



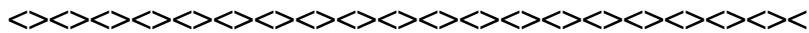
**8<sup>th</sup> *Global Conference on Business &  
Economics 2008 Program***

***Florence, Italy***

***October 18-19<sup>th</sup>, 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 17<sup>th</sup>:***

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

***Saturday October 18<sup>th</sup>:***

**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 19<sup>th</sup>:***

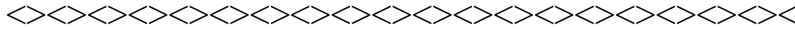
**Registration (7:30 AM - 10:00 AM) Coffee Break: 9:30AM – 10AM Sessions 26-35 (8:00 AM – Noon) (Coffee break will be available at the registration desk)**

<b>Name</b>	<b>Session Presenter</b>	<b>Session Chair</b>
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
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Simone Poledrini	32	
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Stuart Rosenberg	31	28
Suhaiza Zailani	36	
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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.**

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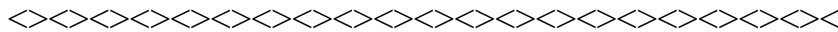
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### ***SESSIONS, PANELS & ROUNDTABLES***



**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.<sup>1</sup>

***Jittima Tongurai, Oita University***

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

***Jose Corrêa Guedes, Universidade Catolica Portuguesa***

***Cesario Mateus, University of Greenwich Business School***

Consolidation, Employment, and Compensation in the U.S. Banking Industry.<sup>3</sup>

***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.<sup>1</sup>

*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.<sup>2</sup>

*Raef Lawson, Institute of Management Accountants*

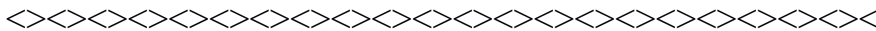
Management Control Systems in Multinational Corporations: an Exploratory  
Study on Italian Business Groups.<sup>3</sup>

*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.<sup>1</sup>

*Daniela Andreini, Universita degli Studi di Bergamo*

An Empirical Investigation of the Antecedents to the Timing of New Brand  
Introduction Decision.<sup>2</sup>

*Danielle Chmielewski, The University of Melbourne*

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

*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.<sup>1</sup>

*David Olson, California State University*

Strategic Awareness and Growth Strategies in Small Sized Enterprises (SEs).<sup>2</sup>

*Elisabetta Savelli, University of Urbino “Carlo Bo”*

*Pencarelli Tonino, University of Urbino “Carlo Bo”*

*Simone Splendiani, University of Urbino “Carlo Bo”*

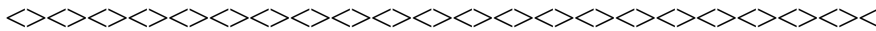
Competition, Technology Innovation, and Industrial Structure in the Business Aviation Industry.<sup>3</sup>

*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.<sup>1</sup>

*Mine Doyran, FIT-SUNY*

The Role of Experience in Innovation.<sup>2</sup>

*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.<sup>3</sup>

*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.<sup>1</sup>

*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.<sup>2</sup>

*Tarek Eldomiatty, Misr International University*

*Sahar Charara, University of Dubai*

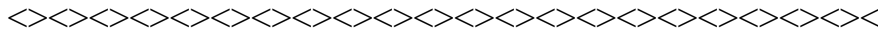
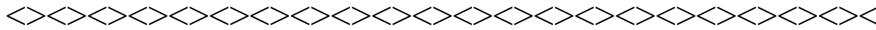
Globalization, Privatization and Collective Bargaining of Labor: A Time Series Analysis of Pakistan 1973-2004.<sup>3</sup>

*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.<sup>1</sup>

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

The Evolution of Financial Accounting Standards in the Philippines.<sup>2</sup>

*Consolacion Fajardo, National University*

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

*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. <sup>4</sup>

*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. <sup>1</sup>

*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. <sup>2</sup>

*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).<sup>3</sup>

***Gianpaolo Abatecola, University of Rome "Tor Vergata"***

Successful Lebanese Female Leaders: A Reality or a Myth.<sup>4</sup>

***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.<sup>1</sup>

***Dileep Singh, Noida Institute of Engineering and Technology***

***Geetika, MNNIT Allahabad***

Competitive Aspects of Turkish and Chinese Textile and Clothing Industries.<sup>2</sup>

***Dilek Cukul, Anadolu University Porsuk Vocational School***

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



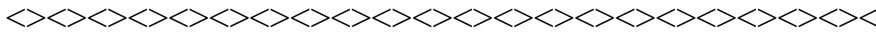
*Julio Pontes, American University in Bulgaria*

