

GLOBAL BUSINESS AND TECHNOLOGY ASSOCIATION

ACHIEVING COMPETITIVE ADVANTAGE THROUGH MANAGING GLOBAL RESOURCES



Ninth International Conference

JULY 3 – 7, 2007
TAIPEI, TAIWAN



CO-SPONSORED BY:

- School of Business, State University of New York at Old Westbury - Long Island, New York, USA
- Fu Jen Catholic University, Taipei, Taiwan
- National Science Council, Taiwan
- Ministry of Economic Affairs, Taiwan
- Ministry of Education, Taiwan
- Chinese Management Association, Taiwan
- Taiwan Management Institute, Taiwan
- Academy of Taiwan Information Systems Research, Taiwan
- Faculty of Humanities & Faculty of Management Sciences, Tshwane University of Technology, Pretoria, South Africa
- State University of Management & Russian Academy of Sciences Moscow, Russia
- IBM East Europe/Asia Ltd., Moscow, Russia
- Polytechnic Institute of Leiria, Portugal
- The Robins School of Business, University of Richmond, Virginia, USA
- Monash University, Australia

The aim of the conference is to provide a unique international forum to facilitate the exchange of cutting-edge information through multi-disciplinary presentations of current issues, challenges and developments in the area of business management education.

SCHEDULE OF SPECIAL EVENTS

TUESDAY, JULY 3, 2007

12:00 – 18:00 Registration
19:30 – 21:30 Welcoming Reception - Courtesy of Tshwane University of Technology,
South Africa

WEDNESDAY, JULY 4, 2007

8:30-17:00 Registration
8:30-10:00 Plenary Session I
10:00-10:30 Coffee Break-Courtesy of Fu Jen Catholic University, Taiwan
10:30-12:00 Concurrent Sessions
12:15-13:30 Lunch-Courtesy of GBATA
13:30-15:00 Concurrent Sessions
15:00-15:30 Coffee Break-Courtesy of GBATA
15:30-17:00 Concurrent Sessions

THURSDAY, JULY 5, 2007 (at FJCU)

8:30-17:00 Registration
9:00-10:15 Plenary Session II
10:15-10:30 Coffee Break- Courtesy of National Science Council, Taiwan
10:30-12:00 Concurrent Sessions
12:15-13:30 Lunch – Courtesy of Fu Jen Catholic University, Taiwan
13:30-15:00 Concurrent Sessions
15:00-15:15 Coffee Break-Courtesy of Fu Jen Catholic University, Taiwan
15:15-16:45 Concurrent Sessions
19:30-22:00 Dinner - Courtesy of Fu Jen Catholic University, Taiwan

FRIDAY, JULY 6, 2007

8:30-17:00	Registration
8:30-10:00	Concurrent Sessions
10:00-10:30	Coffee Break-Courtesy of SUNY Old Westbury, Long Island, USA
10:30-12:00	Concurrent Sessions
12:15-13:30	Lunch (on your own)
13:30-15:00	Concurrent Sessions
15:00-15:30	Coffee Break- Courtesy of Tshwane University of Technology, South Africa
15:30-17:00	Concurrent Sessions
17:00-18:00	Concurrent Sessions
19:30-22:00	Banquet – Courtesy of IBM / State University of Management, Russia

SATURDAY, JULY 7, 2007

8:30-12:00	Registration
8:30-10:00	Concurrent Sessions
10:00-10:30	Coffee Break- Courtesy of GBATA
10:30-12:00	Concurrent Sessions

THANK YOU

Thank you for participating in the Ninth International Conference of the
Global Business and Technology Association.

We hope that you enjoyed the Conference in Taipei.

Have a safe trip home and we would like to see you at the next Conference.

GBATA Schedule of Sessions: July 3 - July 7, 2007

Time	Tuesday 7/3	Room	*Wednesday 7/4		**Thursday 7/5		*Friday 7/6		*Saturday 7/7		
			Session	Page	Session	Page	Session	Page	Session	Page	
07:00 - 08:30			Breakfast								
08:30 - 10:00		A	PL1	1	09:00 - 10:15 PL2 (Room A), Page 14		ACC1	30	IS7	45	
		B					ECO3	31			
		C					THM1	32			
10:00 - 10:30				Coffee Break							
10:30 - 12:00		A	ECO1	2	EDIT	15	HC1	33	SP1	46	
		B	FIN1	3	FIN2	16	FIN3	34			
		C	MKT1	4	MKT2	17	MGT11	35			
		D	MGT1	5	MGT2	18					
		E			IS1	19					
12:15 - 13:30	Registration		Lunch								
13:30 - 15:00		A	IT2	6	IS2	20	IT1	36			
		B	FIN4	7	FIN5	21	MGT5	37			
		C	MGT3	8	MGT4	22	MKT6	38			
		D	MKT4	9	MGT7	23					
		E			ECO2	24					
15:00 - 15:30				Coffee Break							
15:30 - 17:00		A	MGT6	10	MKT5	25	MGT12	39			
		B	IT3	11	THM2	26	HC2	40			
		C	MGT10	12	IS3	27	IS5	41			
	D	MKT3	13	MGT9	28						
	E			IS4	29						
17:00 - 18:30	A					ECO4	42				
	B					MGT8	43				
	C					IS6	44				
19:30 - 22:00	Reception			Dinner		Banquet					

