



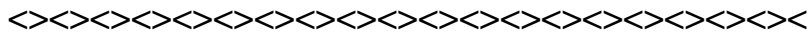
**8th *Global Conference on Business &
Economics 2008 Program***

Florence, Italy

October 18-19th, 2008

**CONFERENCE VENUE: POLO SCIENZE SOCIALI CAMPUS -
UNIVERSITY OF FLORENCE VIA DELLE PANDETTE, 9 - 50127
FIRENZE ITALY - BUILDING D6 GROUND FLOOR**

Conference Program Chair: Atul Gupta, Lynchburg College
Conference Program Co-Chair: Francesco Ciampi, University of Florence



Conference Schedule

Friday October 17th:

Registration (4:30 PM - 5:30 PM) Wine Reception (5:30PM - 6:30 PM)

Saturday October 18th:

Registration (7:30 AM - 1:00 PM) Coffee Break: 9:30AM – 10AM & 2:30 PM – 3PM Sessions 1-25 (8:00 AM – 5:00 PM) Working Lunch (12:00PM – 1:00PM) (Coffee break will be available at the registration desk)

Sunday October 19th:

Registration (7:30 AM - 10:00 AM) Coffee Break: 9:30AM – 10AM Sessions 26-35 (8:00 AM – Noon) (Coffee break will be available at the registration desk)

Name	Session Presenter	Session Chair
Abe Aburachis	34	
Ahmad Mashal	15	22
Aim-orn Jaikengkit	14	
Alejandro Mungaray	35	
Ali Sedaghat	2	7
Amani Hamza Mohamed	15	
Andrea Guerrini	2	
Angel Leon	11	
Angelo Miglietta	5	
Aniko Tompos		34
Anne Vo	19	18
Arie Melnik	28	11
Arijit Sikdar	33	
Asli Deniz Helvacioğlu Kuyucu	16	
Bartolome Pascual-Fuster	17	
Belinda Crawford Camiciottoli	20	
Beneito Pilar	5	
Bengül Gülümser	36	
Birgit Hagen	8	
Bruce Forster	11	
Carlos Forner	35	
Carlos Machado-Santos	24	
Cengiz Yilmaz	35	

Cesario Mateus	1	
Cesario Mateus	31	
Ceyda ÖZSOY	36	
Cheng-Ping Chang	20	
Chiara Mazzi	31	27
Ching-Chun Wei	11	
Consolacion Fajardo	7	2
Daniel Streich	32	
Daniela Andreini	3	
Daniela Corsaro	30	
Daniela Frederick	22	
Danielle Chmielewski	3	
Dario Peirone	5	
Darwis Abd Razak	36	
David Abad	25	
David Ambaye	23	
David Armstrong	16	21
David Marcinko	21	
David Olson	4	8
Diah Natalisa	12	
Diah Natalisa	25	
Diah Natalisa	31	
Dileep Singh	9	
Dilek Cukul	9	
Eduardo Fernandez-Pol	33	
Elena Bonel	23	
Elena Livi	21	
Elif Cepni	11	6
Elisabetta Savelli	4	
Fabio Cassia	17	25
Farid Islam	34	
Ferenc Szabo	21	
Ferri Javier	6	
Filomena Izzo	4	
Folorunso Ayadi	12	
Francesco Ciampi	34	34
Gabriella Keczer	21	
Gaetano Aiello	30	26
George Philippatos	13	24
Giancarlo Nadin	28	
Gianpaolo Abatecola	8	4
Gianpaolo Baronchelli	17	
Giuliana Battisti	19	
Gou-Fong Liaw	3	
Grigoris Michailidis	26	
Guendalina Capece	8	
Herbert Rau	29	32
Isnurhadi Banaluddin	12	
Isnurhadi Banaluddin	25	25
Isnurhadi Banaluddin	31	

Janine Saba Zakka	20	15
Jerry Estenson	32	
Jian WU	13	
Jian Zhang	34	
Jittima Tongurai	1	
Joe Prinzing	29	
John Charalambakis	12	
John Clemens	27	
Jose Guedes	1	
Joseph Heiney	1	
Joy Grant		30
Julio Pontes	9	
Kwai Fatt Choong	35	
Livia Ablonczy-Mihalyka		35
Luis Hor-Meyll	23	
Lulwa Bin Mahfooz	15	
Marie-Therese Marek	25	
Marina Balboa	10	
Mario Mustilli	4	
Markus Langlet	26	
Mary Prinzing	29	
Matthias Aumayr	16	
Mauro Lombardi	10	
Michael Andolina	15	23
Michaeline Skiba	27	33
Michela C. Mason	33	
Michelle Bonera	30	
Milena Viassone	18	
Mine Doyran	5	5
Miroslav Mateev	24	16
Mohammad Usman Sikander	26	31
Mohammed Al Wosabi	7	
Niccolo Gordini	34	29
Nikolai Ostapenko	30	
Oliviero Roggi	24	14
Paola Rossi	14	
Pedro Kanof	17	
Pencarelli Tonino	4	
Peter Haiss	27	
Peter Haiss	32	
Qamar Abbas	6	12
Raef Lawson	2	9
Raef Lawson	21	
Rafel Crespi	17	
Rajeev Sharma	10	
Renee Sabbagh Ghattas	8	
Roberto Pascual-Gasco	24	
Rusli Al-Kaddo	22	
Saba Rana	20	
Sara Bin Mahfooz	15	

Sara Poggesi	9	3
Shahram Alijani	18	
Simon Liu	19	
Simone Poledrini	32	
Simone Splendiani	4	
Stefano Guidantoni	22	17
Stephanie Bosak	23	
Stuart Rosenberg	31	28
Suhaiza Zailani	36	
Suhaiza Zailani	36	
Sumit Mitra	12	
Supattra Boonmak	29	
Tarek Eldomiaty	6	10
Teresa Gabriela Marques Leite	24	
Tripti Singh	19	13
Wiwanya Thoopsamut	14	
Y. Datta	18	19
Yaman Erzurumlu	13	20
Yaser Fallatah	7	1
Yasmina Khadir-Poggi	10	
Yeomin Yoon	22	
Zeynep Gultekin	28	



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 LCD overhead projector and computer. 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. All rooms will have LCD projectors. USE POWER POINT TO PREPARE PRESENTATIONS AND SAVE THEM AS “POWER POINT 97-2003” EITHER ON A USB MEMORY KEY OR ON A CD.