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

*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.<sup>1</sup>

*Rajeev Sharma, Charles Darwin University*

Globalisation and The Labour Relationship.<sup>2</sup>

*Yasmina Khadir-Poggi, Trinity College Dublin*

Is Venture Capital more than Just Money?<sup>3</sup>

*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.<sup>4</sup>

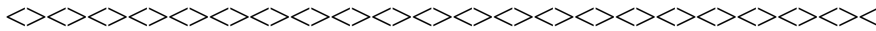
*Mauro Lombardi, University of Firenze*

*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.<sup>1</sup>

*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.<sup>2</sup>

*Ching-Chun Wei, Providence University*

Dynamics of Inflation in Turkey.<sup>3</sup>

*Elif Cepni, Dogus University*

*Nezir Kose, Gazi University*

*Yeliz Yalcin, Gazi University*

The Anchoring of Money Market Expectations in a Corridor System  
Implementation Framework.<sup>4</sup>

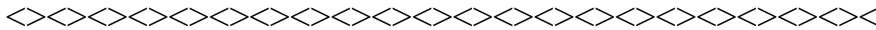
*Francis Benito, University of Alicante*

*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.<sup>1</sup>

*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.<sup>2</sup>

*Folorunso Ayadi, University of Lagos*

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

*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.<sup>4</sup>

*Puspowarsito Herianto, University of Sriwijaya*

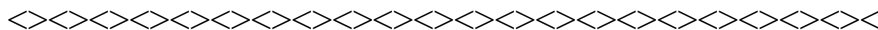
*Diah Natalisa, University of Sriwijaya*

*Isnurhadi Banaluddin, University of Sriwijaya*

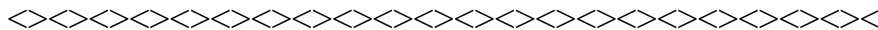
*David PE Saerang, University of Sriwijaya*

**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.<sup>1</sup>

*George Philippatos, University of Tennessee*

*Tianning Li, University of Tennessee*

Executive Stock Options in France.<sup>2</sup>

*Jian WU, Rouen School of Management*

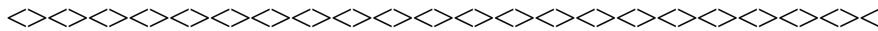
Inventory Management Effects, Isolated: Evidence from the Federal Funds Market.<sup>3</sup>

*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.<sup>2</sup>

*Cristiana Parisi, Università degli Studi di Firenze*

*Paola Rossi, Università degli Studi di Bologna*

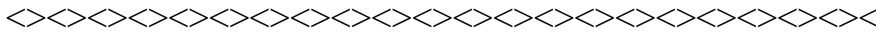
The Relationship Between Audit Committee Characteristics, Audit Firm Size and Earnings Management in the Quarterly Financial Reports of Companies Listed in Stock Exchange of Thailand.<sup>3</sup>

*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? <sup>1</sup>

*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). <sup>2</sup>

*Ahmad Mashal, Arab Open University*

*Rusli Kaddo, Al Zaytoonah Private University*

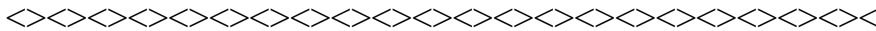
*Mofeed Abu Musa, Arab Open University*

How Do we Learn Ethics? A Qualitative Research Project.<sup>3</sup>

*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.<sup>1</sup>

*Abdulmecit Karatas, Bogazici University*

*Asli Deniz Helvacioğlu Kuyucu, Bogazici University*

Ethnic Banking: Turkish Immigrants in Berlin.<sup>2</sup>

*David Armstrong, University of Redlands*

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

*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.<sup>1</sup>

*Bartolome Pascual-Fuster, Univeristat de les Illes Balears*

*Rafel Crespi, Univeristat de les Illes Balears*

Internationalization of the Firm: Stage Approach vs. Global Approach.<sup>2</sup>

*Gianpaolo Baronchelli, University of Bergamo*

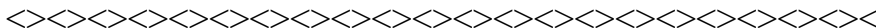
*Fabio Cassia, University of Bergamo*

Systems Cost Negotiation with the Standard Module Approach.<sup>3</sup>

*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.<sup>1</sup>

*Y. Datta, Northern Kentucky University*

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

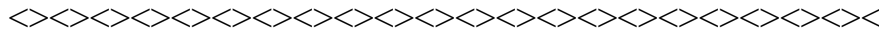
*Shahram Alijani, American University of Paris*