Legend: ACC = Accounting, ECO = Economics, EDIT = Meet the Editors, FIN = Finance, HC = Health Care, IT = Info. Technology, IS = Interdisciplinary Studies, MGT = Management, MKT = Marketing, PL = Plenary Session, THM = Tourism and Hospitality, SP = Special Panel

* 7/4, 7/6, & 7/7 sessions are held at the Grand Hotel; **7/5 sessions are held at Fu-Jen U.

*** To find your schedule of activities (e. g. presentation, session chair, discussant), please consult **Index of Participants** starting on page 47.

Wednesday, July 4

Time: 8:30AM to 10:00 AM

Room: Grand Suite A

[PL1] EAST-ASIAN ECONOMY: PRESENT AND FUTURE

Chairperson

Nejdet Delener, SUNY at Old Westbury, USA

Tourism in Taiwan: The Challenge in the Future

Christine T.Y. Tsung

Chairman, Amity Society Foundation

(Former) Minister of Economic Affairs, Taiwan

Technology as a Medium of Knowledge Sharing in the Age of Digital Convergence

Namjae Cho

Director, Digital Business and Management Center

Hanyang University, Korea

Speed-Intensity and the East Asian Economy

Kelly Olds

National Taiwan University, Taiwan

Moderators

Leon de Wet Fourie, Tshwane University of Technology, South Africa

Guy Callender, Curtin University of Technology, Australia

C. Pat Obi, Purdue University-Calument, USA

Wednesday, July 4

Time: 10:30AM to Noon

Room: Grand Suite A

[ECO1] EUROPEAN UNION: CONTEMPORARY ISSUES

Chairperson

Lawrence A. Wander, St. John's University, USA

A Constitutional Framework for the Market Order Versus Resource Usage Within IT: The Case of a EU Fiscal Constitution

Auke R. Leen, Leiden University, The Netherlands

R&D Intensity in Central and East European Economies

Jurica Simurina, University of Zagreb, Croatia

Tomislav Gelo, University of Zagreb, Croatia

Sime Smolic, University of Zagreb, Croatia

Can Popular VAR Models Be Trusted?: A Case of the New EU Member States

Sasa Zikovic, University of Rijeka, Croatia

Global Capitalism and the Rise of Private Equity and Contracting Out

Guy Callender, Curtin University of Technology, Australia

Discussants

Igor N. Tsarkov, State University – Higher School of Economics, Russia (Papers 1 & 2)

P.A. Botha, Tshwane University of Technology, South Africa (Papers 3 & 4)

Wednesday, July 4

Time: 10:30AM to Noon

Room: Grand Suite B

**[FIN1] CAPITAL STRUCTURE AND COMPLEX THEORY IN GLOBAL FINANCIAL
MARKETS**

Chairperson

Tsui-Yii Shih, Lunghwa University of Science & Technology, Taiwan

**Analyzing Financial Practices of High and Low Performing Firms for the Period of Peaks and
Troughs of the Restaurant Industry Cycle**

Jeong-Gil Choi, Kyung-Hee University, Korea

The Complex Theory and the Crash of an Individual Firm

Paochung Hsu, Providence University, Taiwan

Ruo-Jie J. Weng, Providence University, Taiwan

**Counterparty Effect on Capital Structure Decision in an Incomplete Market: A First-passage-
time Model with Jump Default Barrier**

Chang-Chih Chen, National Sun Yat-Sen University, Republic of China

Chih-Yuan Yang, National Sun Yat-Sen University, Republic of China

Discussants

G. Balamurugan, Mepco Schlent Engineering College, India (Papers 1 & 2)

Bojana Olgic Drazenovic, University of Rijeka, Croatia (Papers 3 & 4)

Wednesday, July 4

Time: 10:30AM to Noon

Room: Grand Suite C

[MKT1] GLOBAL BRANDING STRATEGIES

Chairperson

Elaine Sherman, Hofstra University, USA

Effect of Outsourcing Activities on Brand Image Perception and Brand Image Structure a Case of Two Brands with Different Levels of Reputation

