



2015
Cambridge Conference
On
Business & Economics
Program

**Murray Edwards College,
Cambridge University,
Cambridge, UK**

July 1st - 2nd, 2015

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I N D E X

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Wei-ping WU	15	
William E. Shafer	14	
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Conference Schedule

Wednesday, July 1st:

Registration	7:30 AM – 1:00 PM
Coffee Break:	9:30 AM – 10:00 AM & 2:30 PM – 3:00 PM
Sessions 1-16	8:00 AM – 5:30 PM
Lunch:	12:30 PM – 1:00 PM
(Coffee break & Lunch Boxes will be available at the registration desk)	
Wine Reception	5:30 PM – 6:00 PM

Thursday, July 2nd:

Registration	8:30 AM – 9:30 AM
Coffee Break:	9:00 AM – 9:30 AM
Sessions 17-18	9:30 AM – Noon
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

Wednesday, July 1st, 2015

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

SESSION [1]: Management

CHAIR: Yasmin Zafar, Institute of Business Administration

TITLES & AUTHORS:

Women's Participation in Entrepreneurial Activities in Okigwe Agricultural Zone of Imo State, Nigeria.¹

Robert Ugochukwu Onyeneke, Imo State University

Lesson learning and adaptation – what can the corporate world learn from the military.²

Ran Tamir, Lafarge NA

A Comparison of Values and Tactics Used in China and the United States and its Effect on Blood Donation Levels.³

Amber Mawji, The University of Texas Dallas

Marylud Silva, University of Texas at Dallas

Shawn M. Carragher, University of Texas at Dallas

DISCUSSANTS: 1. Ran Tamir
2. Marylud Silva
3. Robert Ugochukwu Onyeneke

Wednesday, July 1st, 2015

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

SESSION [2]: Marketing

CHAIR: Ruwika Fernando, Univeristy of Colombo

TITLES & AUTHORS:

Consumer buying behavior and attitude towards eco-friendly fast moving consumer goods: Cosmetics and personal care products.¹

Pradeep Randiwela, University of Colombo-Sri Lanka

P.M.N.Mihirani, University of Colombo-Sri Lanka

Global positioning of emerging market brands: Countering negative brand origin effects.²

Susan Scoffield, Manchester Metropolitan University

Jie Liu, Manchester Metropolitan University

An Examination of Cultural Values and Consumer Behavior in the United States and China.³

Kelsey Drake, The University of Texas Dallas

Shawn M. Carraher, University of Texas at Dallas

Phil Millage, Indiana Wesleyan University

DISCUSSANTS: 1. Phil Millage
2. P.M.N.Mihirani
3. Susan Scoffield

Wednesday, July 1st, 2015

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

SESSION [3]: Economics & Finance

CHAIR: Rudra Prakash Pradhan, IIT Kharagpur

TITLES & AUTHORS:

Opening the Dismal Doors: Economics for the Real World.¹

Neville R Norman, The Universities of Cambridge and Melbourne

Rhonda L. Smith, The Universities of Melbourne

The Bidders Stock Market Reaction to large European Merger Announcements.²

Xavier Auguets, Universitat Ramon Llull

Monica Martinez-Blasco, Universitat Ramon Llull

Josep Garcia-Blandon, Universitat Ramon Llull

Financial guarantees in the Central Credit Register: How to interpret the information for a better access to credit.³

Lorenzo Gai, University of Florence

Federica Ielasi, University of Florence & SDA Bocconi, Milan

DISCUSSANTS: 1. Monica Martinez-Blasco
2. Federica Ielasi
3. Neville R Norman

Wednesday, July 1st, 2015

8:00 AM – 9:30 AM / Kaetsu Teaching Room # 4

SESSION [4]: Strategic Issues

CHAIR: Stephen Morrell, Barry University

TITLES & AUTHORS:

Hofstede's Cultural Dimensions: Comparison of South Korea and the United States.¹

Eunjin A. Kim, University of Texas at Dallas

Shawn M. Carraher, University of Texas at Dallas

Planning Production of Concrete Products Using Linear Programming: A Case of Small Tile Cement Tile Factory.²

Akram Masoud Haddad, American University in the Emirates

Value Differences between China and United States.³

Nhi Huynh, University of Texas, Dallas

Samantha Reeder, University of Texas at Dallas & Dallas Cowboys

DISCUSSANTS: 1. Akram Masoud Haddad
2. Samantha Reeder
3. Eunjin A. Kim

Coffee Break: Registration Desk

Wednesday, July 1st, 2015

10:00 AM – 12:30 PM/Kaetsu Teaching Room #1

SESSION [5]: Economics & Finance

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

TITLES & AUTHORS:

Why is “Cap on Reserves Counted as Tier 2 Capital” a Better Early Warning Indicator than “Capital Adequacy” for Incipient Troubled Banks?.¹