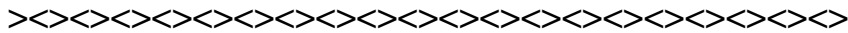
Discussants: Be prepared to offer your “positive” remarks first. Then offer any “negative” remarks in a constructive way. Stay within the allotted time. If you cannot meet your commitment, please make an effort to find a substitute discussant, and contact the registration desk as well as the session chair immediately. Please contribute as much as you can to the discussion of all papers. If the session’s chair is absent, the last discussant listed should take on the role of the chair.

Name	Session Presenter	Session Chair
Abe Aburachis	34	
Ahmad Mashal	15	22
Aim-orn Jaikengkit	14	
Alejandro Mungaray	35	
Ali Sedaghat	2	7
Amani Hamza Mohamed	15	
Andrea Guerrini	2	
Angel Leon	11	
Angelo Miglietta	5	
Aniko Tompos		34
Anne Vo	19	18
Arie Melnik	5	11
Arijit Sikdar	33	
Asli Deniz Helvacioğlu Kuyucu	16	
Bartolome Pascual-Fuster	17	
Belinda Crawford Camiciottoli	20	
Beneito Pilar	5	
Bengül Gülümser	36	
Birgit Hagen	8	
Bruce Forster	11	
Carlos Forner	7	
Carlos Machado-Santos	24	
Cengiz Yilmaz	35	
Cesario Mateus	1	
Cesario Mateus	31	
Ceyda ÖZSOY	36	
Cheng-Ping Chang	20	
Chiara Mazzi	31	27
Ching-Chun Wei	11	5
Consolacion Fajardo	7	2
Daniel Streich	32	

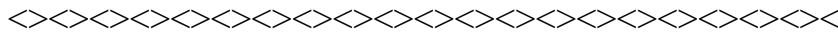
Daniela Andreini	3	
Daniela Corsaro	30	
Daniela Frederick	22	
Danielle Chmielewski	3	
Dario Peirone	5	
David Abad	25	
David Ambaye	23	
David Armstrong	16	21
David Marcinko	21	
David Olson	4	8
Diah Natalisa	12	
Diah Natalisa	25	
Diah Natalisa	31	
Dileep Singh	9	
Dilek Cukul	9	
Eduardo Fernandez-Pol	33	
Elena Bonel	23	
Elena Livi	21	
Elif Cepni	11	6
Elisabetta Savelli	4	
Fabio Cassia	17	25
Farid Islam	34	
Ferenc Szabo	21	
Ferri Javier	6	
Filomena Izzo	4	
Folorunso Ayadi	12	
Francesco Ciampi	34	34
Gabriella Keczer	21	
Gaetano Aiello	30	26
George Philippatos	13	24
Giancarlo Nadin	28	
Gianpaolo Abatecola	8	4
Gianpaolo Baronchelli	17	
Giuliana Battisti	19	
Gou-Fong Liaw	3	
Grigoris Michailidis	26	
Guendalina Capece	8	
Herbert Rau	29	32
Isnurhadi Banaluddin	12	
Isnurhadi Banaluddin	25	
Isnurhadi Banaluddin	31	
Janine Saba Zakka	20	15
Jerry Estenson	32	
Jian WU	13	
Jian Zhang	34	
Jittima Tongurai	1	
Joe Prinzinger	7	
John Charalambakis	12	
John Clemens	27	
Jose Guedes	1	

Joseph Heiney	1	
Joy Grant		30
Julio Pontes	9	
Kwai Fatt Choong	35	
Livia Ablonczy-Mihalyka		35
Luis Hor-Meyll	23	
Lulwa Bin Mahfooz	15	
Marie-Therese Marek	25	
Marina Balboa	10	
Mario Mustilli	4	
Markus Langlet	26	
Mary Prinzing	7	
Matthias Aumayr	16	
Mauro Lombardi	10	
Michael Andolina	15	23
Michaeline Skiba	27	33
Michela C. Mason	33	
Michelle Bonera	30	
Milena Viassone	18	
Mine Doyran	14	
Miroslav Mateev	24	16
Mohammad Usman Sikander	26	31
Mohammed Al Wosabi	7	
Niccolo Gordini	34	29
Nikolai Ostapenko	30	
Oliviero Roggi	24	14
Paola Rossi	14	
Pedro Kanof	17	
Pencarelli Tonino	4	
Peter Haiss	27	
Peter Haiss	32	
Qamar Abbas	6	12
Raef Lawson	2	9
Raef Lawson	21	
Rafel Crespi	17	
Rajeev Sharma	10	
Renee Sabbagh Ghattas	8	
Roberto Pascual-Gasco	24	
Saba Rana	20	
Sara Poggesi	9	3
Shahram Alijani	18	
Simon Liu	19	
Simone Poledrini	32	
Simone Splendiani	4	
Stefano Guidantoni	22	17
Stephanie Bosak	23	
Stuart Rosenberg	31	28
Suhaiza Zailani	36	
Suhaiza Zailani	36	
Sumit Mitra	12	

Supattra Boonmak	29	
Tarek Eldomiaty	6	10
Teresa Gabriela Marques Leite	24	
Tripti Singh	19	13
Wiwanya Thoopsamut	14	
Y. Datta	18	19
Yaman Erzurumlu	13	20
Yaser Fallatah	7	1
Yasmina Khadir-Poggi	10	
Yeomin Yoon	22	
Zeynep Gultekin	28	



SESSIONS, PANELS & ROUNDTABLES



**Saturday, October 18th, 2008, 8:00 AM – 9:30
AM /Room # 1**

SESSION [1]: Economics & Finance

**CHAIR: Yaser Fallatah, King Fahd University of
Petroleum & Minerals**

TITLES & AUTHORS:

Baht Appreciation and the Bank of Thailand's Foreign Exchange Intervention:
The Experience in 2001- March 2008.¹

Jittima Tongurai, Oita University

Trade Credit Linkages along a Supply Chain: Evidence for the Italian Textile
Sector.²

Jose Corrêa Guedes, Universidade Catolica Portuguesa

Cesario Mateus, University of Greenwich Business School

Consolidation, Employment, and Compensation in the U.S. Banking Industry.³

Joseph Heiney, Elmhurst College

DISCUSSANTS:

1. *Joseph Heiney*
2. *Jose Guedes*
3. *Jittima Tongurai*



**Saturday, October 18th, 2008, 8:00 AM – 9:30
AM /Room # 2**

SESSION [2]: Accounting

CHAIR: Consolacion Fajardo, National

University

TITLES & AUTHORS:

Incorporating International Accounting and Reporting Issues into the
MBA/MSF Curriculum.¹

Joseph Langmead, Loyola College in Maryland

Ali Sedaghat, Loyola College in Maryland

Costing Methodologies and Cost Management Practices in the People's
Republic of China.²

