



**2016**

**Cambridge Business**

**&**

**Economics Conference**

**Program**

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

**July 1st - 2nd, 2016**

## Conference Schedule

### Friday, July 1st:

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

### Saturday, July 2nd:

Registration	7:30 AM – 9:00 AM
Sessions 17	8:00 AM – Noon
Coffee Break:	9:30 AM – 10:00 AM

## 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

Friday, July 1st, 2016

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

SESSION [1]: Management

CHAIR: Shawn M. Carraher, University of Texas at Dallas

TITLES & AUTHORS:

Conversation about the research process and getting published.<sup>1</sup>

*Howard Vanauken, Iowa State University*

Sustaining a research agenda: Strategies for continuous publishing.<sup>2</sup>

*George Puia, Saginaw Valley State University*

Environment, Education, Entrepreneurial Intentions of Women in the MENA.<sup>3</sup>

*Dianne Welsh, The University of North Carolina at Greensboro*

DISCUSSANTS: Shawn M. Carraher, University of Texas at Dallas

Friday, July 1st, 2016

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

SESSION [2]: Strategic Issues

CHAIR: Aregbeshola R Adewale, University of South Africa

TITLES & AUTHORS:

Transparency and corruption. Evidences from the case of the Italian regions.<sup>1</sup>

*Isabella Fadda, Università degli Studi di Cagliari*

*Paola Paglietti, Università degli Studi di Cagliari*

*Elisabetta Reginato, Università degli Studi di Cagliari*

*Aldo Pavan, Università degli Studi di Cagliari*

An Update on Major Enforcement Actions: Under the Accounting Provisions of the Foreign Corrupt Practices Act or FCPA.<sup>2</sup>

*David Mest, Seton Hall University*

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

Foreign Aid and Regional Integration: The CARICOM Case.<sup>3</sup>

*Paul C. Clement, State University of New York (SUNY)*  
*Kelsey Drake, The University of Texas Dallas*

- DISCUSSANTS:**
1. Paul C. Clement
  2. Isabella Fadda
  3. Richard J. Hunter, Jr.

**Friday, July 1st, 2016**

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

**SESSION [3]:** Marketing

**CHAIR:** John T. Donnellan, NJCU School of Business

**TITLES & AUTHORS:**

Sensory marketing is to flourish or perish: Restaurant in Sri Lanka.<sup>1</sup>

*Pradeep Randiwela, University of Colombo*  
*Sumedha Alahakoon, University of Colombo*

Brand Marketing and the Effects on the Global Economy.<sup>2</sup>

*Miguel A. H. Velasquez, University of Texas at Dallas*  
*Freddi Garcia, HP Enterprise*

Marketing Alcohol in India, South Korea, and the USA: An International Research project.<sup>3</sup>

*Irving Segovia, University of Texas at Dallas*  
*Divya Narayanan, University of Texas at Dallas*  
*Esther Yang, University of Texas at Dallas*

- DISCUSSANTS:**
1. Miguel A. H. Velasquez
  2. Irving Segovia
  3. Sumedha Alahakoon

**Friday, July 1st, 2016**

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

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

CHAIR: Samia Belaounia, Neoma Business School

TITLES & AUTHORS:

The effects of the Investment Environment of GMS Countries on Chinese Enterprise Performance -the empirical study in Cambodia and Lao PDR.<sup>1</sup>

*Xiong Bin, Kunming University of Science and Technology*

*Qi Haiquan, Kunming University of Science and Technology*

*Yang Chaojun, Kunming University of Science and Technology*

*Yang Xianming, Yunnan University*

ASEAN's Trade with China vis-à-vis the Rest of the World: Prospect for Success of the Maritime Silk Road Initiative.<sup>2</sup>

*Jan P Voon, Lingnan University*

International economic integration and real convergence.<sup>3</sup>

*Bartosz Jóźwik, The John Paul II Catholic University of Lublin*

DISCUSSANTS: 1. Jan P Voon  
2. Bartosz Jóźwik  
3. Xiong Bin

*Coffee Break: Registration Desk*

**Friday, July 1st, 2016**

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

**SESSION [5]:** Management

**CHAIR:** Shawn M. Carraher, University of Texas at Dallas

**TITLES & AUTHORS:**

Review process through the eyes of an author, editor, and reviewer.<sup>1</sup>

*Micky Kacmar, Texas State University*

*Sherry Sullivan, Bowling Green State University*

Institutional Complexity and Firm Strategy.<sup>2</sup>

*Michael Hitt, Texas A&M University & Texas Christian University*

Organizational and labor markets as career eco-system.<sup>3</sup>

*Yehuda Baruch, University of Southampton*

Ethics in public administration: The Case of Czech Self-Governing Regions.<sup>4</sup>