Yamen Koubaa, University of Marketing & Distribution Sciences, Japan

International Retail Branding: The Case of Hypermarkets in Taiwan and the United Kingdom

Ching-Wei Ho, Leeds Metropolitan University, England

Chia-Hung Wei, Shih-Hsih University, Taiwan

Demetris Vrontis, Intercollege, Cyprus

Brand Personality Structure: Thai Consumers' Perceptions

Kawpong Polyorat, Khonkaen University, Thailand

Varoon Tuntabundit, Khonkaen University, Thailand

Predicting Choices Using the ABC Attitude Model

Satyendra Singh, University of Winnipeg, Canada

Discussants

Serpil Yilmaz, Akdeniz University, Turkey (Papers 1 & 2)

Ker-Tah Hsu, Chaoyang University of Technology, Taiwan (Papers 3 & 4)

Wednesday, July 4

Time: 10:30AM to Noon

Room: Grand Suite D

[MGT1] ETHICAL AND ECOLOGICAL CHALLENGES IN THE GLOBAL ENVIRONMENT

Chairperson

Shaukat Ali, University of Wolverhampton, Telford Campus, UK

General Decision Theory and Its Implication for Ethical Decision-Making & Problem-solving Processes

Nikolay Filinov, State University-Higher School of Economics, Russia

The Ethics of Whistleblowing: Issues for Consideration

Natasja Holtzhausen, Tshwane University of Technology, South Africa

Christelle Auriacombe, Johannesburg, South Africa

Social Responsibility - Challenge or Threat to Business?

Anna Putnova, Technical University of Brno, Czech Republic

Technological Responses to Global 'Eco-Eco' Issues: Threading the Twin Needles of Ecological and Economic Problems

Um Balakrishnan Tripathi, St. John's University, USA

Frank Paul Le Veness, St. John's University, USA.

Discussants

*Giuseppe Maria Russo, Pontifical Catholic University of Rio de Janeiro, Brazil
(Papers 1 & 2)*

Tania Marques, Polytechnic Institute of Leiria, Portugal (Papers 3 & 4)

Wednesday, July 4

Time: 1:30 PM to 3:00 PM

Room: Grand Suite A

[IT2] INFORMATION TECHNOLOGY II: WEB APPLICATIONS

Chairperson

Sonia Swanepoel, Tshwane University of Technology, South Africa

Level of E-Commerce Utilization and Barriers

Byoung Ho Jun, Korea University, South Korea

Byung Goo Kang, Korea University, South Korea

An Investigation of the Opening Blog Page: Preferences for Text or Pictures

Leon G. Schiffman, St. John's University, USA

Deborah Y. Cohn, Touro College, USA

Elaine Sherman, Hofstra University, USA

Jaeseok Jeong, St. John's University, USA

Importance of Decision Support System for Environmentally Sustainable Airport Management

Vildan Durmaz, Anadolu University, Turkey

Managing Technology for Competitive Advantage in a Constant Change: Environment

Carl Jaekel, Abercrombie & Fitch, USA

Janine L. Clarke, Trinity University, USA

It Payoff and the Adoption of E-Commerce in Public and Private Sector

Hyojae Joun, Korea Culture & Tourism Institute, Korea

Seunghye Oh, Hanyang University, Korea

Namjae Cho, Hanyang University, Korea

Discussants

Anandasothy Vignarajah, Johns Hopkins University, USA (Papers 1 & 2)

Chia-Fu Chang, Kun Shan University, Taiwan (Papers 3, 4 & 5)

Wednesday, July 4

Time: 1:30 PM to 3:00 PM

Room: Grand Suite B

[FIN4] ARBITRAGE AND QUALITY CONTROL IN GLOBAL FINANCIAL MANAGEMENT

Chairperson

Engin Kucukkaya, Middle East Technical University, Turkey

A Quality Control in Financial Management: Theory and Practice

Anna N. Zhilkina, State University of Management, Russia

An Aggregated Information Technology Checklist for Operations Risk Management

Mehmet Zeki Onal, Bogazici University, Turkey

Tamer Sikoglu, Bogazici University, Turkey

Onay Ceylan, Bogazici University, Turkey

Arbitrage Via American Depository Receipts (ADRs)

Andre Machado Caldeira, Pontifical Catholic University of Rio de Janeiro, Brazil

Evandro Duarte de Abreu Oliveira, Pontifical Catholic University of Rio de Janeiro, Brazil