Tyzz Yun Chen, New York State, DFS

Economic transformation and convergence in Central and Eastern Europe.²

Bartosz Józwik, University of Lublin

Henryk Ponikowski, University of Lublin

International Financial Linkages between East-Asian Countries and the World: A Global Vector Autoregressive Approach.³

Wan-Shin Mo, Chung Yuan Christian University

Pham Thi Trang, Chung Yuan Christian University

Evaluating the Efficiency of Frontier Equity Markets in Caribbean Economies: Equity Market Efficiency in Barbados, Jamaica and Trinidad and Tobago.⁴

Stephen Morrell, Barry University

DISCUSSANTS: 1. Stephen Morrell

2. Tyzz Yun Chen

3. Pham Thi Trang

4. Bartosz Józwik

Wednesday, July 1st, 2015

10:00 AM – 12:30 PM/Kaetsu Teaching Room #2

SESSION [6]: Ethics/Higher Education/Business Law Issues

CHAIR: Susan Scoffield, Manchester Metropolitan University

TITLES & AUTHORS:

Consulting in Management Science – An Academic’s Experience.¹

J.E. Everett, University of Western Australia

Teaching Economics and Providing Visual “Big Pictures”: Case of General Equilibrium in the IS/LM/AS/AD Framework in Intermediate Macroeconomics.²

Seyyed Ali Zeytoon Nejad Moosavian (Ali), North Carolina State University

Enhancing the Practicality of and the Accessibility to Education in Nigeria.³

Augustine Odinakachukwu Ejiogu, Imo State University

Relevance of Business Sustainability Education and its Integration to Business Curriculum.⁴

Zabihollah Rezaee, The University of Memphis

Curricula Practices and Directions in Sustainability: Survey of Deans of AACSB Mid-Sized U.S. Business Schools.⁵

*S. Michelle Harmon, University of South Carolina Aiken
David S. Harrison, University of South Carolina Aiken
Clifton Jones, University of South Carolina Aiken
C. Michael Ritchie, University of South Carolina Aiken
Patrick Stiebinger, University of Copenhagen*

- DISCUSSANTS: 1. C. Michael Ritchie
2. Zabihollah Rezaee
3. Seyyed Ali Zeytoon Nejad Moosavian (Ali)
4. Augustine Odinakachukwu Ejiogu
5. J.E. Everett

Wednesday, July 1st, 2015

10:00 AM – 12:30 PM/Kaetsu Teaching Room #3

SESSION [7]: Strategic Issues

CHAIR: Joy Grant, Manchester Metropolitan University

TITLES & AUTHORS:

Using Culture, Labor Market and Social Policies to Explain the Gender Differences in the Impact of the Great Recession.¹

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

Emotionally Strategic Communication in Transformational Leadership.²

Ahter Sönmez, Bogaziçi University

Corruption Culture in the United States and China.³

Akram Chamut, University of Texas at Dallas

Gary Nobles, University of Texas at Dallas

A Study of the Research of Geert Hofstede.⁴

Azin Zomorodian, University of Texas at Dallas

Shawn Carraher, University of Texas at Dallas

DISCUSSANTS: 1. Shawn Carraher

2. Gary Nobles

3. Jean-Luc Grosso

4. Ahter Sönmez

Wednesday, July 1st, 2015

10:00 AM – 12:30 PM/Kaetsu Teaching Room #4

SESSION [8]: Strategic Issues

CHAIR: Jie Liu, Manchester Metropolitan University

TITLES & AUTHORS:

Investigation of Consumer Motives for Purchase of Cotton (Lawn) Fabric as a Fashion Statement: Case of Pakistani Female Sentiment.¹

Yasmin Zafar, Institute of Business Administration

A Study of the Research of Dr. Rosalie Tung: A Titan in the Field of Cross-Cultural Research.²

Alice Chang, University of Texas at Dallas

Determinants of customers' Retail Bank Choices in Sri Lanka.³

Pradeep Randiwela, Univeristy of Colombo

Ruwika Fernando, Univeristy of Colombo

ICI Pakistan: Fighting the Paint Token War.⁴

Saima Husain, Institute of Business Administration

Yasmin Zafar, Institute of Business Administration

- DISCUSSANTS: 1. Ruwika Fernando
2. Yasmin Zafar
3. Yasmin Zafar
4. Phil Millage

Lunch Registration Desk

Wednesday, July 1st, 2015

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

SESSION [9]: Strategic Issues

CHAIR: David S. Harrison, University of South Carolina
Aiken

TITLES & AUTHORS:

Rivet Merch Strategic Analysis.¹

Kenny Hall, Indiana Wesleyan University

Rachel Ozios, Indiana Wesleyan University

Leah Richards, Indiana Wesleyan University

Jake Smith, Indiana Wesleyan University

Phil Millage, Indiana Wesleyan University

Tying the Knot: Scarf Ethnography.²

Kaileigh McCann, Indiana Wesleyan University

Trust and Reciprocity Drive Social Common Goods Contribution Norms.³

Julia M. Ptaschunder, Harvard University

- DISCUSSANTS: 1. Kaileigh McCann
2. Julia M. Ptaschunder
3. Phil Millage

Wednesday, July 1st, 2015

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

SESSION [10]: Economics & Finance

CHAIR: Roger W. Clark, Austin Peay State University

TITLES & AUTHORS:

Individual Decision Making in Loss Situations under Outcome Ambiguity: Experimental Evidence.¹

Ozlem Yilmaz, Middle East Technical University

Towards Stylized Facts of European Emission Allowance Trading Market.²

Sanja Dudukovic, Franklin University

Monitoring of Impact Investment Funds.³

Renato Luiz Proença de Gouvêa, Brazilian Development Bank

Roberto de Oliveira Pereira, Brazilian Development Bank

DISCUSSANTS: 1. Renato Luiz Proença de Gouvêa

2. Ozlem Yilmaz

3. Sanja Dudukovic

Wednesday, July 1st, 2015

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

SESSION [11]: Strategic Issues

CHAIR: George C. Philippatos, University of Tennessee

TITLES & AUTHORS:

Capital Contributions and Inducements Among EHR Ecosystem Participants.¹

Donald E. Wynn, Jr., University of Dayton

Renee M. E. Pratt, Washington & Lee University

Uncertainties of Exchange Rates and Inflation: Implications in Emerging Economies.²

Hermann Sintim-Aboagye, Montclair State University

Chandana Chakraborty, Montclair State University

Serapio Byekwaso, IMS

A Classroom Experiment on Futures Markets.³

Ekaterina P. Damianova, Durham University

Damian S. Damianov, Durham University

DISCUSSANTS: 1. Hermann Sintim-Aboagye
2. Damian S. Damianov
3. Renee M. E. Pratt

Wednesday, July 1st, 2015

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

SESSION [12]: Management

CHAIR: Rudra Prakash Pradhan, IIT Kharagpur

TITLES & AUTHORS:

Human Resource Information System: Role in HRM Practices and Organizational Performance.¹

Ejaz Ali, National Defence University

M. Rehan Aslam, National Defence University

Irshad Ahmed Soomro, Quaid-e-Azam University

Work-Life Standards: A Study of the French and American Workforce Lifestyle.²

Timothy A Roberts, University of Texas at Dallas

Expatriation and personality: Do personality differences as measured by the Big Five help to explain differences in expatriate performance and adjustment?³

Lucas Mullen, University of Texas at Dallas

Marylud Silva, University of Texas at Dallas

DISCUSSANTS: 1. Timothy A Roberts
2. Lucas Mullen
3. Ejaz Ali

Coffee Break: Registration Desk

Wednesday, July 1st, 2015

3:00 PM – 5:30 PM / Kaetsu Teaching Room # 1

SESSION [13]: Economics & Finance

CHAIR: Roger W. Clark, Austin Peay State University

TITLES & AUTHORS:

Ethical differences and Corporate Transparency comparing China, and the United States of America- A comparison of countries on Ethics Position Questionnaire and Hofstede's Cultural Dimensions T.¹

Emily Lin, University of Texas at Dallas

Tiffany Wong, University of Texas at Dallas

Strategizing for Globalization – India's Performance, Problems and Prospects.²

James Thomas Kunnanatt, United Arab Emirates University

Pioneering Corporate Social Responsibility: Michael Thomas Sadler and Factory Reform.³

Garry James Clayton, Universiti Tun Abdul Razak

Zulkifflee Mohamed, Universiti Tun Abdul Razak

Defining and Achieving Good Governance.⁴

Shann Turnbull, International Institute for Self-governance

DISCUSSANTS: 1. Shann Turnbull

2. James Thomas Kunnanatt

3. Garry James Clayton

4. Emily Lin

Wednesday, July 1st, 2015

3:00 PM – 5:30 PM / Kaetsu Teaching Room # 2

SESSION [14]: Strategic Issues

CHAIR: George C. Philippatos, University of Tennessee

TITLES & AUTHORS:

Bond Market Development and the Finance-Growth Nexus: Evidence from Thirty-Three Countries.¹

Rudra P. Pradhan, Indian Institute of Technology

Sara E. Bennett, Lynchburg College

Atul Gupta, Lynchburg College

IFRS Adoption & Compliance Issues: Does One Size Fits All Really Work?²

Raul Sanchez, University of Texas at Dallas

Machiavellianism, Stakeholder Orientation and Attitudes toward Social and Environmental Reporting.³

