

aber | 2012 Cambridge Conference on Business & Economics Program



2012
Cambridge Conference
On
Business & Economics
Program

Murray Edwards College,
Cambridge University,
Cambridge, UK

June 27th-28th, 2012

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8, 17		Adam Sharrard	
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Conference Schedule

Wednesday, June 27th:

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

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

Sessions 1-15 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**

Thursday, June 28th:

Registration **7:30 AM - NOON**

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

Sessions 16-26 8:00 AM – 5:00 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

Wednesday, June 27th, 2012

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

SESSION [1]: Management

CHAIR: Ipseeta Satpahy, KIIT University

TITLES & AUTHORS:

Parent-Overseas Subsidiary Management and Relationships in Malaysian Diversified Firms.¹

A.B. Sim, University of Wollongong

A baseline study on Organizational practices and effectiveness of political parties in Pakistan.²

Bushra Raza, Newports Institute of Communications & Economics

McConn Coffee Company.³

Shawn M. Carraher, Indiana Wesleyan University

Harriet Rojas, Indiana Wesleyan University

Philip Millage, Indiana Wesleyan University

DISCUSSANTS: 1. Shawn M. Carraher

2. A.B. Sim

3. Bushra Raza

Wednesday, June 27th, 2012

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

SESSION [2]: Marketing

CHAIR: Narayan Chnadra Nayak, Indian Institute of Technology

TITLES & AUTHORS:

The Impact of Environmental Advertisement, Health Consciousness and Personal Norm on Organic Food Consumption in Shanghai, China.¹

Bing Zhu, Assumption University

Trust, Integration and Commitment as Determinants of Customer Satisfaction and Retention: An Empirical Study of University-Industry Relationships.²

Veronica Rosendo-Ríos, Rey Juan Carlos University

Pilar Laguna-Sánchez, Rey Juan Carlos University
Carmelo Mercado-Idoeta, Rey Juan Carlos University

Is More Knowledge Always Better? The Effect of Knowledge Breadth and Depth on New Product Performance.³

Shibin Sheng, University of Alabama at Birmingham
Kevin Zheng Zhou, The University of Hong Kong
Julie Juan Li, City University of Hong Kong

DISCUSSANTS: 1. Kevin Zheng Zhou
2. Bing Zhu
3. Veronica Rosendo-Ríos

Wednesday, June 27th, 2012

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

SESSION [3]: Economics & Finance

CHAIR: Rudra P. Pradhan, Indian Institute of Technology,
Kharagpur

TITLES & AUTHORS:

The informational content of Annual General Meetings in civil-law countries.¹

Mónica Martínez Blasco, Universitat Ramon Llull
Josep Garcia-Blandon, Universitat Ramon Llull
Josep Maria Argiles-Bosch, Universitat de Barcelona

The Law of Many Prices.²

Neville R. Norman, University of Melbourne
Kenneth J. Coutts, University of Cambridge

DISCUSSANTS: 1. Neville R. Norman
2. Mónica Martínez Blasco

Wednesday, June 27th, 2012

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

SESSION [4]: Ethics/Higher Education/Business Law Issues

CHAIR: T. S Widanachchi, University of Colombo-Sri Lanka

TITLES & AUTHORS:

Reshaping Pedagogy of Business Education in a "Flat World":
Internationalizing the Curriculum.¹

Evelyn Wamboye, Penn State University

Abel Adekola, University of Wisconsin - Stout

An Academic Scorecard for Performance Measurement of Higher Education
Institutes.²

Sadaf Ashraf, University of Management and Technology

M. Kamran Javed, Law College

The influence of ethnic culture on IC reporting.³

Noradiva Hamzah, Universiti Kebangsaan Malaysia

Norman Mohd Saleh, Universiti Kebangsaan Malaysia

Sumayah Mohamed, Universiti Kebangsaan Malaysia

DISCUSSANTS: 1. Noradiva Hamzah
2. Evelyn Wamboye
3. Sadaf Ashraf

Coffee Break: Registration Desk

Wednesday, June 27th, 2012

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

SESSION [5]: Economics & Finance

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

TITLES & AUTHORS:

FDI vs. Foreign Aid on Economic Growth.¹

Evelyn Wamboye, Penn State University

Rajarshi Mitra, Kyushu University

Calendar effect in Foreign Institutional Investment.²

N Anuradha Raja Prabu, B S Abdur Rahman University

G Rajendran, Anna University

Financial regulation and credit consumption - an analysis of credit Acts in South Africa.³

AREGBESHOLA R Adewale, University of South Africa

Portfolio Choice: An Empirical Investigation.⁴

Neveen Ahmed, American University in Cairo (AUC)

Denis Pelletier, North Carolina State University

DISCUSSANTS: 1. AREGBESHOLA R Adewale

2. Evelyn Wamboye

3. Neveen Ahmed

4. N Anuradha Raja Prabu

Wednesday, June 27th, 2012

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

SESSION [6]: Economics & Finance

CHAIR: Bushra Raza, Newports Institute of Communications & Economics

TITLES & AUTHORS:

Factors influencing borrower's behavior and decision making patterns in the success of a micro finance model-A case study on the remote areas of Karachi, Pakistan.¹

Mirza Raza Ali, Newports Institute of Communications & Economics

Microfinancing: Defeating the Dependence and Measuring Success the Right Way.²

Thomas P. VanKley, Indiana Wesleyan University

Jacob Wheeler, Indiana Wesleyan University

Joshua R. Millage, Indiana Wesleyan University

Impact of Microfinance Loan on Poverty Reduction amongst Female Entrepreneurship in Pakistan.³

Javed Ghulam Hussain, Birmingham City University

Samia Mahmood, Birmingham City University

Impact of IFRS Adoption on Key Financial Indicators and Assessment of the Firm's Financial Performance in Conditions of the Czech Republic.⁴

Dana Kubířková, University of Finance and Administration

DISCUSSANTS: 1. Jacob Wheeler
2. Javed Ghulam Hussain
3. Dana Kubířková
4. Mirza Raza Ali

Wednesday, June 27th, 2012

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

SESSION [7]: Marketing

CHAIR: Janine Saba Zakka, Lebanese American University

TITLES & AUTHORS:

Modelling the Effects of Celeb-Entrepreneur Endorsement on Advertising Effectiveness: The Case of Malaysia's Pop Princess.¹

Mazzini Muda, Universiti Teknologi MARA Malaysia
Rosidah Musa, Universiti Teknologi MARA Malaysia
Rozita Naina Mohamed, Universiti Teknologi MARA Malaysia
Halimahton Borhan, Universiti Teknologi MARA Malaysia

Factors influencing customer buying motives with special reference to Sri Lanka Telecom Broadband at micro level: A case study at Sri Lanka Telecom PLC - Sri Lanka.²

Pradeep Randiwela, University of Colombo-Sri Lanka
T. S Widanachchi, University of Colombo-Sri Lanka

Motivations of Luxury Brand Consumption: A Comparison Between China and Hong Kong Chinese Consumers.³

Stella L.M. So, The Chinese University of Hong Kong

Disentangle the Effects of Brand Experience (BE) on Trust, Commitment and Resonance: Evidence from Popular Fast Food Chain Restaurants in Malaysia: Using Structural Equation Modelling Approach.⁴

Rozita Naina Mohamed, Universiti Teknologi MARA Malaysia
Rosidah Musa, Universiti Teknologi MARA Malaysia

DISCUSSANTS: 1. Rozita Naina Mohamed
2. Stella L.M. So
3. T. S Widanachchi
4. Mazzini Muda

Wednesday, June 27th, 2012

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

SESSION [8]: Strategic Issues

CHAIR: A.B. Sim, University of Wollongong

TITLES & AUTHORS:

Knowledge, Location, Collective Action, Institutions, and Growth.¹

William D. Ferguson, Grinnell College

Work-Life Balance Among Support Staff Working in Non-Government Organisations: A Survey.²

Iipseeta Satpathy, KIIT University

B.Chandra Mohan Patnaik, KIIT University

Leading the Organization: Are General Managers still Relevant?³

Jeffrey A. Krug, Loyola University New Orleans

The Entrepreneurial Mindset in an Organization: It's Benefits and How it Can Be Fostered.⁴