Raef Lawson, Institute of Management Accountants

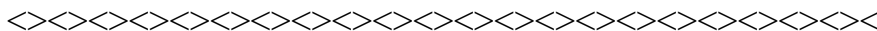
Management Control Systems in Multinational Corporations: an Exploratory
Study on Italian Business Groups.³

Andrea Guerrini, Universita di Pisa

Katia Corsi, Universita di Sassari

DISCUSSANTS:

1. *Andrea Guerrini*
2. *Ali Sedaghat*
3. *Raef Lawson*



**Saturday, October 18th, 2008, 8:00 AM – 9:30
AM /Room # 3**

SESSION [3]: Marketing

**CHAIR: Sara Poggesi, University of Rome “Tor
Vergata”**

TITLES & AUTHORS:

Multi-Channel Integration Strategies and Environmental Aspects: A
Conceptual Framework in Retailing.¹

Daniela Andreini, Universita degli Studi di Bergamo

An Empirical Investigation of the Antecedents to the Timing of New Brand
Introduction Decision.²

Danielle Chmielewski, The University of Melbourne

A Study on the Influence of Consumers’ Participation in a Brand Community
on Their Purchase Intention.³

Gou-Fong Liaw, Fu Jen Catholic University

DISCUSSANTS:

- 1. Gou-Fong Liaw*
- 2. Daniela Andreini*
- 3. Danielle Chmielewski*



**Saturday, October 18th, 2008, 8:00 AM – 9:30
AM /Room # 4**

SESSION [4]: Management/Strategic Issues

**CHAIR: Gianpaolo Abatecola, University of
Rome “Tor Vergata”**

TITLES & AUTHORS:

The Last Shall Be First – Serial Order Effects on Student Team Competition Results.¹

David Olson, California State University

Strategic Awareness and Growth Strategies in Small Sized Enterprises (SEs).²

Elisabetta Savelli, University of Urbino “Carlo Bo”

Pencarelli Tonino, University of Urbino “Carlo Bo”

Simone Splendiani, University of Urbino “Carlo Bo”

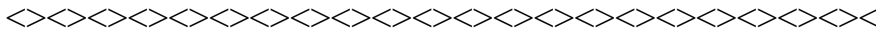
Competition, Technology Innovation, and Industrial Structure in the Business Aviation Industry.³

Filomena Izzo, Seconda Universita degli Studi di Napoli

Mario Mustilli, Seconda Universita degli Studi di Napoli

DISCUSSANTS:

1. *Filomena Izzo*
2. *David Olson*
3. *Elisabetta Savelli*



**Saturday, October 18th, 2008, 8:00 AM – 9:30
AM /Room # 5**

SESSION [5]: Economics & Finance

CHAIR: Mine Doyran, FIT-SUNY

TITLES & AUTHORS:

U.S. Sub-Prime Financial Crisis, Contagion and Containment in the World Economy: A Preliminary Analysis.¹

Mine Doyran, FIT-SUNY

The Role of Experience in Innovation.²

Beneito Pilar, Universidad de Valencia

Amparo Sanchis Llopis, Universidad de Valencia

Maria Engracia Rochina Barrachina, Universidad de Valencia

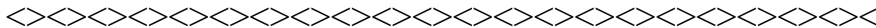
Finance, Innovation and the Value of the Firm.³

Dario Peirone, Università di Torino

Angelo Miglietta, Università di Torino

DISCUSSANTS:

1. *Dario Peirone*
2. *Mine Doyran*
3. *Beneito Pilar*



**Saturday, October 18th, 2008, 8:00 AM – 9:30
AM /Room # 6**

SESSION [6]: Economics & Finance

CHAIR: Elif Cepni, Dogus University

TITLES & AUTHORS:

Explaining UK Wage Inequality in the Past Globalization Period, 1880-1914.¹

Ferri Javier, University of Valencia

Concha Betran, University of Valencia

Maria Pons, University of Valencia

Monitoring Models of Firms' Growth: A Discriminant Analysis of the DJIA.²

Tarek Eldomiatty, Misr International University

Sahar Charara, University of Dubai

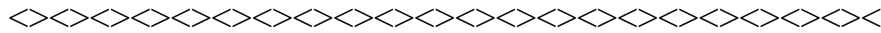
Globalization, Privatization and Collective Bargaining of Labor: A Time Series Analysis of Pakistan 1973-2004.³

Qamar Abbas, Lahore School of Economics

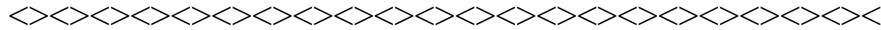
Unsa Hussain, Lahore School of Economics

DISCUSSANTS:

1. *Qamar Abbas*
2. *Ferri Javier*
3. *Tarek Eldomiaty*



Coffee Break: Registration Desk



**Saturday, October 18th, 2008, 10:00 AM – 12:00
PM /Room # 1**

SESSION [7]: Strategic Issues

CHAIR: Ali Sedaghat, Loyola College in

Maryland

TITLES & AUTHORS:

The Role of Asset Reliability and Auditor Quality in Equity Valuation.¹

Yaser Fallatah, King Fahd University of Petroleum & Minerals

The Evolution of Financial Accounting Standards in the Philippines.²

Consolacion Fajardo, National University

Monetary Policy Shocks And Islamic Banks' Deposits in a Dual System: A Comparative Analysis Between Malaysia and Bahrain.³

Rosylin Mohd Yusof, International Islamic University Malaysia

Mohammed Al Wosabi, University of Bahrain

M. Shabri Abdul Majid, International Islamic University Malaysia

Fundamentals and the Origin of FAMA-FRENCH Factors. ⁴

F. Javier DePeña, University of Alicante

Carlos Forner-Rodríguez, University of Alicante

Germán López-Espinosa, Universidad de Navarra

DISCUSSANTS:

1. *Mohammed Al Wosabi*
2. *Yaser Fallatah*
3. *Carlos Forner-Rodríguez*
4. *Consolacion Fajardo*



**Saturday, October 18th, 2008, 10:00 AM – 12:00
PM /Room # 2**

SESSION [8]: Strategic Issues

CHAIR: David Olson, California State University

TITLES & AUTHORS:

Strategic Choices of SMES on Foreign Markets: Some Evidence from an Italian Sample. ¹

Birgit Hagen, University of Pavia

Giada Palamara, University of Insubria

Antonella Zucchella, University of Pavia

An Application of Social Network Analysis to Assess Virtual Innovation Team Performance. ²

Guendalina Capece, University of Rome "Tor Vergata"

Roberta Costa, University of Rome "Tor Vergata"

An Organizational Adaption Approach to Firm's Crisis: Evidence from Fiat (1990-2007).³