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

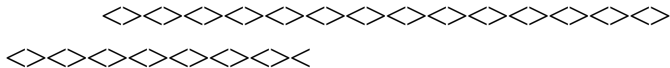
*Milena Viassone, University of Turin*

**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.<sup>1</sup>

*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.<sup>2</sup>

*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.<sup>3</sup>

*Giuliana Battisti, Nottingham University Business School*

*Alfonsina Iona, Aston Business School*

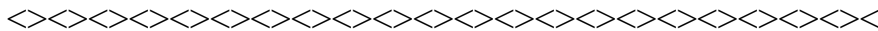
*Xiaolan Fu, University of Oxford*

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

*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.<sup>1</sup>

*Janine Saba Zakka, Lebanese American University*

Teaching Business: The Role of Language and Identity.<sup>2</sup>

*Belinda Crawford Camiciottoli, University of Florence*

The Study of Female Postgraduate Career Development base on Social  
Cognitive Theory.<sup>3</sup>

*Cheng-Ping Chang, Southern Taiwan University*

*Hui-Fang Hsu, Southern Taiwan University*

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

*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.<sup>1</sup>

*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.<sup>2</sup>

*Elena Livi, University of Florence*

Quantitative Analysis of the Failures of Operation in Regional Cooperation between Local Governments.<sup>3</sup>

*Ferenc Szabo, University of Szeged*

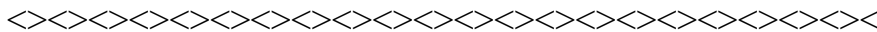
The Current System of Management of Traditional Hungarian Universities, and Opportunities for Progress.<sup>4</sup>

*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.<sup>1</sup>

*Stefano Guidantoni, University of Florence*

Tax Evasion and Ethics: A Comparative Study of Asian and European Opinion.<sup>2</sup>

*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.<sup>3</sup>

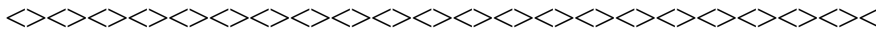
*Daniela Frederick, Johnson County Community College*

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

*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.<sup>1</sup>

*David Ambaye, ESCEM*

Complementarities in Action: Modeling Complementary Thresholds in Enacting a Competition Strategy.<sup>2</sup>

*Elena Bonel, University of Trento*

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

*Paula Barbosa, Pontifical Catholic University*

*Paulo C. Motta, Pontifical Catholic University*

*Luis Hor-Meyll, Pontifical Catholic University*

Inequality and Food Purchasing Behavior.<sup>4</sup>

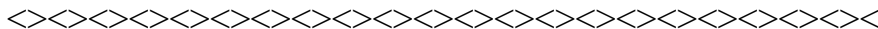
*Stephanie Bosak, Otto-von-Guericke University Magdeburg*

*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.<sup>1</sup>

*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?<sup>2</sup>

*David Veredas, Universite Libre de Bruxelles*

*Roberto Pascual, Universidad de las Islas Baleares*

Predicting SME Default Risk. Does Regional Model Make Sense?<sup>3</sup>

*Oliviero Roggi, Università degli Studi di Firenze*

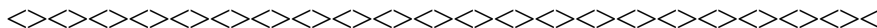
*Alessandro Giannozzi, School of Finance in Trieste*

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

*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.<sup>1</sup>

*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? <sup>2</sup>

*Marie-Therese Marek, Euroopeninstitute*

*Peter Haiss, Euroopeninstitute*

Switching to a Temporary Call Auction in Times of High Uncertainty. <sup>3</sup>

*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. <sup>4</sup>

*Isnurhadi Banaluddin, University of Sriwijaya*

*Syamsurijal AK, University of Sriwijaya*

*Umar Hamdan, University of Sriwijaya*

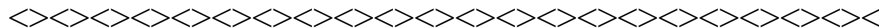
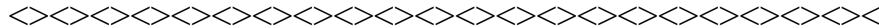
*Diah Natalisa, University of Sriwijaya*



*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.<sup>1</sup>

*Grigoris Michailidis, University of Macedonia*

Payment Card Pricing Merchant Fees, Interchange Fees and Consumer Price Elasticity.<sup>2</sup>

*Markus Langlet, EBS International University Schloß Reichartshausen*

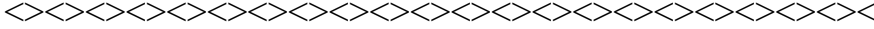
Household Determinants of Poverty in Punjab: A Logistic Regression Analysis of MICS 2003-04 Data Set.<sup>3</sup>