*Zdenek Raška, Univerzita Tomáše Bati ve Zlíne*

**DISCUSSANTS:** Shawn M. Carraher, University of Texas at Dallas

**Friday, July 1st, 2016**

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

**SESSION [6]:** Strategic Issues

**CHAIR:** Isabella Fadda, Università degli Studi di Cagliari

**TITLES & AUTHORS:**

A Regional Analysis of Institutional Framework on Capital Market Behaviour in Africa.<sup>1</sup>

*Aregbeshola R Adewale, University of South Africa*

Does Chinese FDI Has Spillover Effects on Local Firms: Evidence from Manufacturing Firm in Lao PDR?<sup>2</sup>

*Phouphet Kyophilavong, National University of Laos*

*Bounlert Vanhnala, National University of Laos*

*Piya Wongpit, National University of Laos*

*Alay Phonvisay, National University of Laos*

A Sluggish Trend of National Savings and its Causes: The Case of Pakistan.<sup>3</sup>

*Rukhsana Kalim, University of Management and Technology*

*Mohammad Shahid Hassan, University of Management and Technology*

Agency Theory in Banking -'Lessons from the 2007-2010 Financial Crisis'.<sup>4</sup>

*John T. Donnellan, NJCU School of Business*

*Wanda Rutledge, NJCU School of Business*

**DISCUSSANTS:** 1. John T. Donnellan  
2. Rukhsana Kalim  
3. Phouphet Kyophilavong  
4. Aregbeshola R Adewale

**Friday, July 1st, 2016**

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

**SESSION [7]:** Strategic Issues

**CHAIR:** Sumedha Alahakoon, University of Colombo

**TITLES & AUTHORS:**

The Labour Market for Accountants in Australia.<sup>1</sup>

*Phil Lewis, University of Canberra*

Role of Internal Auditor in Exploring and Inspecting Workplace Discrimination in Public Sector by Using Managerial Accounting Techniques in Developing Countries.<sup>2</sup>

*Cengiz YILMAZ, Afyon Kocatepe University*

Government Composition, Internal Interactions and Policy Success.<sup>3</sup>

*Arie Melnik, University of Haifa*

Analysis of cost structure of food industries of Pakistan, Application of translog cost function.<sup>4</sup>

*Sajid Hussain, University of Sargodha*

*Uzma Nisar, University of Sargodha*

**DISCUSSANTS:** 1. Sajid Hussain  
2. Arie Melnik



3. Cengiz YILMAZ

4. Phil Lewis

Friday, July 1st, 2016

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

SESSION [8]: Strategic Issues

CHAIR: Kenneth A. Reinert, George Mason University

TITLES & AUTHORS:

Hofstede's Six Dimensional Model for Businesses in Islamic Countries.<sup>1</sup>

*Sara Irfan, University of Texas at Dallas*

*Zaynah Zafar, University of Texas at Dallas*

*Ola Saleh, University of Texas at Dallas*

Degree of internationalization and capital structure: an application to the listed European multinationals.<sup>2</sup>

*Samia Belaounia, Neoma Business School*

*Julien Fouquau, ESCP Europe*

Exchange, Money and the State: An Essay on the Origins of Government Involvement in Monetary Affairs.<sup>3</sup>

*Stephen O. Morrell, Barry University*

The Drivers of Impulsive Buying: Constructs, Perspectives, and Implications.<sup>4</sup>