Reinaldo Castro Souza, Pontifical Catholic University of Rio de Janeiro, Brazil

Walter Gassenferth, Faculdades IBMEC/RJ, Brazil

Maria Augusta Soares Machado, IBMEC/RJ, Brazil

The Complex Theory and the Market Crash: Evidence from the Taiwan Stock Exchange

Paochung Hsu, Providence University, Taiwan

Hsin-Yi Wu, Providence University, Taiwan

Discussants

C. Pat Obi, Purdue University Calumet, USA (Papers 1 & 2)

Ker Tah Hsu, Chaoyang University of Technology, Taiwan (Papers 3 & 4)

Wednesday, July 4

Time: 1:30 PM to 3:00 PM

Room: Grand Suite C

[MGT3] THE IMPACT OF TQM ON CORPORATE PERFORMANCE

Chairperson

Keun S. Lee, Hofstra University, USA

A Framework of Using a Hidden Markov Model to Analyze Customer Requirements in Quality Function Deployment

Hsin-Hung Wu, National Changhua University, Taiwan

Accounting for the Differences Between Delighted and Satisfied Customers

Kenneth K. Kwong, Hong Kong Polytechnic University, Hong Kong

John W.K. Leung, City University of Hong Kong, Hong Kong

H.M. Yau, City University of Hong Kong, Hong Kong

The Role of Entrepreneurial Orientation on Firm Performance and the Potential Influence of Relational Dynamism

Max Coulthard, Monash University, Australia

Correctness, Friendliness, and Richness of Communications: An Explanatory Investigation of Technology Errors and Their Messages

Alireza Ebrahimi, SUNY at Old Westbury, USA

Lynn Walsh, SUNY at Old Westbury, USA

Madeline Crocitto, SUNY at Old Westbury, USA

Maureen Keefe, SUNY at Old Westbury, USA

Christina Schweikert, SUNY at Old Westbury, USA

Discussants

Mehmet Ali Gurol, Selcuk University, Turkey (Papers 1 & 2)

Angie Onassis Parlionas, St. John's University, USA (Papers 3 & 4)

Wednesday, July 4

Time: 1:30 PM to 3:00 PM

Room: Grand Suite D

[MKT4] E-COMMERCE STRATEGIES

Chairperson

Hisao Fujimoto, Osaka University of Economics, Japan

In Search of E-Commerce: A Managerial Perspective

Nejdet Delener, SUNY at Old Westbury, USA

Internet and Marketing Communications: Beyond Hypodermic Perspective

Wilson Ozuem, Holborn College, UK

Kerry Howell, University of Plymouth, UK

Geoff Lancaster, Liverpool John Mores University, UK

E-Bank Perceived Privacy: Cultural and Demographical Differences Between Portugal and Finland

Pedro Cruz, Instituto Politecnico Leiria, Portugal

Tommi Laukkanen, University of Kuopio, Finland

Online Friend-Making Motivation Scale: Development and Testing

Chih-Chien Wang, National Taipei University, Taiwan

Ya-Ting Chang, National Taipei University, Taiwan

Discussants

Taina Paju, Turku School of Economics & Business Administration, Finland (Papers 1 & 2)

Dae-Yul Jeong, Gyeongsang National University, Korea (Papers 3 & 4)

Wednesday, July 4

Time: 3:30 PM to 5:00 PM

Room: Grand Suite A

[MGT6] APPLICATION OF MANAGERIAL MODELS

Chairperson

Jurgen Muehlbacher, Vienna University of Economics and Business Administration, Austria

Fault Series Prediction in Industrial Systems By Associating AFIS and ANN Models

Maria Augusta Soares Machado, Ibmecc Rio De Janeiro, Brazil

Camila Raemy Rangel Torres, Uff, Brazil

Walter Gassenferth, Faculdades IBMEC/RJ, Brazil

Rubiao Torres Gomes, Junior, Rubtor, Brazil

Internationalization and Performance: A Mediation Conceptual Framework and Propositions

Chin Chun Hsu, University of Nevada - Las Vegas, USA

A Proposal for International Corporations to Improve Employee Reference Sharing Capabilities: The Reciprocal Cooperative Reference-Share Model

Mark A. Cwiek, Central Michigan University, USA

Gerald R. Ledlow, Georgia Southern University, USA

Brian Adamski, Central Michigan University, USA

Jacob Frankovich, Central Michigan University, USA

Reframing Business, Capturing Value and Managing Relationships: An Application in the Airlines Industry

Frederic Jallat, European School of Management, France

Discussants

P.A. Botha, Tshwane University of Technology, South Africa (Papers 1 & 2)

Gary C. Lin, Bradley University, USA (Papers 3 & 4)