*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.<sup>1</sup>

*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.<sup>2</sup>

*Michaeline Skiba, Monmouth University*

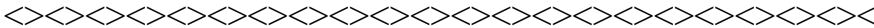
Market Structure as Determinant: the Case of Leasing in Banking Industry Transformation in Central and South Eastern Europe.<sup>3</sup>

*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.<sup>1</sup>

*Arie Melnik, University of Haifa*

*Enrico Colombatto, University of Turin*

Managing Relationship in Distribution Networks: Evidence from the Automotive Market.<sup>2</sup>

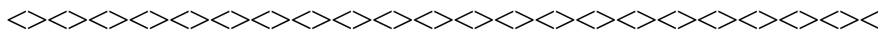
*Giancarlo Nadin, Università Cattolica del Sacro Cuore- Centrimark*

Project Management in Railways.<sup>3</sup>

*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.<sup>1</sup>

*Supattra Boonmak, Chulalongkorn University*

Teamwork Rubric.<sup>2</sup>

*Herbert Rau, Utica College*

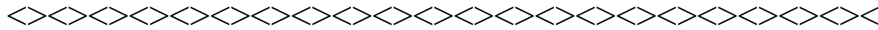
A Public Choice Model of Environmental Legislation: MBTE vs. Ethanol.<sup>3</sup>

*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.<sup>1</sup>

*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.<sup>2</sup>

*Nikolai Ostapenko, Georgetown University*

The Vacation Decision Making Process: Tourism in the Garda Lake.<sup>3</sup>

*Michelle Bonera, Università degli Studi di Brescia*

Retailing Innovation Across Retail Brand and Product Brand.<sup>4</sup>

*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).<sup>1</sup>

*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.<sup>2</sup>

*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.<sup>3</sup>

*Riccardo Passeri, University of Florence*

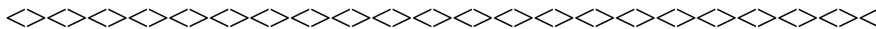
*Chiara Mazzi, University of Florence*

Growth, Decline, and Structural Change in U.S. Cities and Towns.<sup>4</sup>

*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.<sup>1</sup>

*Daniel Streich, FHWT University of Applied Sciences*

Flat World Rugged People: Challenges in the Multi-National Organization.<sup>2</sup>

*Jerry Estenson, California State University, Sacramento*

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

*Simone Poledrini, University of Perugia*

Pressure on the Euro: Country Risk of Croatia, Latvia, and the Euro Zone.<sup>4</sup>

*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.<sup>1</sup>

*Eduardo Fernandez-Pol, University of Wollongong*

Technology Collaboration Modes: A Conceptualization Based on the Nature of Innovation.<sup>2</sup>

*Arijit Sikdar, University of Wollongong in Dubai*

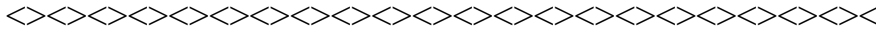
Small Business Entrepreneurship and the Internal Determinants of International Behaviour.<sup>3</sup>

*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. <sup>1</sup>

*Abe Aburachis, Gannon University*

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

*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. <sup>3</sup>

*Jian Zhang, Harvard University*

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

*Faridul Islam, Utah Valley State College*



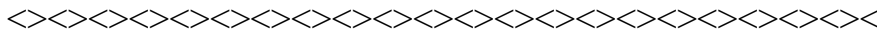
*Ramendra Thakur, Utah Valley State College*

*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. <sup>1</sup>

*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. <sup>2</sup>

*Cengiz Yilmaz, Afyon Kocatepe University*

Sustainable Business Development Services for Microenterprises through  
Community Service: A Mexican Experience. <sup>3</sup>

*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. <sup>1</sup>

*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. <sup>2</sup>

*Suhaiza Zailani, Universiti Sains Malaysia*

*Tutik Asrofah, Universiti Sains Malaysia*

*Yudi Fernando, Universiti Sains Malaysia*

Estimating the Monetary Policy Reaction Function for Turkey. <sup>3</sup>

*Bengül Gülümser KAYTANCI, Anadolu University*

The Contribution of Higher Education to Economic Development. <sup>4</sup>

*Ceyda ÖZSOY, Anadolu University*

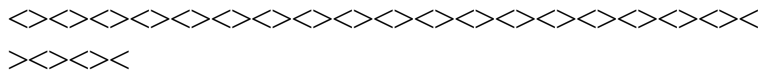
**DISCUSSANTS:**

**1. Ceyda ÖZSOY**

**2. Bengül Gülümser KAYTANCI**

**3. Darwis Abd Razak**

**4. Suhaiza Zailani**



**See you next Year!!!**