*Rommel Pilapil Sergio, Canadian University of Dubai*

*Fouzana Feroze, Rochester Institute of Technology*

*Makram Abdul Baki, Rochester Institute of Technology*

*Farhad Mirzayev, Rochester Institute of Technology*

*Melchor Zabala Oribiana, Emirates Airlines*

DISCUSSANTS: 1. Stephen O. Morrell

2. Samia Belaounia

3. Rommel Pilapil Sergio

4. Sara Irfan

*Lunch Registration Desk*

## Friday, July 1st, 2016

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

SESSION [9]: Strategic Issues

CHAIR: Cengiz YILMAZ, Afyon Kocatepe University

### TITLES & AUTHORS:

Creating a Culture of Sustainability.<sup>1</sup>

*C. Michael Ritchie, University of South Carolina Aiken*

*S. Michelle Harmon, University of South Carolina Aiken*

*John Engel, University of South Carolina Aiken*

*David S. Harrison, University of South Carolina Aiken*

Combating U.S Healthcare Costs by Identifying "Champions" through Strategic Personality Models.<sup>2</sup>

*Daisy Sanchez, University of Texas at Dallas*

*Meghan Stacey, University of Texas at Dallas*

Hospitality in Russia, China, and the United States: A Cross-Cultural Investigation.<sup>3</sup>

*Anthony Chang, University of Texas at Dallas*

*Ekaterina Kouznetsova, University of Texas at Dallas*

DISCUSSANTS: 1. Daisy Sanchez  
2. Anthony Chang  
3. David S. Harrison

## Friday, July 1st, 2016

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

SESSION [10]: Strategic Issues

CHAIR: Bartosz Jóźwik, The John Paul II Catholic University of Lublin

### TITLES & AUTHORS:

Why Leadership.<sup>1</sup>

*Zdenek Dytrt, Tomas Bata University*

Ethical Analysis of American and International (Indian) University Students

Utilizing Forsyth's Ethics Position Questionnaire.<sup>2</sup>

*Howard Bishop, University of Texas at Dallas*

*Helen Tien, University of Texas at Dallas*

*Carlos Almeida, University of Texas at Dallas*

Intellectual property and research and development investment as measures of innovation in Switzerland, the USA and Singapore.<sup>3</sup>

*Abdurrahman "Taha" EKER, University of Texas at Dallas*

**DISCUSSANTS:** 1. Howard Bishop  
2. Abdurrahman "Taha" EKER  
3. Zdenek Dytrt

**Friday, July 1st, 2016**

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

**SESSION [11]: Strategic Issues**

**CHAIR:** Arie Melnik, University of Haifa

**TITLES & AUTHORS:**

Observations and Challenges on the Theory of Bribery.<sup>1</sup>

*Aaron Galceran, University of Texas at Dallas*

The New OECD Guidelines for Multinational Enterprises: Better But Not Enough.<sup>2</sup>

*Gelaye Debebe, George Washington University*

*Kenneth A. Reinert, George Mason University*

*Oda T. Reinert, James Madison High School*

Critical Analysis of Cultural Influence on Leadership in Business Within The United States.<sup>3</sup>

*Edwin Miller, University of Texas at Dallas*

*Roosevelt Nelson, University of Texas at Dallas*

*Paul Gregory Norman-Conchas, University of Texas at Dallas*

**DISCUSSANTS:** 1. Kenneth A. Reinert  
2. K Micki Kacmar  
3. Aaron Galceran

Friday, July 1st, 2016

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

SESSION [12]: Management

CHAIR: Phil Lewis, University of Canberra

TITLES & AUTHORS:

Role of Educational environment in the Entrepreneurship.<sup>1</sup>

*Ana I. Rosado Cubero, UCM. Madrid*

*M. Teresa Freire Rubio, ESIC. Madrid*

The Effects of Cultural Distance on Low Cost Country Sourcing.<sup>2</sup>

*David Lytton, University of Texas at Dallas*

Effects of exchange rate fluctuations in the Chinese Yuan on foreign investment in China.<sup>3</sup>

*Terry Taylor, University of Texas at Dallas*

DISCUSSANTS: 1. David Lytton  
2. Terry Taylor  
3. Ana I. Rosado Cubero

***Coffee Break: Registration Desk***

Friday, July 1st, 2016

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

SESSION [13]: Strategic Issues

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

TITLES & AUTHORS:

Untangling Organizational Strategies during Downturn: United Arab Emirates Cases.<sup>1</sup>

*Rommel Pilapil Sergio, Canadian University of Dubai*  
*Liza Macasukit-Gernal, Al Khawarizmi International College*