Wednesday, July 4

Time: 3:30 PM to 5:00 PM

Room: Grand Suite B

[IT3] DECISION MAKING AND INFORMATION TECHNOLOGY

Chairperson

Salgues Bruno, Institute National des Telecommunications, France

Information Technology Applications in a Supply Chain Network: Competitive Advantage and Success Story

Annie H. Liu, Loyola Marymount University, USA

The Impact of IT Outsourcing on the United States Economy

Kuan-Chou Chen, Purdue University Calumet, USA

Keh-Wen Carin Chuang, Purdue University North Central, USA

Applying Data Envelopment Analysis: Issues and Spreadsheet Tools

F. Victor Lu, St. John's University, USA

Andrew Russakoff, St. John's University, USA

Farok Vakil, St. John's University, USA

Construction and Practical Evaluation of a Business-to-Business Holistic Model

Marco Aurelio Fagundes Albernaz, Pontificia Universidade Catolica, Brazil

Maria Angela Campelo De Melo, Pontificia Universidade Catolica, Brazil

Discussants

Tim Andrews, University of Strathclyde, UK (Papers 1 & 2)

Nikolay Filinov, State University -Higher School of Economics, Russia (Papers 3 & 4)

Wednesday, July 4

Time: 3:30 PM to 5:00 PM

Room: Grand Suite C

[MGT10] SUPPLIER SELECTION AND PRIVATIZATION IN THE GLOBAL ENVIRONMENT

Chairperson

Lynn Walsh, SUNY at Old Westbury, USA

Supplier Selection Criteria in Construction Industry: A Comparative Study of Taiwan and Vietnam

Chengter Ho, National Kaohsiung University of Applied Sciences, Taiwan

Phuong-Mai Nguyen, Hanoi University of Business and Technology, Vietnam

Supply Chain Network Channel in China

Hisao Fujimoto, Osaka University of Economics, Japan

Ceming Liu, Osaka University of Economics, Japan

Implementing People Management Models as a Driver for Organizational Advantage

Silvia B.A. Becher, Pontifical Catholic University of Rio de Janeiro, Brazil

Patricia Amelia Tomei, Pontifical Catholic University of Rio de Janeiro, Brazil

Build-Operate-Transfer Model as an Airport Privatization Strategy: An Application of the BOT Model at Airport Terminals in Turkey

Ünal Battal, Anadolu University, Turkey

Discussants

*Antanas Makstutis, General Jonas Zemaitis Military Academy of Lithuania, Lithuania
(Papers 1 & 2)*

Lei Tang, Esc Rennes School of Business, France (Papers 3 & 4)

Wednesday, July 4

Time: 3:30 PM to 5:00 PM

Room: Grand Suite D

[MKT3] COUNTRY OF ORIGIN AND ETHNOCENTRISM

Chairperson

Gary C. Lin, Bradley University, USA

American Consumer Ethnocentrism and Its Impact on Both Domestic and Foreign Products

Keun S. Lee, Hofstra University, USA

Yong Zhang, Hofstra University, USA

Country of Origin Information: Who Use It? When and How It is Used?

Yamen Koubaa, University of Marketing & Distribution Sciences, Japan

Offshore Outsourcing of R & D Operations: What is So Special About IT?

Taina Paju, Turku School of Economics & Business Administration, Finland

The Antecedents of Experiential Shopping and Impulsive Buying

Wann-Yi Wu, National Cheng Kung University, Taiwan

Sui-Hui Chen, National Cheng Kung University, Taiwan

Hui-Ju Tu, National Cheng Kung University, Taiwan

Discussants

Kawpong Polyorat, Khonkaen University, Thailand (Papers 1 & 2)

Maxwell K. Hsu, University of Wisconsin - Whitewater, USA (Papers 3 & 4)

Thursday, July 5

Time: 09:00 AM to 10:15 PM

Room: Fu-Jen A

[PL2] ACHIEVING COMPETITIVE ADVANTAGE THROUGH MANAGING GLOBAL RESOURCES

Chairpersons

Che-Jen Su, Fu-Jen Catholic University, Taiwan
Nejdet Delener, SUNY at Old Westbury, USA

Industrial Network as Competitive Advantage

Chwo-Ming Yu
Director, EMBA Program
National Chengchi University, Taiwan
President, Taiwan Academy of Management

What the World Needs Now, What We Need is Wisdom

*H. M. Oliver Yau
Director, Unit for Chinese Management Development,
City University of Hong Kong, Hong Kong
Chair, Academy of Chinese Management*

Moderators

*Max Coulthard, Monash Univeristy, Australia
Kathleen Park, Massachusetts Institute of Technology, USA*

