, 2011**

8:00 AM – 9:30 AM /Kaetsu Teaching Room # 3

**SESSION [19]:** Strategic Issues

**CHAIR:** *Roger W. Clark, Austin Peay State University*

**TITLES & AUTHORS:**

Impact of Green Revolution: An Empirical Analysis in Restaurant Industry.<sup>1</sup>

*Atul Gupta, Lynchburg College*

*Rebecca Murtha, Lynchburg College*

*Trina Boyer, Lynchburg College*

Assessing Sustainability in the Travel Trade Industry.<sup>2</sup>

*Ruth Rios-Morales, University of Applied Sciences  
Switzerland*

*Britt Ventriglia, Marriott International Headquarters*

A Conceptual Framework for a Holistic Approach to Sustainable Tourism  
Management in Protected Areas.<sup>3</sup>

*Sophia Imran, University of Southern Queensland*

*Khorshed Alam, University of Southern Queensland*

*Narelle Beaumont, University of Southern Queensland*

**DISCUSSANTS:** 1. Sophia Imran  
2. Atul Gupta  
3. Ruth Rios-Morales

**Coffee Break : Registration Desk**

**Tuesday, June 28th, 2011**

10:00 AM – 12:00 PM / Kaetsu Teaching Room # 1

**SESSION [20]:** Strategic Issues

**CHAIR:** *Roger Collins, TRU School of Business and Economics*

**TITLES & AUTHORS:**

From Modernity to Postmodernity: A Historical Discourse on Western Civilization.<sup>1</sup>

*Naveed Yazdani, University of Management & Technology*

Getting To Yes In A Foreign Land: A Cross-Cultural Study Of Differences In Views  
of The Negotiation Process And Outcomes.<sup>2</sup>

*Ronald L. Decker, Winona State University*

*Todd J. Hostager, University of Wisconsin-Eau Claire*

*Kathryn Ready, Winona State University*

*Leon Tyler, Winona State University*

Re-Engineering Economics Space: Evidence from Singapore's Gambits in the Middle  
East.<sup>3</sup>

*Caroline YEOH, Singapore Management University*

An Exploratory Analysis of Management Accounting Practices in Egypt: A Transitional Economy Country.<sup>4</sup>

*Sherine Farouk Abdel All, Abu Dhabi University*

*John McLellan, Abu Dhabi University*

**DISCUSSANTS:** 1. Caroline YEOH  
2. Naveed Yazdani  
3. Sherine Farouk Abdel All  
4. Ronald L. Decker

**Tuesday, June 28th, 2011**

10:00 AM – 12:00 PM / Kaetsu Teaching Room # 2

**SESSION [21]:** Economics/Finance

**CHAIR:** *Yu Zhang, Eastern Michigan University*

**TITLES & AUTHORS:**

A New Equity Loan Banking Model.<sup>1</sup>

*Roger W. Clark, Austin Peay State University*

*George C. Philippatos, University of Tennessee*

Distressed property valuation and optimization of loan restructure terms.<sup>2</sup>

*David J. Moore, Sacramento State University*

*George C. Philippatos, University of Tennessee*

An analysis of SRI as an investment portfolio tool: Evidence from the JSE.<sup>3</sup>

*Ashley Mutezo, University of South Africa*

Working Capital Financing Preferences: The Case of Mauritian Manufacturing SMEs.<sup>4</sup>

*Kesseven Padachi, University of Technology*

*C. Howorth, University of Technology*

*M. S. Narasimhan, University of Technology*

**DISCUSSANTS:** 1. Kesseven Padachi  
2. Roger W. Clark  
3. George C. Philippatos  
4. Ashley Mutezo

**Tuesday, June 28th, 2011**

10:00 AM – 12:00 PM / Kaetsu Teaching Room # 2

**SESSION [22]:** Strategic Issues

**CHAIR:** *Shawn M. Carraher, Minot State University*

**TITLES & AUTHORS:**

Wildfires in California Resulted in Improved Processes and Cost Savings under the Incident Command System (ICS).<sup>1</sup>

*Sheron Morgan, South University*  
*Marian Mosser, Capella University and Upper Iowa University*  
*Phillip Paker, Capella University*

China vs. India: Where Should We Invest? Looking For The Answer In TV Viewing Habits.<sup>2</sup>

*Jean-Luc Grosso, University of South Carolina*  
*Teresa L. Smith, University of South Carolina*  
*Sheryl Grosso, University of South Carolina*

Negotiate Like the Animals: What Animals Know that Women Need to Learn.<sup>3</sup>

*Jean-Luc Grosso, University of South Carolina*  
*Teresa L. Smith, University of South Carolina*  
*Sheryl Grosso, University of South Carolina*

Relationship between Corporate Governance and Firm Performance: Evidence from a sample of Top 100 Mauritian Companies.<sup>4</sup>

*MJ Lamport, University of Mauritius*  
*M NLatona, University of Mauritius*  
*B Seetanah, University of Mauritius*  
*R VSannasee, University of Mauritius*

- DISCUSSANTS:**
1. Jean-Luc Grosso
  2. Sheron Morgan
  3. B Seetanah
  4. Marian Mosser

**Lunch: Registration Desk**

**Tuesday, June 28th, 2011**

1:00 PM – 2:30 PM / Kaetsu Teaching Room # 1

**SESSION [23]:** Strategic Issues

**CHAIR:** Chandana Jayawardena, University of Peradeniya

**TITLES & AUTHORS:**

An Integrated Model to Explain Information Technology Adoption Behavior.<sup>1</sup>