Tom Taylor, Indiana Wesleyan University

Shawn M. Carraher, Indiana Wesleyan University

Adam Sharrard, Indiana Wesleyan University

Jordan Oelschlager, Indiana Wesleyan University

Michael Lipetri, Indiana Wesleyan University

Joshua McCarthy, Indiana Wesleyan University

DISCUSSANTS: 1. Jeffrey A. Krug

2. William D. Ferguson

3. Tom Taylor

4. Iipseeta Satpathy

Luncheon Session

12:00 PM -12:45 PM/Kaetsu Teaching Room # 3

Wednesday, June 27th, 2012

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

SESSION [9]: Strategic Issues

CHAIR: Simon J. Hoy, University of Canberra

TITLES & AUTHORS:

Income and CO2 in China and Malaysia from Environmental Kuznets Curve (EKC) Perspective.¹

Halimahton Binti Borhan, Universiti Teknologi MARA Malaysia

Mizan Bin Hitam, Universiti Teknologi MARA Malaysia

Rozita Naina Mohamed, Universiti Teknologi MARA Malaysia

Mazzini Muda, Universiti Teknologi MARA Malaysia

The Moderating Effect of Environment on the Relationship Between Self-Efficacy And Entrepreneurial Orientation Among Malay SMEs in Manufacturing Industry.²

Rohani Mohd, University Utara Malaysia

Kulida Kirana Yahya, University Utara Malaysia

Badrul Hisham Kamaruddin, University Utara Malaysia

Entrepreneurship in Emerging Counties: Making a Long-Term Economic and Social Impact on Communities.³

Amanda Stratton, Indiana Wesleyan University

Jordan Elder, Indiana Wesleyan University

Shawn M. Carraher, Indiana Wesleyan University

Katie Wolfe, Indiana Wesleyan University

Abigail Erickson, Indiana Wesleyan University

DISCUSSANTS: 1. Shawn M. Carraher
2. Rozita Naina Mohamed
3. Rohani Mohd

Wednesday, June 27th, 2012

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

SESSION [10]: Economics & Finance

CHAIR: Mark D. Hughes, University of Canberra

TITLES & AUTHORS:

The Egyptian Banking System Post January 25th Revolution.¹

Sahar Nasr, World Bank

The effect of financial development on the bank lending channel of monetary policy transmission: evidence from Thailand using bank level data.²

Attasuda Lerskullawat, University of Birmingham

Banking Reforms and the Competition in Indian Banking.³

Ragini Agrawal, University of Delhi

DISCUSSANTS: 1. Attasuda Lerskullawat

2. Ragini Agrawal

3. Sahar Nasr

Wednesday, June 27th, 2012

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

SESSION [11]: Management/Strategic Issues

CHAIR: Sylwia Gornik-Tomaszewski, St. John's University

TITLES & AUTHORS:

Competence Acquisition Through the Lens of Women Manager Experiences.¹

Helen Tan Sui Hong, Universiti Teknologi Malaysia

Norhalimah Idris, Universiti Teknologi Malaysia

Nur Naha Abu Mansor, Universiti Teknologi Malaysia

The Effect of Glass Ceiling on Working Women: A Case Study of Nigeria.²

Olukemi I. Lawanson, University of Lagos

Arab Women Leadership: A Blessing or a Curse.³

Renee Ghattas, Lebanese American University

DISCUSSANTS: 1. Renee Ghattas

2. Helen Tan Sui Hong

3. Olukemi I. Lawanson

Coffee Break: Registration Desk

Wednesday, June 27th, 2012

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

SESSION [12]: Accounting

CHAIR: Olukemi I. Lawanson, University of Lagos

TITLES & AUTHORS:

Fair Value Reporting During the Period 2007-2010: Evidence from U.S. Publicly Traded Companies.¹

Sylwia Gornik-Tomaszewski, St. John's University

The calculation of the amount of the effect of a change in an accounting estimate - a suggested approach.²

Pierre Matthee, Nelson Mandela Metropolitan University

Two Steps Backward and One Step Forward; The IASB's response to Off - Balance Sheet Financing through investments in other entities.³

Mark D. Hughes, University of Canberra
Simon J. Hoy, University of Canberra

The management approach and managerial behaviour: the need for checks and balances.⁴