Thursday, July 5

Time: 10:30 AM to Noon

Room: Fu-Jen A

[EDIT] Meet the Editors

Moderator

Nejdet Delener, SUNY at Old Westbury, USA

Editor-in-Chief, The Journal of Contemporary Issues in Management

Guy Callender, Curtin University of Technology, Australia

Guest Editor, Journal of Business Ethics

Allan K.K. Chan, Hong Kong Baptist University, Hong Kong

Editor-in-Chief, International Journal of Digital Management

Namjae Cho, Hanyang University, Republic of Korea

Editor-in-Chief, Psychology & Marketing

Ronald J. Cohen, RJ Cohen Consulting, USA

Executive Editor, Journal of Global Business and Technology

Nejdet Delener, SUNY Old Westbury, USA

Editor-in-Chief, Journal of Administrative Sciences

Rick D. Hackett, McMaster University, Canada

Journal of Business and Economic Studies

Luis Eduardo Rivera-Solis, Dowling College, USA

Editor, Journal of Business Forecasting

Chaman L. Jain, St. John's University, USA

Editor, Urban Policy Studies

Yin Tang, Fukuoka Asian Urban Research Center, Japan

Thursday, July 5

Time: 10:30 AM to Noon

Room: Fu-Jen B

[FIN2] GLOBAL BANKING INDUSTRY I: SELECTED CASES

Chairperson

C. Pat Obi, Purdue University, Calumet, USA

Impact of Basel II on the Lending Process in the Turkish Banking Sector

Omur Suer, Galatasaray University, Turkey

A Study of Banks' Credit Scoring of Cash Card Holders in Taiwan

Ker-Tah Hsu, Chaoyang University of Technology, Taiwan

Pitfalls of Offshore Banking: The Case of Bancafe

Luis Eduardo Rivera-Solis, Dowling College, USA

Competence, Competitive Advantages and Internationalization: Evidence from the Taiwan Banking Industry

Tsui-Yii Shih, University of Lunghwa, Taiwan

Discussants

Walter Gassenferth, Faculdades IBMEC/RJ, Brazil (Papers 1 & 2)

Yuri G. Pavlenko, State University of Management, Russia (Papers 3 & 4)

Thursday, July 5

Time: 10:30 AM to Noon

Room: Fu-Jen C

[MKT2] GLOBAL INTEGRATED MARKETING COMMUNICATIONS

Chairperson

Leon Schiffman, St. John's University, USA

Exploring Student Attitudes Towards Short Message Service (SMS) Advertisements

W.J. Brown, University of Pretoria, South Africa

L.T.R. Van Der Waldt, Pretoria, South Africa

T.M. Rebello, University of Pretoria, South Africa

Managing Commercial Pressures: A Pilot Study of Western Australian Wine Growers

Werner Soontiens, Curtin University of Technology, Western Australia

The Role and the Effect of Advertisement on Customers' Attitude in the Urban Area of Antalya

Serpil Yilmaz, Akdeniz University, Turkey

Hatice Ocal, Akdeniz University, Turkey

Analysis of Key Success Factors of Event Sponsorship - A Case Study of Taiwanese and Korean Beer Industries

Che-Jen Su, Fu-Jen Catholic University, Taiwan

Muh-Lin Tsai, Taiwan T & L Company, Taiwan

Eunmi Koo, Fu Jen Catholic University, Taiwan

Discussants

Martti Lindman, University of Vaasa, Finland (Papers 1 & 2)

Soumendra K. Dash, IFIM Business School, India (Papers 3 & 4)

Thursday, July 5

Time: 10:30 AM to Noon

Room: Fu-Jen D

[MGT2] ENTREPRENEURSHIP: THE ROLE OF WOMEN

Chairperson

Max Coulthard, Monash University, Australia

Strategic Alignment of Corporate Socio-Environmental Responsibility in the Case of Firms That Operate in Relationship Networks: Research Results Focusing on the Firm PETROBRAS

*T. Diana L.V.A. Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil
Claudia Torres Volpon, Petroleo Brasileiro S.A., Brazil*

Independence as the Leading Pull Factor in Women-Entrepreneurship: Results of a Survey on a Young Female Population

*Mehmet Ali Gurol, Selcuk University, Turkey
Sefa Usta, Selcuk University, Turkey*

A Comparative Study of Business Leadership Style and Gender Amongst Female Chinese Managers in Taiwan and Australia

Lee Shiu Chen Chen, Swinburne University of Technology, Australia

An Investigation of Government Policy Programme for South African Women Entrepreneurs Network

G.E. Chiloane-Tsoka, University of Pretoria, South Africa

Discussants

*Aylin Ataay, Galatasaray University, Turkey (Papers 1 & 2)
Carl Jaekel, Abercrombie & Fitch, USA (Papers 3 & 4)*