Gianpaolo Abatecola, University of Rome "Tor Vergata"

Successful Lebanese Female Leaders: A Reality or a Myth.⁴

Renee Sabbagh Ghattas, Lebanese American University

DISCUSSANTS:

- 1. Renee Sabbagh Ghattas***
- 2. Guendalina Capece***
- 3. Gianpaolo Abatecola***
- 4. Birgit Hagen***



Saturday, October 18th, 2008, 10:00 AM – 12:00 PM /Room # 3

SESSION [9]: Strategic Issues

CHAIR: Raef Lawson, Institute of Management

Accountants

TITLES & AUTHORS:

Competitive Advantage via Synergy in Processes and Operations: The International Joint Ventures Way.¹

Dileep Singh, Noida Institute of Engineering and Technology

Geetika, MNNIT Allahabad

Competitive Aspects of Turkish and Chinese Textile and Clothing Industries.²

Dilek Cukul, Anadolu University Porsuk Vocational School

A Treasure in the Garbage: Socio-Economic Impact of Individuals Disposed Records in Developing Countries.³

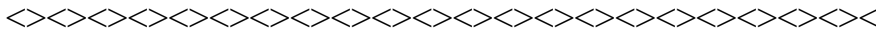
Julio Pontes, American University in Bulgaria

The Remuneration of CEOs of Italian Firms Listed in Milan's Stock Exchange:
A First Empirical Analysis.⁴

Sara Poggesi, University of Rome "Tor Vergata"

DISCUSSANTS:

1. *Sara Poggesi*
2. *Julio Pontes*
3. *Dileep Singh*
4. *Dilek Cukul*



**Saturday, October 18th, 2008, 10:00 AM – 12:00
PM /Room # 4**

SESSION [10]: Management/Strategic Issues

CHAIR: Tarek Eldomiaty, Misr International

University

TITLES & AUTHORS:

Defining the 'Motive' of International Joint Venture Formation, an Essential
Construct in IJV Discourse.¹

Rajeev Sharma, Charles Darwin University

Globalisation and The Labour Relationship.²

Yasmina Khadir-Poggi, Trinity College Dublin

Is Venture Capital more than Just Money?³

Marina Balboa, University of Alicante

Jose Marti, Universidad Complutense de Madrid

Nina Zieling, Universidad Complutense de Madrid

The Evolutionary Trajectories of Countries within the Product Space of International Trade.⁴

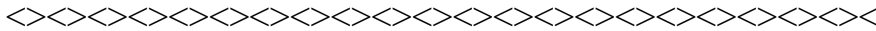
Mauro Lombardi, University of Firenze

Paolo Salani, University of Firenze

Marcello Baroni, University of Firenze

DISCUSSANTS:

1. *Mauro Lombardi*
2. *Marina Balboa*
3. *Yasmina Khadir-Poggi*
4. *Rajeev Sharma*



**Saturday, October 18th, 2008, 10:00 AM – 12:00
PM /Room # 5**

SESSION [11]: Economics & Finance

CHAIR: Arie Melnik, University of Haifa

TITLES & AUTHORS:

A Survey of Issues Confronting Economic Development of Sub-Saharan Africa.¹

Bruce Forster, University of Nebraska at Kearney

An Empirical Analysis of the U.S. Dollar, Yen and Eurodollar Exchange Shock Mean and Volatility Spillover to domestic and China Stock Markets.²

Ching-Chun Wei, Providence University

Dynamics of Inflation in Turkey.³

Elif Cepni, Dogus University

Nezir Kose, Gazi University

Yeliz Yalcin, Gazi University

The Anchoring of Money Market Expectations in a Corridor System
Implementation Framework.⁴

Francis Benito, University of Alicante

Angel León, University of Alicante

Diego Rodríguez, European Central Bank

DISCUSSANTS:

1. *Angel Leon*
2. *Ching-Chun Wei*
3. *Bruce Forster*
4. *Elif Cepni*



**Saturday, October 18th, 2008, 10:00 AM – 12:00
PM /Room # 6**

SESSION [12]: Economics & Finance

**CHAIR: Qamar Abbas, Lahore School of
Economics**

TITLES & AUTHORS:

Dynamics of the Merger of Emirates Bank International (EBI) and National
Bank of Dubai (NBD)-Strategic Challenges of Regional Consolidation.¹

Sumit Mitra, University of Wollongong in Dubai

Dayanand Pandey, Bank Melli Iran in Dubai

Econometric Analysis of Capital Flight in Developing Countries: A Study of
Nigeria.²

Folorunso Ayadi, University of Lagos

A Preliminary Study Across Nations on the Factors That Create and Sustain a Middle Class.³

John Charalambakis, Asbury College

David L. Coulliette, Asbury College

Kenneth P. Rietz, Asbury College

The Effects of Market Orientation on the Service Quality of Private Banking Industry in Palembang.⁴

Puspowarsito Herianto, University of Sriwijaya

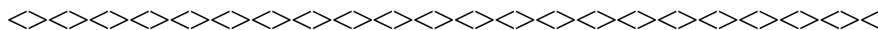
Diah Natalisa, University of Sriwijaya

Isnurhadi Banaluddin, University of Sriwijaya

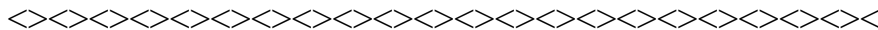
David PE Saerang, University of Sriwijaya

DISCUSSANTS:

1. *Diah Natalisa*
2. *John Charalambakis*
3. *Sumit Mitra*
4. *Folorunso Ayadi*



Lunch Break



**Saturday, October 18th, 2008, 1:00 PM – 2:30
PM /Room # 1**

SESSION [13]: Economics & Finance

**CHAIR: Tripti Singh, Motilal Nehru National
Institute of Technology**

TITLES & AUTHORS:

Entrepreneurial Wealth, Risk Preferences, and Managerial Decision Making.¹

George Philippatos, University of Tennessee

Tianning Li, University of Tennessee

Executive Stock Options in France.²

Jian WU, Rouen School of Management

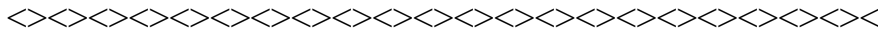
Inventory Management Effects, Isolated: Evidence from the Federal Funds Market.³

Yaman Erzurumlu, Dogus University

Vladimir Kotomin, University of Wisconsin – Eau Claire

DISCUSSANTS:

1. *Jian WU*
2. *Yaman Erzurumlu*
3. *George Philippatos*



**Saturday, October 18th, 2008, 1:00 PM – 2:30
PM /Room # 2**

SESSION [14]: Economics & Finance

**CHAIR: Oliviero Roggi, Università degli Studi di
Firenze**

TITLES & AUTHORS:

The Valuation of Intangible Assets in SMEs.²

Cristiana Parisi, Università degli Studi di Firenze

Paola Rossi, Università degli Studi di Bologna

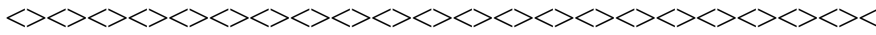
The Relationship Between Audit Committee Characteristics, Audit Firm Size and Earnings Management in the Quarterly Financial Reports of Companies Listed in Stock Exchange of Thailand.³

Aim-orn Jaikengkit, Chulalongkorn University

Wiwanya Thoopsamut, Chulalongkorn University

DISCUSSANTS:

1. *Wiwanya Thoopsamut*
2. *Mine Doyran*
3. *Cristiana Parisi*



**Saturday, October 18th, 2008, 1:00 PM – 2:30
PM /Room # 4**

**SESSION [15]: Ethics/Higher Education/Business
Law Issues**

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

TITLES & AUTHORS:

Are College Students Implementing the College Code of Ethics? ¹

Amani Hamza Ahmed Mohamed, Dar Alhekma College

Lulwa Bin Mahfooz, Dar Alhekma College

Sara M. Bin Mahfooz, Dar Alhekma College

Bayan Rehmi, Dar Alhekma College

Economics of Learning Style: Traditional versus E-learning (The Case of Jordan). ²

Ahmad Mashal, Arab Open University

Rusli Kaddo, Al Zaytoonah Private University

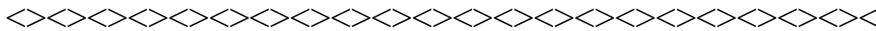
Mofeed Abu Musa, Arab Open University

How Do we Learn Ethics? A Qualitative Research Project.³

Michael Andolina, Empire State College

DISCUSSANTS:

1. *Michael Andolina*
2. *Lulwa Bin Mahfooz*
3. *Ahmad Mashal*



**Saturday, October 18th, 2008, 1:00 PM – 2:30
PM /Room # 5**

SESSION [16]: Economics & Finance

**CHAIR: Miroslav Mateev, American University
in Bulgaria**

TITLES & AUTHORS:

The Microcredit Strategies for SMES in Turkey: In the Eu Harmonization
Process.¹

Abdulmecit Karatas, Bogazici University

Asli Deniz Helvacioğlu Kuyucu, Bogazici University

Ethnic Banking: Turkish Immigrants in Berlin.²

David Armstrong, University of Redlands

Outsourcing in the Financial Sector – Recent Management Experiences
Analysis of Financial Firms' Outsourcing Activities since 2004 and an Outlook.
³

Matthias Aumayr, EuropaInstitut

Peter Haiss, EuropaInstitut

DISCUSSANTS:

1. *Matthias Aumayr*
2. *Asli Deniz Helvacioğlu Kuyucu*
3. *David Armstrong*



**Saturday, October 18th, 2008, 1:00 PM – 2:30
PM /Room # 6**

SESSION [17]: Strategic Issues

**CHAIR: Stefano Guidantoni, University of
Florence**

TITLES & AUTHORS:

Executives' Pay in Spanish Listed Companies.¹

Bartolome Pascual-Fuster, Univeristat de les Illes Balears

Rafel Crespi, Univeristat de les Illes Balears

Internationalization of the Firm: Stage Approach vs. Global Approach.²

Gianpaolo Baronchelli, University of Bergamo

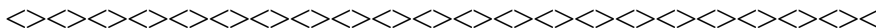
Fabio Cassia, University of Bergamo

Systems Cost Negotiation with the Standard Module Approach.³

Pedro R. Kanof, Kanof Consulting LLC

DISCUSSANTS:

1. *Gianpaolo Baronchelli*
2. *Pedro R. Kanof*
3. *Bartolome Pascual-Fuster*



Saturday, October 18th, 2008, 1:00 PM – 2:30
PM /Room # 7

SESSION [18]: Strategic Issues

CHAIR: Anne Vo, University of Wollongong

TITLES & AUTHORS:

Maslow's Hierarchy of Basic Needs--An Ecological View.¹

Y. Datta, Northern Kentucky University

Pathways to Innovation: Building Knowledge, Mobilizing Resources and Sustaining Capacities, Evidence from the Competitiveness Clusters in France.²

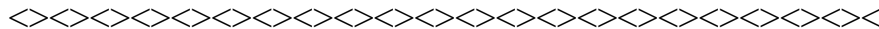
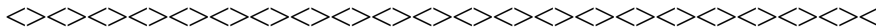
Shahram Alijani, American University of Paris

Regional Competitive Index as a Tool to Improve Regional Foresight: Theory and Evidence from Two Western-Europe Regions.³

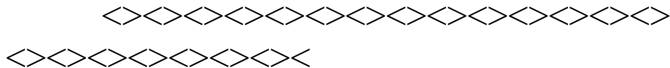
Milena Viassone, University of Turin

DISCUSSANTS:

1. *Milena Viassone*
2. *Y. Datta*
3. *Shahram Alijani*



Coffee Break: Registration Desk



Saturday, October 18th, 2008, 3:00 PM – 5:30
PM /Room # 1

SESSION [19]: Strategic Issues

CHAIR: Y. Datta, Northern Kentucky University

TITLES & AUTHORS:

Relationship Marketing Across Value Delivery Network: A Literature Review.¹

Tripti Singh, Motilal Nehru National Institute of Technology

Vibhava Srivastava, Motilal Nehru National Institute of Technology

Location Strategy of Japanese and U.S. Multinationals on R&D Investment to China: Evidence from Patent Data.²

Simon Liu, The University of Tokyo

Naohiro Shichijo, The University of Tokyo

Yasunori Baba, The University of Tokyo

The Diffusion of Innovative Practices in the Service Sector: Evidence from U.K Establishments.³

Giuliana Battisti, Nottingham University Business School

Alfonsina Iona, Aston Business School

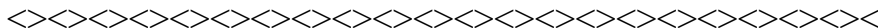
Xiaolan Fu, University of Oxford

Global Staffing In Developing Countries: A Case of American and Japanese Multinational Companies in Vietnam.⁴

Anne Vo, University of Wollongong

DISCUSSANTS:

1. *Anne Vo*
2. *Tripti Singh*
3. *Simon Liu*
4. *Giuliana Battisti*



Saturday, October 18th, 2008, 3:00 PM – 5:00
PM /Room # 2

**SESSION [20]: Ethics/Higher Education/Business
Law Issues**

CHAIR: Yaman Erzurumlu, Dogus University

TITLES & AUTHORS:

End of Semester Student Evaluation of Teaching Questionnaires: An Indicator
of Teaching Quality.¹

Janine Saba Zakka, Lebanese American University

Teaching Business: The Role of Language and Identity.²

Belinda Crawford Camiciottoli, University of Florence

The Study of Female Postgraduate Career Development base on Social
Cognitive Theory.³

Cheng-Ping Chang, Southern Taiwan University

Hui-Fang Hsu, Southern Taiwan University

Strategic Changes in Graduate Business Schools of Lahore: A Complete
Make-over!⁴

Saba Rana, Lahore School of Economics

DISCUSSANTS:

1. *Cheng-Ping Chang*
2. *Janine Saba Zakka*
3. *Belinda Crawford Camiciottoli*



Saturday, October 18th, 2008, 3:00 PM – 5:00
PM /Room # 3

SESSION [21]: Management/Strategic Issues

CHAIR: David Armstrong, University of

Redlands

TITLES & AUTHORS:

Enhancing Future Business Leaders' Environmental Awareness.¹

Saurav Dutta, University at Albany

Raef Lawson, Institute of Management Accountants

David Marcinko, Skidmore College

Information Technology and New Business Models in the Tourism Industry.²

Elena Livi, University of Florence

Quantitative Analysis of the Failures of Operation in Regional Cooperation between Local Governments.³

Ferenc Szabo, University of Szeged

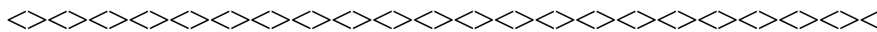
The Current System of Management of Traditional Hungarian Universities, and Opportunities for Progress.⁴

Ferenc Szabo, University of Szeged

Gabriella Keczer, University of Szeged

DISCUSSANTS:

1. *Ferenc Szabo*
2. *David Marcinko*
3. *Gabriella Keczer*
4. *Elena Livi*



**Saturday, October 18th, 2008, 3:00 PM – 5:00
PM /Room # 4**

**SESSION [22]: Ethics/Higher Education/Business
Law Issues**

CHAIR: Ahmad Mashal, Arab Open University

TITLES & AUTHORS:

Measuring Firm Size Using Business Ethics: When a Ethical Code is Necessary.¹

Stefano Guidantoni, University of Florence

Tax Evasion and Ethics: A Comparative Study of Asian and European Opinion.²

Robert McGee, Florida International University

Yeomin Yoon, Seton Hall University

THE ROLE OF CORRUPTION IN EMERGING ECONOMIES: THE CASE OF ROMANIA

The Role of Corruption in Emerging Economies: The Case of Romania.³

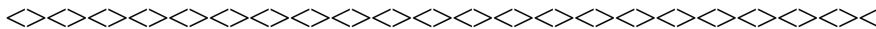
Daniela Frederick, Johnson County Community College

Economics of Learning Styles: Traditional versus Open Learning/e-learning (Case of Jordan) .⁴

Rusli Al-Kaddo, Al-zaytoonah Private University

DISCUSSANTS:

1. *Daniela Frederick*
2. *Stefano Guidantoni*
3. *Rusli Al-Kaddo*
4. *Yeomin Yoon*



Saturday, October 18th, 2008, 3:00 PM – 5:00 PM /Room # 5

SESSION [23]: Strategic Issues

CHAIR: Michael Andolina, Empire State

College

TITLES & AUTHORS:

Bridging the Gap: Technological Needs of Dispersed Teams.¹

David Ambaye, ESCEM

Complementarities in Action: Modeling Complementary Thresholds in Enacting a Competition Strategy.²

Elena Bonel, University of Trento

Gold at the Bottom of the Pyramid: Serving the Low Income Mobile Telephone Market in Brazil.³

Paula Barbosa, Pontifical Catholic University

Paulo C. Motta, Pontifical Catholic University

Luis Hor-Meyll, Pontifical Catholic University

Inequality and Food Purchasing Behavior.⁴

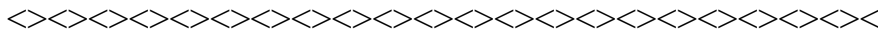
Stephanie Bosak, Otto-von-Guericke University Magdeburg

Birgitta Wolff, Otto-von-Guericke University Magdeburg

Paulo Cesar Motta, Catholic University of Rio de Janeiro

DISCUSSANTS:

1. *Stephanie Bosak*
2. *Luis Hor-Meyll*
3. *Elena Bonel*
4. *David Ambaye*



**Saturday, October 18th, 2008, 3:00 PM – 5:00
PM /Room # 6**

SESSION [24]: Economics & Finance

CHAIR: George Philippatos, University of Tennessee

TITLES & AUTHORS:

Positive Feedback Trading in the Portuguese Stock Market.¹

Teresa Gabriela Marques Leite, Porto Lusofona University

Carlos Machado-Santos, Porto Lusofona University

Zdenek Zmeskal, VSB-Technical University Ostrava

Quote Quality in an Order Driven Market: How Much Volatility is Information and How Much is Noise?²

David Veredas, Universite Libre de Bruxelles

Roberto Pascual, Universidad de las Islas Baleares

Predicting SME Default Risk. Does Regional Model Make Sense?³

Oliviero Roggi, Università degli Studi di Firenze

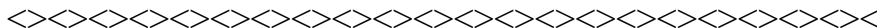
Alessandro Giannozzi, School of Finance in Trieste

Determinants of Foreign Direct Investment in Central and Southeastern Europe: New Empirical Tests.⁴

Miroslav Mateev, American University in Bulgaria

DISCUSSANTS:

1. *Miroslav Mateev*
2. *Oliviero Roggi*
3. *Carlos Machado-Santos*
4. *Roberto Pascual-Gasco*



**Saturday, October 18th, 2008, 3:00 PM – 5:00
PM /Room # 7**

SESSION [25]: Economics & Finance

**CHAIR: Isnurhadi Banaluddin, University of
Sriwijaya**

TITLES & AUTHORS:

Shareholder Value Theory: Marketing & Finance, The Two Faces of the Same
Coin.¹

Andrea Manzoni, University of Bergamo

Fabio Cassia, University of Bergamo

Alberto Marino, University of Bergamo

Stock Exchange M&A, FDI & Demutualization: Industrial Organization
Changes to the Better or to the Worse? ²

Marie-Therese Marek, Euroopeninstitute

Peter Haiss, Euroopeninstitute

Switching to a Temporary Call Auction in Times of High Uncertainty. ³

David Abad, Universidad de Alicante

Roberto Pascual, Universitat de les Illes Balears

The Analysis of Short-Run and Long-Run Performance of Privatization Initial
Public Offerings in Malaysia. ⁴

