



10th Global Conference on Business & Economics 2010 Program

Rome, ITALY

October 15-16, 2010

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Conference Schedule

Friday, October 15th:

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

Instructions To Program Participants

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

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

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

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

Sessions, Panels & Roundtables

Friday, October 15th, 2010

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

SESSION [1]: Management

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

TITLES & AUTHORS:

The Quiddity of Third World Entrepreneurship.¹

Peter Kilby, Wesleyan University

Exploring Marketing Issues for Business-to-Business Companies Entering Emerging Markets.²

Fabio Cassia, University of Bergamo

Francesca Magno, University of Bergamo

How Can We Manage to Be Happy?³

John Hasselberg, College of St. Benedict

/ St. John's University

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

Friday, October 15th, 2010

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

SESSION [2]: Management

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

TITLES & AUTHORS:

Offshore Outsourcing, Political Risk and Democratic Institutions.¹

Niranjana Chipalkatti, Seattle University

Bruce Koch, Seattle University

Meenakshi Rishi, Seattle University

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

Michaeline Skiba, Monmouth University

Joseph Mosca, Monmouth University

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

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

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

Friday, October 15th, 2010

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

SESSION [3]: Economics & Finance

CHAIR: *Cengiz YILMAZ, Afyon Kocatepe University*

TITLES & AUTHORS:

The U.S. Banking Industry In the 2009 Financial Crisis.¹
Joseph N. Heiney, Elmhurst College

The Effects of Innovation Characteristics on Mobile Banking Adoption.²
Nuray Tezcan, Halic University
Ulun Akturan, Galatasaray University

The relation of Loan Asset and deposit liability to profitability on regional bank in Indonesia 2009.³

Hamidah, Universitas Negeri Jakarta

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

Coffee Break: Registration Desk

Friday, October 15th, 2010

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

SESSION [4]: Marketing

CHAIR: *Joseph N. Heiney, Elmhurst College*

TITLES & AUTHORS:

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

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

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

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

The Metamorphosis of the Russian Luxury Food Consumption in the time of Recession.³

Nikolai Ostapenko, Georgetown University

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

Friday, October 15th, 2010

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

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

CHAIR: *Michaeline Skiba, Monmouth University*

TITLES & AUTHORS:

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

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

Alternate Views on the Purpose of Business: A Resource for Business Ethics Instruction.²

Gary L. Karns, Seattle Pacific University

Moving Forward on Ethics Education in One School's MBA Program.³

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

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

Friday, October 15th, 2010

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

SESSION [6]: Accounting

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

TITLES & AUTHORS:

Internal Controls and Auditing in Italian Local Governments.¹
Paola Paglietti, University of Cagliari

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

Teaching and Learning in Accounting Information Systems for Accounting Courses".³
Supattra Boonmak, Chulalongkorn University

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

Friday, October 15th, 2010

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

SESSION [7]: Economics & Finance

CHAIR: *Hamidah, Universitas Negeri Jakarta*

TITLES & AUTHORS:

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

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

Regional Finance Companies like Private Equity Firms.²
Emanuele Martelli, University of Florence
Lorenzo Gai, University of Bologna

Analysis of the Factors affecting Productivity Using Non Parametric Regression Method.³

Nuray Tezcan, Halic University

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

Lunch Break

Friday, October 15th, 2010

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

SESSION [8]: Marketing

CHAIR: *Shamila A. Jayasuriya, Ohio University*

TITLES & AUTHORS:

Reexamination of Consumer-Animosity Construct toward Multi Opposed Countries.¹

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

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

Elisabetta Corvi, University of Brescia

DISCUSSANTS: 1. Elisabetta Corvi
2. Bayu Sutikno

Friday, October 15th, 2010

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

SESSION [9]: Economics & Finance

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

TITLES & AUTHORS:

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

Beryl Y. Chang, European School of Economics

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

Harry Bloch, Curtin Business School Curtin University of Technology

Patricia Fraser, University of Aberdeen Business School

Garry MacDonald, Curtin Business School Curtin University of Technology

Edgeworth Cycles, Competition, and Antitrust.³

Michael D. Noel, University of California, San Diego

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

Friday, October 15th, 2010

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

SESSION [10]: Strategic Issues

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

TITLES & AUTHORS:

Supply Chain Management in Textile and Supplier Performance Evaluation.¹

Kadir Cesur, Istanbul Technical University

Comparison of Firm Performance Before and After the Implementation of TQM.²

Cengiz YILMAZ, Afyon Kocatepe University

Ali ELEREN, Afyon Kocatepe University

Disinformation in the Information Age.³

Cengiz YILMAZ, Afyon Kocatepe University

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

Friday, October 15th, 2010

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

SESSION [11]: Management/Strategic Issues

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

TITLES & AUTHORS:

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

Endry Boeriswati, Women Center University of Jakarta

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

Fabio Cassia, University of Bergamo

Gianpaolo Baronchelli, University of Bergamo

The Effects of Source Credibility and Receiver Involvement on the Organizational Budgeting Process.³

Gloria J. McVay, Winona State University

Rita L. Rahoi-Gilchrest, Winona State University

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

Coffee Break: Registration Desk

Friday, October 15th, 2010

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

SESSION [12]: Management/Strategic Issues

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

TITLES & AUTHORS:

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

Sean Philipp, Vienna University of Economics and Business

Peter R. Haiss, Vienna University of Economics and Business

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

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

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

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

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

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

Innovation Leadership – A Case Study of an Asian Energy Company.⁵

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

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

Friday, October 15th, 2010

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

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

CHAIR: *Kadir Cesur, Istanbul Technical University*

TITLES & AUTHORS:

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

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

Multimedia in Higher Education: Proliferation of Tools + Paucity of Research = Opportunity.²

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

An Academic Learning Organization: A Case Study from Pakistan.³

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

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

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

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

Friday, October 15th, 2010

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

SESSION [14]: Economics & Finance

CHAIR: *Joy Grant, Manchester Metropolitan University*

TITLES & AUTHORS:

Alleviating Poverty through Microfinance : Nigeria's Experience.¹

Olukemi Lawanson, University of Lagos

Enhancing Access to Finance for Micro and Small Enterprises in Egypt.²

Sahar Nasr, The World Bank

The Speed of Gasoline Price Response in Markets with and without Edgeworth Cycles.³

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

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

Markus Langlet, European Business School Oestrich-Winkel

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

Friday, October 15th, 2010

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

SESSION [15]: Economics & Finance

CHAIR: *Garry MacDonald, Curtin University*

TITLES & AUTHORS:

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

Mònica Martínez Blasco, Universitat Ramon Llull

Josep García Blandón, Universitat Ramon Llull

Lucinio González Sabaté, Universitat Ramon Llull

Are Islamic Banks Better Immunized than Conventional Banks in the Current Economic Crisis?²

Mareyah Mohammad Ahmad, The British University in Dubai

Dayanand Pandey, The British University in Dubai

Examining the Impact of Credit Access on Small Firm Survivability.³

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

Regulation of FX market.⁴

Tamás Isépy, University of Pannonia

DISCUSSANTS: 1. Mareyah Mohammad Ahmad

2. Traci L. Mach

3. Tamás Isépy

4. Mònica Martínez Blasco

Wine Reception : Registration Desk

 **See you next Year!!!** 