*Qin Yao, City University of Hong Kong*  
*Dou Wenyu, City University of Hong Kong*

Customer Service: Out sourcing vs In Sourcing.<sup>2</sup>

*Shawn M. Carraher, Minot State University*

*Bethany Stai, Minot State University*  
*Jon Lee, Minot State University*  
*Jared Gustafson, Minot State University*  
*Dianne H.B. Welsh, University of North Carolina, Greensboro*  
*Courtney Egge, Minot State University*

Customer Service Quality: Customer & Employee differences in Scandinavia and the USA.<sup>3</sup>

*Shawn M. Carraher, Minot State University*  
*Jerry Stai, Minot State University*  
*Raymond E. King, Royal Bahamas Defence Force*

**DISCUSSANTS:** 1. Shawn M. Carraher  
2. Qin Yao  
3. Qin Yao

**Tuesday, June 28th, 2011**

1:00 PM – 2:30 PM / Kaetsu Teaching Room # 2

**SESSION [24]:** Strategic Issues

**CHAIR:** *James Thomas Kunnanatt, United Arab Emirates University*

**TITLES & AUTHORS:**

Methodological Considerations in Crisis Management Research: Fictitious Scenarios vs. Real Crises.<sup>1</sup>

*Anastasios Theofilou, Bournemouth University*  
*Aikaterini Vassilikopoulou, Technological Educational Institute of Athens*  
*Apostolos Lepetsos, Athens University of Economics and Business*

Information Systems and Business Intelligence: New Strategic and Competitive Opportunities for Enterprises.<sup>2</sup>

*Elena Livi, University of Florence*

Import substitution industrialisation strategy in Brazil and South Africa – new evidence for the developing economies.<sup>3</sup>

*Aregbeshola R. A., University of South Africa*

**DISCUSSANTS:** 1. Aregbeshola R. A.  
2. Anastasios Theofilou  
3. Elena Livi

**Tuesday, June 28th, 2011**

1:00 PM – 2:30 PM / Kaetsu Teaching Room # 3

**SESSION [25]:** Ethics/ Higher Education

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

**TITLES & AUTHORS:**

Teaching accounting in the new millennium.<sup>1</sup>

*Wahida Zraa, University of Southern Queensland*

*R. Todd Hartle, University of Southern Queensland*

*Marie Kavanagh, University of Southern Queensland*

Professional Commitment and Ethical Decision Making: A Study of Tax Professionals in China.<sup>2</sup>

*Richard S. Simmons, Lingnan University*

*William E. Shafer, Lingnan University*

Using Technology to Incorporate the Benefits of Interactive Questioning in Online Lectures.<sup>3</sup>

*Jean-Luc Grosso, University of South Carolina*

*Teresa L. Smith, University of South Carolina*

*Sheryl Grosso, University of South Carolina*

**DISCUSSANTS:** 1. Jean-Luc Grosso

2. Wahida Zraa

3. Richard S. Simmons

***Coffee Break: Registration Desk***

**Tuesday, June 28th, 2011**

3:00 PM – 5:00 PM / Kaetsu Teaching Room # 1

**SESSION [26]:** Economics/Finance

**CHAIR:** *Anastasios Theofilou, Bournemouth University*

**TITLES & AUTHORS:**

3D Team Leadership: Leadership Model for Middle Level Managers.<sup>1</sup>

*James Thomas Kunnanatt, United Arab Emirates University*

Impact of Team Empowerment for Team Performance: A Sri Lankan Case Study.<sup>2</sup>

*L N A Chandana Jayawardena, University of Peradeniya*

*and Tomas Bata University in Zlin*

*Pathirage Y.D., University of Peradeniya*

Productivity and Profitability Margin at Farms in Punjab-Pakistan (Overtime Study of Cash Crops).<sup>3</sup>

**Muhammad A. Quddus, Punjab Economic Research  
Institute (PERI)  
Mazhar-ul-Haq Baluch, Lahore School of Economics**

Credibility of Monetary Policy on Prices, and the Link between Inflation Rate  
and Uncertainty of Inflation: Evidence from Emerging Economies.<sup>4</sup>

**Hermann Sintim-Aboagye, Montclair State University  
Chandana Chakraborty, Montclair State University  
Serapio Byekwaso, Verispan**

**DISCUSSANTS:** 1. Jayawardena L N A C  
2. Muhammad A. Quddus  
3. Hermann Sintim-Aboagye  
4. James Thomas Kunnanatt

**Tuesday, June 28th, 2011**

3:00 PM – 5:00 PM / Kaetsu Teaching Room # 2

**SESSION [27]:** Strategic Issues

**CHAIR:** *Shawn M. Carraher, Minot State University*

**TITLES & AUTHORS:**

The Evolution of Chinese Styles of Capitalism.<sup>1</sup>

**David Blair, National Defense University**

Luxury Generation Gap? : A Comparison between Generation X and Y.<sup>2</sup>

**Stella So Lai Man, The Chinese University of Hong Kong**

Corporate Governance Practices in UAE Banks.<sup>3</sup>

**Shahid Khan, Al Roken & Associates**

**Dayanand Pandey, The British University in Dubai**

**DISCUSSANTS:** 1. Shahid Khan  
2. David Blair  
3. Stella So Lai Man

 **See you next Year!!!** 