Isnurhadi Banaluddin, University of Sriwijaya

Syamsurijal AK, University of Sriwijaya

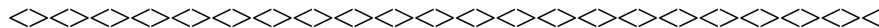
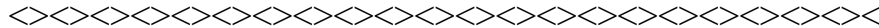
Umar Hamdan, University of Sriwijaya

Diah Natalisa, University of Sriwijaya

Herianto Puspowarsito, University of Sriwijaya

DISCUSSANTS:

1. *Isnurhadi Banaluddin*
2. *David Abad*
3. *Marie-Therese Marek*
4. *Fabio Cassia*



**Sunday, October 19th, 2008, 8:00 AM – 9:30 AM
/Room # 1**

SESSION [26]: Economics & Finance

CHAIR: Gaetano Aiello, University of Florence

TITLES & AUTHORS:

Multivariate Methods in Examining Greek Stock Market Returns.¹

Grigoris Michailidis, University of Macedonia

Payment Card Pricing Merchant Fees, Interchange Fees and Consumer Price Elasticity.²

Markus Langlet, EBS International University Schloß Reichartshausen

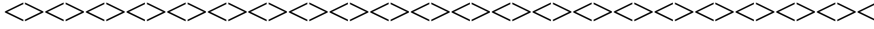
Household Determinants of Poverty in Punjab: A Logistic Regression Analysis of MICS 2003-04 Data Set.³

Muhammad Usman Sikander, Lahore School of Economics

Mudassir Ahmed, Lahore School of Economics

DISCUSSANTS:

1. *Muhammad Usman Sikander*
2. *Grigoris Michailidis*
3. *Markus Langlet*



**Sunday, October 19th, 2008, 8:00 AM – 9:30 AM
/Room # 2**

SPECIAL SESSION [27]: Management

CHAIR: Chiara Mazzi, University of Florence

TITLES & AUTHORS:

Michelangelo's Secret: Discovering Business Insights in Great Works of Art.¹

John K. Clemens, Hartwick College

Scott Dalrymple, Hartwick College

Perspectives on the Origins, Development and Social Implications of Women's Self Concepts from the End of the 20th Century and Beyond.²

Michaeline Skiba, Monmouth University

Market Structure as Determinant: the Case of Leasing in Banking Industry Transformation in Central and South Eastern Europe.³

Elisabeth Kichler, EuropaInstitut

Peter Haiss, EuropaInstitut

DISCUSSANTS:

- 1. Michaeline Skiba*
- 2. Peter Haiss*
- 3. John K. Clemens*



**Sunday, October 19th, 2008, 8:00 AM – 9:30 AM
/Room # 3**

SESSION [28]: Strategic Issues

CHAIR: Stuart Rosenberg, Dowling College

TITLES & AUTHORS:

The Experience of Entrepreneurs and the Capital Structure of New Firms.¹

Arie Melnik, University of Haifa

Enrico Colombatto, University of Turin

Managing Relationship in Distribution Networks: Evidence from the Automotive Market.²

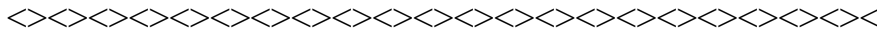
Giancarlo Nadin, Università Cattolica del Sacro Cuore- Centrimark

Project Management in Railways.³

Zeynep Gultekin, Anadolu University

DISCUSSANTS:

1. *Zeynep Gultekin*
2. *Arie Melnik*
3. *Giancarlo Nadin*



**Sunday, October 19th, 2008, 8:00 AM – 9:30 AM
/Room # 4**

SESSION [29]: Strategic Issues

CHAIR: Niccolo Gordini, University of Florence

TITLES & AUTHORS:

Influence of Human Factors on Information Security Measures Effectiveness under Ethic Issues.¹

Supattra Boonmak, Chulalongkorn University

Teamwork Rubric.²

Herbert Rau, Utica College

A Public Choice Model of Environmental Legislation: MBTE vs. Ethanol.³

Joe Prinzing, Lynchburg College

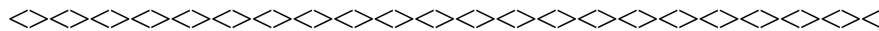
Mary Prinzing, Lynchburg College

DISCUSSANTS:

1. *Herbert Rau*
2. *Joe Prinzing*
3. *Supattra Boonmak*



Coffee Break: Registration Desk



**Sunday, October 19th, 2008, 10:00 AM – 12:00
PM / Room # 1**

SESSION [30]: Marketing

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

TITLES & AUTHORS:

Relationship Value in Business Markets -Strategic, Relational and
Technological Aspects.¹

Daniela Corsaro, Università Cattolica del Sacro Cuore - Centrimark

Russian Macroeconomic Stability (Sort of) and Consumer Market Proliferation
The Humpbacked Pony Tale in the Era Petrodollars.²

Nikolai Ostapenko, Georgetown University

The Vacation Decision Making Process: Tourism in the Garda Lake.³

Michelle Bonera, Università degli Studi di Brescia

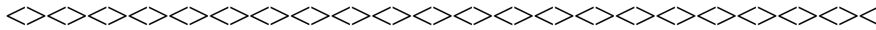
Retailing Innovation Across Retail Brand and Product Brand.⁴

Gaetano Aiello, University of Florence

Raffaele Donvito, University of Florence

DISCUSSANTS:

1. *Gaetano Aiello*
2. *Michelle Bonera*
3. *Daniela Corsaro*
4. *Nikolai Ostapenko*



**Sunday, October 19th, 2008, 10:00 AM – 12:00
PM / Room # 2**

SESSION [31]: Economics/Finance

CHAIR: Mohammad Usman Sikander, Lahore

School of Economics

TITLES & AUTHORS:

The Influence of Competitive Intensity on Market Orientation (A Case Study of Star Hotels in Indonesia).¹

Zakaria Wahab, University of Sriwijaya

Diah Natalis, University of Sriwijaya

Isnurhadi Banaluddin, University of Sriwijaya

Syamsurijal Ak, University of Sriwijaya

Badia Perizade, University of Sriwijaya

The Effect of Ownership Structure, Country Governance, and Financial Development on the Capital Structure of Unlisted Eastern European Firms.²

Guilherme Kirch, Universidade Federal do Rio Grande do Sul

Cesario Mateus, University of Greenwich Business School

Paulo Renato Soares Terra, Universidade Federal do Rio Grande do Sul

The Strategic Role of Innovative Finance and “Mercato Alternativo del Capitale” (MAC) for Business Succession in Italian Family Firms.³