William E. Shafer, Lingnan University

Lorenzo Lucianetti, University of Chieti and Pescara

Regime Learning and Asset Prices in A Long-run Model: Theory.⁴

Bin Bin Deng, University of Chicago

The Value Relevance of Intangible Assets Recognized in Business Combination: Effect of Standards in the Emerging Capital Market.⁵

Grace Shu-hsing Wu, Chang Jung Christian University, Taiwan

DISCUSSANTS: 1. Grace Shu-hsing Wu

2. Bin Bin Deng

3. Rudra P. Pradhan

4. Raul Sanchez

5. William E. Shafer

Tuesday, July 1st, 2015

3:00 PM – 5:30 PM / Kaetsu Teaching Room # 3

SESSION [15]: Strategic Issues

CHAIR: Hermann Sintim-Aboagye, Montclair State University

TITLES & AUTHORS:

An Empirical Investigation of the Determinants of Credit Supply to SMEs in South Africa.¹

Ashley Mutezo, University of South Africa

Empowering Small-Scale Farmers through the Adoption of Soil Degradation Technologies: A case study of Arable crop farmers in Imo State, Nigeria.²

Juan C Nwaiwu, Imo State University

G. C Onubuogu, Imo State University

A.O Chukwu, Imo State University

Absorptive Capacity and Firm Performance: The Mediating Roles of Marketing and Managerial Capabilities.³

Wei-ping WU, Hong Kong Baptist University

Commemoration and Poppies: Cambridge, and Other American Battle Monuments Commission Cemeteries • f Mission in Anniversary Years.⁴

Nina M. Ray, Boise State University

Andrew T. Mink, Chapel Hill, NC

The Impact of National Culture on the Success of Enterprise Systems Implementation.⁵

Donald E. Wynn, Jr., University of Dayton

Renee M. E. Pratt, Washington & Lee University

- DISCUSSANTS:
1. Juan C Nwaiwu
 2. Wei-ping WU
 3. Nina M. Ray
 4. Donald E. Wynn
 5. Ashley Mutezo

SESSION [16]

Oxford Journal Distinguished Research Award Ceremony
& Wine Reception 5:30PM
Murray Edwards College Kaetsu Teaching Room # 1
Keynote Speaker: Rajnish Kumar, Secretary,
Rajghat Gandhi Samadhi Committee

Thursday, July 2nd, 2015

10:00 AM – 12:30 AM /Kaetsu Teaching Room # 1

SESSION [17]: Strategic Issues

CHAIR: Shawn M Carraher, University of Texas, Dallas

TITLES & AUTHORS:

Nexus Between Trade Percentage of GDP and Labor Force Participation: Brics Case Study E.¹

Ercan EKMEKCIOGLU, Mevlana (Rumi) University

Capital in the Twenty First Century: A Brief Overview of What We Learned From It and Had Hoped to Learn.²

Roger W. Clark, Austin Peay State University

George C. Philippatos, University of Tennessee

Sirius-XM Radio: The Case of Internet Radio Market.³

Atul Gupta, Lynchburg College

Leslie Hatfield, Lynchburg College

Susan Scoffield, Manchester Metropolitan University

Joy Grant, Manchester Metropolitan University

Jie Liu, Manchester Metropolitan University

Electronic Arts: Manipulating Video Game Market.⁴

Atul Gupta, Lynchburg College

Leslie Hatfield, Lynchburg College

Susan Scoffield, Manchester Metropolitan University

Joy Grant, Manchester Metropolitan University

Jie Liu, Manchester Metropolitan University

The Impact of Internationalization on the relation between leverage and market performance.⁵

Gulnur Muradoglu, Queen Mary University of London

Sheeja Sivaprasad, University of Westminster

DISCUSSANTS: 1. George C. Philippatos

2. Sheeja Sivaprasad

3. Shawn M Carraher

4. Shawn M Carraher

5. Ercan EKMEKCIOGLU

Thursday, July 2nd, 2015

10:00 AM – 12:30 AM /Kaetsu Teaching Room # 2

SESSION [18]: International

CHAIR: Gary Nobles, University of Texas, Dallas

TITLES & AUTHORS:

Use of Financial Statements Among Baltic State SMEs.¹

Howard VanAuken Iowa State University

Shawn M. Carraher, University of Texas, Dallas

Trends in the Global Rise of the Prevalence of Obesity from the 1980's- Present
between Developed and Developing Countries.²

Marylud Silva, University of Texas, Dallas

How Uncertainty Avoidance affects the Business Culture.³

Samantha Reeder, University of Texas, Dallas

Culture and Ethics: A comparison Between Japan & the USA.⁴

Gary Nobles, University of Texas at Dallas

DISCUSSANTS: 1. Samantha Reeder

2. Samantha Reeder

3. Marylud Silva

4. Marylud Silva



See you next Year!!!