Mark D. Hughes, University of Canberra
Simon J. Hoy, University of Canberra

- DISCUSSANTS:**
- 1. Simon J. Hoy**
 - 2. Mark D. Hughes**
 - 3. Pierre Matthee**
 - 4. Sylwia Gornik-Tomaszewski**

Wednesday, June 27th, 2012

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

SESSION [13]: Management/Strategic Issues

CHAIR: Ragini Agrawal, University of Delhi

TITLES & AUTHORS:

Corporate Social Reporting and Disclosure practices in a Developing Country: Cases from Lebanon.¹

Janine Saba Zakka, Lebanese American University

Intrinsic Factors Affecting the Job Performance of Military Leaders: A study of Fiedler's Contingency Theory, The Big Five Personality Traits, and Goal Orientation.²

Landen M. Ellyson, Indiana Wesleyan University
Justin H. Gibson, Indiana Wesleyan University
Michael Nichols, Indiana Wesleyan University
Shawn M. Carraher, Indiana Wesleyan University

The Effect of Human Health on Sustainable Development in India: The State Level Analysis.³

Rudra P. Pradhan, Indian Institute of Technology, Kharagpur
Tapan P. Bagchi, Indian Institute of Technology, Kharagpur

Competitiveness Targeting: Automotive Industry in Egypt.⁴

Randa Hamza, The American University in Cairo (AUC)
Shadwa Zaher, The British University in Egypt (BUE)

DISCUSSANTS: 1. Randa Hamza and Shadwa Zaher
2. Rudra P. Pradhan
3. Shawn M. Carraher
4. Janine Saba Zakka

Wednesday, June 27th, 2012

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

SESSION [14]: Strategic Issues

CHAIR: Shawn M. Carraher, Indiana Wesleyan University

TITLES & AUTHORS:

Linking Economic Freedom to Economic Growth in India: Empirical Evidences.¹

Falguni Pattanik, Indian Institute of Technology
Narayan Chnadra Nayak, Indian Institute of Technology

An Overview on the Application of Malaysia Competition Act 2010 in Air Transport Industry.²

Noradura Hamzah, National University of Malaysia
Safinaz Mohd Hussien, National University of Malaysia

***Mahmud Zuhdi Mohd Nor, National University of
Malaysia***

Universities Rankings as Economic Indicators?³

Peter U. Okorie, Imo State University

A Validity Study based on Porter's Industry Analysis.⁴

Jason K. George, Indiana Wesleyan University

Shawn M. Carraher, Indiana Wesleyan University

Santiago Jaramillo, Indiana Wesleyan University

Roscoe Dandy, Indian River State College

DISCUSSANTS: 1. Peter U. Okorie
2. Falguni Pattanik
3. Jason K. George
4. Noradura Hamzah

Wednesday, June 27th, 2012

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

SESSION [15]: Strategic Issues

CHAIR: Austin Taylor Doerr, Indiana Wesleyan University

TITLES & AUTHORS:

Validating Cause-and-Effect Relationships in the Balanced Scorecard.¹

Al Bento, University of Baltimore

Regina Bento, University of Baltimore

Lourdes Ferreira White, University of Baltimore

Enhancing Quality Brand of Tourism Products Using New IT Applications.²

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

Lucia Aiello, University of Applied Sciences Switzerland

***Claudia Cacia, University of Applied Sciences
Switzerland***

Utilizing Continuous Photo Analysis of Fragmentation as a Blast / Crush
Improvement Tool.³

Ran Tamir, Lafarge NA

***Lawrence J. Mirabelli, South Dakota Schools of Mines
& Technology***

***James McGough, South Dakota Schools of Mines &
Technology***

An examination of multi-way barter and its benefits.⁴

Jordan Easley, Indiana Wesleyan University

Shawn M. Carraher, Indiana Wesleyan University

DISCUSSANTS: 1. Ruth Rios-Morales

2. Ran Tamir

3. Jordan Easley

4. Al Bento

**Oxford Journal Distinguished Research Award
Ceremony & Wine Reception 5:00PM
Teaching Room # 3, Kaetsu Center, Murray Edwards College
Key Note Speaker: Dr. Keith Newman,
Exec. VP, Indiana Wesleyan University**