Thursday, July 5

Time: 10:30 AM to Noon

Room: Fu-Jen E

[IS1] PEDAGOGICAL CHALLENGES IN THE GLOBAL MARKETPLACE

Chairperson

Kathleen Park, Massachusetts Institute of Technology, USA

Small Business Consultancy Projects as a Vehicle for Management Education

Al Halborg, Coventry University, UK

Raymond Rogers, Coventry University, UK

The Importance of Internationalization in Tertiary Education: A South-African and Malaysian Comparison

Johan W. de Jager, Tshwane University of Technology, South Africa

Werner Soontiens, Curtin University of Technology, Western Australia

Globalization as a Challenge for Business Education: Are We Ready for Reforms?

Irina V. Alyoshina, State University of Management, Russia

Bringing Reality Into the Classroom Via Web-Based Tools: The Case of the Global Marketing Management System Online

Emanuel Gomes, Coventry University, UK

Discussants

Frank Paul Le Veness, St. John's University, USA (Papers 1 & 2)

Kerry Howell, University of Plymouth, UK (Papers 3 & 4)

Thursday, July 5

Time: 1:30 PM to 3:00 PM

Room: Fu-Jen A

[IS2] THE IMPACT OF RANKINGS

Chairperson

Lawrence A. Wander, St. John's University, USA

An Approach Paper on Pedagogy in a B-School : An Indian Study

Nina Muncherji, Nirma University of Science and Technology, India

Comparing the Factors Affecting the Choice of Airlines for Frequent Flyers and Non Frequent Flyers: Case of Turkish Air Travellers

Ozlem Atalik, Anadolu University, Turkey

An Efficiency Comparison of Top U.S. MBA Programs: Top Ten MBA Programs vs. Non Top Ten MBA Programs

Maxwell K. Hsu, University of Wisconsin - Whitewater, USA

Gary Chao, Northwestern University, USA

The Importance of Ranking Scientific Journals: Results of an Empirical Investigation in Brazil and a Proposal of a Bibliographical Research Method

Giuseppe Maria Russo, Pontifical Catholic Univ. of Rio de Janeiro - PUC-Rio, Brazil

T. Diana L.V.A. Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil

Marcos Vianna Villas, Pontifical Catholic University of Rio de Janeiro, Brazil

Discussants

Jeong-Gil Choi, Kyung-hee University, Korea (Papers 1 & 2)

Israel D. Nebenzahl, The College of Judea and Samaria, Israel (Papers 3 & 4)

Thursday, July 5

Time: 1:30 PM to 3:00 PM

Room: Fu-Jen B

[FIN5] GLOBAL FINANCIAL MANAGEMENT: INVESTMENT AND COMMODITY ISSUES

Chairperson

Luis Eduardo Rivera-Solis, Dowling College, USA

Evidence of Ownership Structure and Institutional Participation Influencing Investors for IPOs in India

G. Balamurugan, Mepco Schlenk Engineering College, India

P.C. Sekar, Madurai Kamaraj University, India

The Role of Financial System in the Process of Economic Growth - Case of Croatia

Bojana Olgic Drazenovic, University of Rijeka, Croatia

Vesna Buterin, University of Rijeka, Croatia

Valuation Effects of Crude Oil Price and the U.S. Dollar

C. Pat Obi, Purdue University Calumet, USA

Discussants

Pawan Kumar Chugan, Nirma University of Science and Technology, India

(Papers 1 & 2)

Chin Chun Hsu, University of Nevada - Las Vegas, USA (Papers 3 & 4)

Thursday, July 5

Time: 1:30 PM to 3:00 PM

Room: Fu-Jen C

[MGT4] FORECASTING AND INVENTORY MANAGEMENT

Chairperson

Mona Chung, Deakin University, Australia

Improving Forecasts and the Supply Chain by Improving the Process

Chaman L. Jain, St. John's University, USA

Understanding and Using Analysis of Variance with the Help of Minitab

A. Vasilopoulos, St. John's University, USA

Inventory Management for a Production System with Variable Production Rates and Multiple Products Subject to Deterioration

Gary C. Lin, Bradley University, USA

Evolution of the Forecasting Function in the Context of Russian Management Practice

Olga M. Pisareva, State University of Management, Russia

Discussants

*Patricia Amelia Tomei, Pontifical Catholic University of Rio de Janeiro, Brazil
(Papers 1 & 2)*

Anup K. Singh, International Management Institute, India (Papers 3 & 4)