*Jennifer Ocampo-Gonzales, Canadian University of Dubai*

*Melchor Zabala Oribiana, Emirates Airlines*

Cultural, Political, and Economic Factors in the Inbound Foreign Direct Investment Process: New Concepts and Measures.<sup>2</sup>

*Kylie M. Bos, Saginaw Valley State University*

*Kelsie L. Hutter, Saginaw Valley State University*

*George M. Puia, Saginaw Valley State University*

How the Saudi Arabian government deals with global and local economic issues in comparison with other countries.<sup>3</sup>

*Khalid Riyadh Al-Najjar, University of Texas at Dallas*

Climate Change and Personal Investments.<sup>4</sup>

*Sara Bennett, Lynchburg College*

**DISCUSSANTS:** 1. George M. Puia  
2. Khalid Riyadh Al-Najjar  
3. Sara Bennett  
4. Liza Macasukit-Gernal

**Friday, July 1st, 2016**

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

**SESSION [14]:** Teaching Strategies

**CHAIR:** Aregbeshola R Adewale, University of South Africa

**TITLES & AUTHORS:**

*Sheeja Sivaprasad, University of Westminster*

*Majeed Hussain, American University in the Emirates*

*Ibrahim Elsidig Ahmed, Al-Ghurair University*

*Rommel Pilapil Sergio, Canadian University of Dubai*

**Friday, July 1st, 2016**

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

**SESSION [15]:** International Marketing & Finance

**CHAIR:** Manasi Shinde

**TITLES & AUTHORS:**

How Personality, Culture, and Ethics Affects Asset Allocation and Other Financial Decisions

*Dante Smith, University of Texas at Dallas*

The Problem: Generational Diversity in the Modern Workplace

*Jonathan Jones, University of Texas at Dallas*

The Intrigue and Significance of Dark Tourism around the World: Focus on Cambodia, Poland, Israel, and the United States

*Tamara Djakovic, University of Texas at Dallas*

*Leora Kurtzer, University of Texas at Dallas*

Cross-Cultural Viral Marketing Viability: In American and Indian Market Segments

*Karina Gonzalez, University of Texas at Dallas*

*Nidia Quezada, University of Texas at Dallas*

*Manasi Shinde, University of Texas at Dallas*

**DISCUSSANTS:** 1. Manasi Shinde

2. Leora Kurtzer

3. Jonathan Jones

4. Tamara Djakovic

**Friday, July 1st, 2016**

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

**SESSION [16]: Value & Careers**

**CHAIR:** Miguel A. H. Velasquez

**TITLES & AUTHORS:**

Navigating Business Opportunities after the 2013 Mexican Energy Reforms.<sup>1</sup>

*Kathryn McCord, University of Texas at Dallas*

Fulfilling Workers' Needs for Authenticity, Balance, and Challenge.<sup>2</sup>

*Sherry E. Sullivan, Bowling Green State University*

*Shawn M Carraher, University of Texas at Dallas*

The Value Propositions within Organizations.<sup>3</sup>

*Maithreya Chakravarthula, University of Texas at Dallas*

Women Empowerment through Financial Literacy Training Program.<sup>4</sup>

*Maria Jade Catalan- Opulencia, Canadian University  
Dubai*

*Mima Villanueva, Ajman University of Science and  
Technology*

- DISCUSSANTS:
1. Maria Jade Catalan- Opulencia
  2. Sherry E. Sullivan
  3. Maithreya Chakravarthula
  4. Kathryn McCord

Oxford Journal Distinguished Research Award Ceremony  
& Wine Reception 5:30PM

Murray Edwards College Kaetsu Teaching Room # 1

Saturday, July 2nd, 2016

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

SESSION [17]: Roundtable Discussion on Global Trends in Higher  
Education

CHAIR: Shawn M Carraher, University of Texas, Dallas

*Sheeja Sivaprasad, University of Westminster*

*Majeed Hussain, American University in the Emirates*

*Ibrahim Elsidig Ahmed, Al-Ghurair University*

*George M. Puia, Saginaw Valley State University*

*Sara Bennett, Lynchburg College*

*David S. Harrison, University of South Carolina*

*Aiken*

*Aregbeshola R Adewale, University of South Africa*

 See you next Year!!!