Thursday, June 28th, 2012

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

SESSION [16]: Economics/Finance

CHAIR: Thomas P. VanKley, Indiana Wesleyan University

TITLES & AUTHORS:

Comparisons of Bank Cost Efficiency in China, Based on Ownership Category
Stochastic Frontier Approach Analysis.¹

LIN Jianyi, Kyushu University

An empirical exploration of the effectiveness of monetary policy on economic
performance in Nigeria.²

Isedu Mustafa, University of Greenwich

Tunisian Dinar Full Convertibility: Perceptive Study.³

Amel Ben Youssef Ghoul, FSEGT

DISCUSSANTS: 1. Amel Ben Youssef Ghoul

2. LIN Jianyi

3. Isedu Mustafa

Thursday, June 28th, 2012

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

SESSION [17]: Strategic Issues

CHAIR: Zaton Najahah Yusof, University of Stirling

TITLES & AUTHORS:

Customer Service in Relation with Business and Cultural Differences: A Six Continent Study.¹

Courtney Comer, Indiana Wesleyan University
Noelle Bautz, Indiana Wesleyan University
Shawn M. Carraher, Indiana Wesleyan University
Michael Nichols, Indiana Wesleyan University
Darrian Mikell, Indiana Wesleyan University
Adam Flegge, Indiana Wesleyan University
Jacob P.Millage, Indiana Wesleyan University

Female Entrepreneurship: Gender Differences.²

Susan Shinkle, Indiana Wesleyan University
Adam Sharrard, Indiana Wesleyan University
Shawn M. Carraher, Indiana Wesleyan University
Adam Miller, Indiana Wesleyan University

Manifest Needs and Leadership in Nascent Entrepreneurs.³

Collin Rhoad, Indiana Wesleyan University
Shawn M. Carraher, Indiana Wesleyan University
Philip Millage, Indiana Wesleyan University
Katie Wolfe, Indiana Wesleyan University
Abigail Erickson, Indiana Wesleyan University

DISCUSSANTS: 1. Jacob P.Millage
2. Collin Rhoad
3. Katie Wolfe

Thursday, June 28th, 2012

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

SESSION [18]: Strategic Issues

CHAIR: Shawn M. Carraher, Indiana Wesleyan University

TITLES & AUTHORS:

Evaluating the Success of Intranet Usage on Managerial Performance Using Structured Equation Modeling.¹

Norzaidi Haji Mohd Daud, Universiti Teknologi MARA

Intan Salwani Mohamed, Universiti Teknologi MARA

Saad Alghanim, King Saud University

Rashid Alhamali, King Saud University

Austrian Economics and Property Rights: An examination of Locus of Control and demographic factors for expatriate entrepreneurs from the Middle East.²

Josh McCarthy, Indiana Wesleyan University

Hannah Steinberg, Indiana Wesleyan University

Shawn M. Carraher, Indiana Wesleyan University

Jacob Millage, Indiana Wesleyan University

Expatriate Stress Challenges Entrepreneurs Face in Developing Countries Compared to Developed Countries.³

Kyle Abney, Indiana Wesleyan University

Aaron Cecil, Indiana Wesleyan University

Nicole Mullet, Indiana Wesleyan University

Shawn M. Carraher, Indiana Wesleyan University

Harriet Rojas, Indiana Wesleyan University

- DISCUSSANTS:** 1. Shawn M. Carraher
2. Norzaidi Haji Mohd Daud
3. Norzaidi Haji Mohd Daud

Coffee Break : Registration Desk

Thursday, June 28th, 2012

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

SESSION [19]: Strategic Issues

CHAIR: Philip Millage, Indiana Wesleyan University

TITLES & AUTHORS:

Strengthening Cluster Development in Malaysia with Collaborative Relationship.¹

Zatun Najahah Yusof, University of Stirling

Leadership, Customer Service, and Expatriation: The importance of terminal and instrumental values among entrepreneurs.²

Santiago Jaramillo, Indiana Wesleyan University
Shawn M. Carraher, Indiana Wesleyan University
Philip J. Millage, Indiana Wesleyan University
Rebecca D. Carraher, Indiana Wesleyan University