Riccardo Passeri, University of Florence

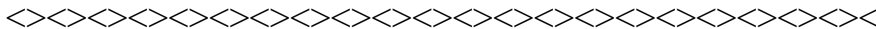
Chiara Mazzi, University of Florence

Growth, Decline, and Structural Change in U.S. Cities and Towns.⁴

Stuart Rosenberg, Dowling College

DISCUSSANTS:

1. *Stuart Rosenberg*
2. *Chiara Mazzi*
3. *Diah Natalis*
4. *Cesario Mateus*



**Sunday, October 19th, 2008, 10:00 AM – 12:00
PM / Room # 3**

SESSION [32]: Management/Strategic Issues

CHAIR: Herbert Rau, Utica College

TITLES & AUTHORS:

Controlling and Evaluation of Human Capital The Approach by Jac Fitz-enz.¹

Daniel Streich, FHWT University of Applied Sciences

Flat World Rugged People: Challenges in the Multi-National Organization.²

Jerry Estenson, California State University, Sacramento

From Modular Innovation to Systems Integration: The Main Experiences from some Italian Machine Tool Builders.³

Simone Poledrini, University of Perugia

Pressure on the Euro: Country Risk of Croatia, Latvia, and the Euro Zone.⁴

Gerhard Fink, EuropaInstitut

Peter Haiss, EuropaInstitut

Ina Paripovic, EuropaInstitut

DISCUSSANTS:

1. *Simone Poledrini*
2. *Peter Haiss*
3. *Jerry Estenson*
4. *Daniel Streich*



**Sunday, October 19th, 2008, 10:00 AM – 12:00
PM / Room # 4**

SESSION [33]: Management/Strategic Issues

CHAIR: Michaeline Skiba, Monmouth University

TITLES & AUTHORS:

Teaching and Learning Business Innovation by Successive Approximations.¹

Eduardo Fernandez-Pol, University of Wollongong

Technology Collaboration Modes: A Conceptualization Based on the Nature of Innovation.²

Arijit Sikdar, University of Wollongong in Dubai

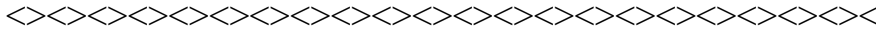
Small Business Entrepreneurship and the Internal Determinants of International Behaviour.³

Rubens Pauluzzo, University of Udine

Michela C. Mason, University of Udine

DISCUSSANTS:

1. *Arijit Sikdar*
2. *Maria-Therese Marek*
3. *Rubens Pauluzzo*
4. *Eduardo Fernandez-Pol*



**Sunday, October 19th, 2008, 10:00 AM – 12:00
PM / Room # 5**

SESSION [34]: Strategic Issues

**CHAIR: Aniko Tompos, Szechenyi Istvan
University**

TITLES & AUTHORS:

Credit and GDP Growth: 1952-2007. ¹

Abe Aburachis, Gannon University

Can Credit Scoring Models Effectively Predict Small Enterprise Default?
Statistical Evidence from Italian Firms. ²

Carlo Vallini, University of Florence

Francesco Ciampi, University of Florence

Niccolò Gordini, University of Florence

Michele Benvenuti, Bank of Italy

Effect of Exchange Rate, Inflation and Wages on the Purchasing Power of
Consumers in Different Economies. ³

Jian Zhang, Harvard University

Outsourcing, Globalization and Policy Imperatives: A Review in the Context of
US-India Relations. ⁴

Faridul Islam, Utah Valley State College

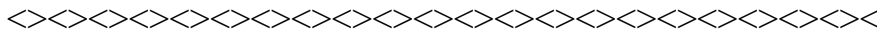
Ramendra Thakur, Utah Valley State College

Stanley Earl Jenne, Utah Valley State College

Saleheen Khan, Mankato State University

DISCUSSANTS:

1. *Niccolò Gordini*
2. *Jian Zhang*
3. *Faridul Islam*
4. *Abe Aburachis*



**Sunday, October 19th, 2008, 10:00 AM – 12:00
PM / Room # 6**

SESSION [35]: Strategic Issues

**CHAIR: Livia Ablonczy-Mihalyka, Szechenyi
Istvan University**

TITLES & AUTHORS:

Hawkers and Self-assessment Tax System: Survey Evidence from Malaysia. ¹

Choong Kwai Fatt, University of Malaya

Lai Ming Ling, University Technology MARA

Ng Kok Thye, University of Malaya, Malaysia

Abe Aburachis, Gannon University

Disinformation Era in the Information Age. ²

Cengiz Yilmaz, Afyon Kocatepe University

Sustainable Business Development Services for Microenterprises through
Community Service: A Mexican Experience. ³

Alejandro Mungaray, Universidad Autonoma de Baja California

Clemente Ruiz-Duran, Universidad Autonoma de Baja California

Francisco Castellón, Universidad Autonoma de Baja California

David Ledezma, Universidad Autonoma de Baja California

Martín Ramírez-Urquidy, Universidad Autonoma de Baja California

Natanael Ramirez, Universidad Autonoma de Baja California

Michelle Taxis, Universidad Autonoma de Baja California

DISCUSSANTS:

1. Alejandro Mungaray

2. Cengiz Yilmaz

3. Choong Kwai Fatt



**Sunday, October 19th, 2008, 10:00 AM – 12:00
PM / Room # 7**

SESSION [36]: Strategic Issues

CHAIR: Ceyda ÖZSOY, Anadolu University

TITLES & AUTHORS:

Development of Islamic Finance in Malaysia: A Conceptual Paper. ¹

Darwis Abd Razak, Universiti Sains Malaysia

Mohd Azhar Abdul Karim, Universiti Putra Malaysia

Factors Influencing The Effectiveness of Benchmarking Practice Among
Manufacturing Companies In Indonesia. ²

Suhaiza Zailani, Universiti Sains Malaysia

Tutik Asrofah, Universiti Sains Malaysia

Yudi Fernando, Universiti Sains Malaysia

Estimating the Monetary Policy Reaction Function for Turkey. ³

Bengül Gülümser KAYTANCI, Anadolu University

The Contribution of Higher Education to Economic Development. ⁴

Ceyda ÖZSOY, Anadolu University

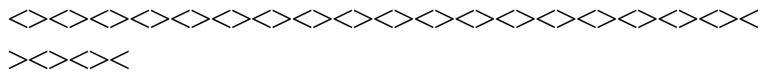
DISCUSSANTS:

1. Ceyda ÖZSOY

2. Bengül Gülümser KAYTANCI

3. Darwis Abd Razak

4. Suhaiza Zailani



See you next Year!!!