Characteristics of an Entrepreneur.³

Andrea Rice, Indiana Wesleyan University
Tyler Laidig, Indiana Wesleyan University
Shawn M. Carraher, Indiana Wesleyan University
Jordan Oelschlager, Indiana Wesleyan University
Adam Flegge, Indiana Wesleyan University
Kelly Griffin, Indiana Wesleyan University

Impact of Empowerment on Work-Life Balance and Employee Well-being.⁴

Fusun Akda?, Yeditepe University

DISCUSSANTS: 1. Jordan Oelschlager
2. Yeditepe University
3. Zaton Najahah Yusof
4. Santiago Jaramillo

Thursday, June 28th, 2012

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

SESSION [20]: Economics/Finance

CHAIR: Michael J. Harrison, Framingham State University

TITLES & AUTHORS:

Back to Basics: Investing in a Global Network Where Systemic Volatility, Contagion and Knightian Uncertainty Reign.¹

Roger W. Clark, Austin Peay State University
George C. Philippatos, University of Tennessee

Analysis of Momentum Abnormal Returns from Return Decomposition.²

Yu Zhang, Eastern Michigan University
George C. Philippatos, University of Tennessee
Phillip R. Daves, University of Tennessee

The Global Financial Crises Effects On Residential Industries In Ireland And Greece.³

Wayne Buchanan, Defiance College
Michael J. Gallagher, DeSales University

Methodology of Determining Economic Security Criteria in Globalization Environment.⁴

Ainabek Kuandyk Salikhuly, University of Kazakhstan

Theory of Global Business Prediction.⁵

Ainabek Kuandyk Salikhuly, University of Kazakhstan

DISCUSSANTS: 1. Ainabek Kuandyk Salikhuly
2. Michael J. Gallagher
3. Roger W. Clark
4. George C. Philippatos
5. Roger W. Clark

Thursday, June 28th, 2012

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

SESSION [21]: Strategic Issues

CHAIR: Ma³gorzata Mikita, Lazarski University

TITLES & AUTHORS:

Employee Participation, Trust and Affective Commitment.¹

Ku-Jun Lin, Tamkang University

Yen-Lin Huang, Tamkang University

Ubiquitous Opinions.²

Austin Taylor Doerr, Indiana Wesleyan University

Andrea Eileen Meyering, Indiana Wesleyan University

Matthew Allen Stonitsch, Indiana Wesleyan University

Erik Lee Dorst, Indiana Wesleyan University

Michael Louis Lipetri, Indiana Wesleyan University

Shawn M. Carraher, Indiana Wesleyan University

Towards Dreaming Literate Punjab-Pakistan.³

*Muhammad A Quddus, Punjab Economic Research
Institute*

Mazhar-Ul-Haq Baluch, Lahore School of Economics

DISCUSSANTS: 1. Muhammad A Quddus
2. Ku-Jun Lin
3. Andrea Eileen Meyering

Thursday, June 28th, 2012

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

SESSION [22]: Economics/Finance

CHAIR: C.Vindana Hewage, University of Colombo-Sri Lanka

TITLES & AUTHORS:

Distinguish Liquidity Trading From Noise Trading: Evidences from Taiwan Stock Market.¹

Wen-Chen Lo, St. John's University

A New Approach to Exchange Rate Volatility Forecasting.²

Sanja Dudukovic, Franklin College Switzerland

Economic Globalization, Wages and Wage Inequality: Sector-Based Investigation for Tunisia.³

Ousama Ben Salha, The High Institute of Management of Sousse - Tunisia

The Corporate Governance and Valuation Effects of Alliance Investments.⁴

Shao-chi Chang, National Cheng Kung University

Jung-Ho Lai, National Taipei College of Business

Sheng-Syan Chen, National Taiwan University

Political Implications of the Last Financial and Economic Crisis: Emergence and Development of New, Regional Centres of the World Economy.⁵

Zygmunt Janiec, Lazarski University

DISCUSSANTS: 1. Ousama Ben Salha

2. Shao-chi Chang

3. Sanja Dudukovic

4. Zygmunt Janiec

5. Wen-Chen Lo

Lunch: Registration Desk

Thursday, June 28th, 2012

1:00 PM - 3:00 PM / Kaetsu Teaching Room # 1

SESSION [23]: Strategic Issues

CHAIR: George C. Philippatos, University of Tennessee

TITLES & AUTHORS:

Enhancing Aviation Services for Tourism Development in Sri Lanka.¹
Pradeep Randiwela, University of Colombo-Sri Lanka
C.Vindana Hewage, University of Colombo-Sri Lanka

Emotional Intelligence.²
Shawn M. Carraher, Indiana Wesleyan University
Zach Livingston, Indiana Wesleyan University

Model of mutual interaction elements of business environment.³
Baiba Zvirbule, University of Latvia

Sovereign Wealth Funds - Global Trends.⁴
Ma³gorzata Mikita, Lazarski University

DISCUSSANTS: 1. Shawn M. Carraher
2. Baiba Zvirbule
3. Ma³gorzata Mikita
4. C.Vindana Hewage

Thursday, June 28th, 2012

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

SESSION [24]: Strategic Issues

CHAIR: Jason K. George, Indiana Wesleyan University

TITLES & AUTHORS:

Product Growth Patterns of Top Home Theater Brands: An Empirical Determination Using Biological Species Population Models.¹
Michael J. Harrison, Framingham State University

Customer Service in Eastern Europe: Does it matter who is asked?²
Aaron Martin, Indiana Wesleyan University
Joshua R. Millage, Indiana Wesleyan University
Shawn M. Carraher, Indiana Wesleyan University
Sarah C. Carraher, Indiana Wesleyan University

An Evaluation of the Moderating Effect of Materialism and Voluntary Simplicity Values on Attitudes towards the Ad and the Brand.³
Vladimir Pashkevich, Marymount Manhattan College

Should Companies Increase Size or Improve their CSR Profile in order to Improve their Performance? Evidence from UK listed Firms.⁵
Iordanis Kalaitzoglou, Coventry University
Lanre Fagbe, Coventry University

Jacek Niklewski, Coventry University

DISCUSSANTS: 1. Aaron Martin
2. Vladimir Pashkevich
3. Jacek Niklewski
4. Michael J. Harrison

Thursday, June 28th, 2012

1:00 PM - 3:00 PM / Kaetsu Teaching Room # 3

SESSION [25]: Strategic Issues

CHAIR: Joy Grant, Manchester Metropolitan University

TITLES & AUTHORS:

Citius, Altius, Fortius - Faster, Higher, Stronger? Corporate Social Responsibility in the Sporting Goods Industry.¹

W. Richard Sherman, Saint Joseph's University

The Impact of Tariff Reductions on Real Imports in Malaysia from 1980-2010.²

Juita Mohamad, Waseda University

Marine Tourism Education: Improving Economy and Strengthening National Character.³

Hamidah hamidah, University of Negeri Jakarta (UNJ)

Assessment of MBA Program: An Empirical Examination.⁴

Atul Gupta, Lynchburg College

Joe Turek, Lynchburg College

DISCUSSANTS: 1. Atul Gupta
2. Hamidah hamidah
3. Juita Mohamad
4. W. Richard Sherman

Thursday, June 28th, 2012

1:00 PM - 3:00 PM / Kaetsu Teaching Room # 4

SESSION [26]: Strategic Issues

CHAIR: Roger W. Clark, Austin Peay State University

TITLES & AUTHORS:

Quality of International Education in the Accreditations Council in the Asian Region with Pakistani Perspective.¹

Umar Nawaz Kayani, Higher Education Commission (HEC)

Farrukh Nawaz Kayani, COMSATS Institute of Information and Technology

The Service Economy Fallacy- A Materialist Perspective.²

Klaus Solberg Søylen, Halmstad University

A Simulation Model To Forecast Future Cash-Flows – A Financial Risk Management Tool.³

Ralf Bernsau, Karlsruhe Institute of Technology (KIT)

Andreas Vogel, Karlsruhe Institute of Technology (KIT)

Detlef Seese, Karlsruhe Institute of Technology (KIT)

DISCUSSANTS: 1. Klaus Solberg Søylen

2. Andreas Vogel

3. Umar Nawaz Kayani

 **See you next Year!!!** 