Thursday, July 5

Time: 1:30 PM to 3:00 PM

Room: Fu-Jen D

[MGT7] STRATEGIC PLANNING: ASSESSMENTS AND OUTCOMES

Chairperson

Leon de Wet Fouire, Tshwane University of Technology, South Africa

The Critical Link: A Continuous Progress Review Process Ensures Successful Strategic Plan Outcomes

Gerald R. Ledlow, Georgia Southern University, USA

Mark A. Cwiek, Central Michigan University, USA

Relational Perspective towards a Public Services Concession in Brazil: Focusing on CEG and CEG Rio

Sergio A.P. Bastos, Pontifical Catholic Univ. of Rio de Janeiro - PUC-Rio, Brazil

T. Diana L.V.A. Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil

Development of a Holistic Wellness Model for Managers in Tertiary Institutions

P.A. Botha, Tshwane University of Technology, South Africa

A Spare Part Optimization System for the CGF Fortaleza City Thermoelectric Power Plant

Paulo R. Maisonnave, PUC-RC, Brazil

Thiago Drummo Ribeiro Goncalves M., PUC-RC, Brazil

Reinaldo Castro Souza, PUC RJ, Brazil

Andre Machado Caldeira, PUC RJ, Brazil

Walter Gassenferth, Faculdades IBMEC/RJ, Brazil

Maria Augusta Soares Machado, Ibmecc Rio De Janeiro, Brazil

Discussants

Shaukat Ali, University of Wolverhampton, Telford Campus, UK (Papers 1 & 2)

Anna N. Zhilkina, State University of Management, Russia (Papers 3 & 4)

[ECO2] COMPETITIVE POWER AND INDUSTRIAL STRUCTURE

Chairperson

Karen Haycock, Tshwane University of Technology, South Africa

Knowledge Management as Industry-specific Dynamic Capability of the Hub Firm: A Comparison of Two Service Companies

Helmut Kasper, Vienna University of Economics & Business Administration, Austria

Jurgen Muehlbacher, Vienna University of Economics & Business Administration, Austria

Barbara Mueller, Vienna University of Economics & Business Administration, Austria

Multi-Partner Outsourcing Relationships, Partner Differentiation, Partner Diversification and Implications on Competitive Advantage

Seu Keow Cheng, University of Tasmania, Australia

CEO Succession and Alliance Reconfiguration: How New Top Leadership Impacts Alliance Strategy

Koen Dittrich, Erasmus University of Rotterdam, The Netherlands

Kathleen Park, Massachusetts Institute of Technology, USA

Investigation of Structural Changes and International Competitive Power of the Russian Economy: Transformation or Preservation of the Course

Olga M. Pisareva, State University of Management, Russia

Diana V. Mazidullina, State University of Management, Russia

Harmonious Development of State and Society

Antanas Makstutis, General Jonas Zemaitis Military Academy of Lithuania, Lithuania

Discussants

Gennady Latfullin, State University of Management, Russia (Papers 1 & 2)

Igor N. Tsarkov, State University-Higher School of Economics, Russia (Papers 3, 4 & 5)

Thursday, July 5

Time: 3:30 PM to 5:00 PM

Room: Fu-Jen A

[MKT5] MARKETING ORIENTATION, QUALITY, AND CONSUMER SATISFACTION

Chairperson

Yamen Koubaa, University of Marketing & Distribution Sciences, Japan

Management-Subordinate Task Relationship and Its Effects on Market Orientation and Service Quality

Tung-Zong Chang, Metropolitan State College of Denver, USA

Su-Jane Chen, Metropolitan State College of Denver, USA

Satisfaction With the Administration of Complaints Among Brazilian Consumers: Structural Equation Modeling

Vania C. Goulart, Faculdades IBMEC/RJ, Brazil

Walter Gassenferth, Faculdades IBMEC/RJ, Brazil

Marie A. Chauvel, Faculdades IBMEC/RJ, Brazil

Maria Augusta Soares Machado, IBMEC/RJ, Brazil

Bypassing Competition Through New Business Concepts

Martti Lindman, University of Vaasa, Finland

Jukka Peltoniemi, University of Vaasa, Finland

Information Privacy Concerns, Government Involvement and Corporate Policies in the Customer Relationship Management Context

Yaonan Lin, Lunghwa University of Technology, Taiwan

Ta-Kuang Hsu, Fu Jen Catholic University, Taiwan

Discussants

Maxwell K. Hsu, University of Wisconsin -Whitewater, USA (Papers 1 & 2)

Israel D. Nebenzahl, The College of Judea and Samaria, Israel (Papers 3 & 4)

Thursday, July 5

Time: 3:30 PM to 5:00 PM

Room: Fu-Jen B

[THM2] TOURISM INDUSTRY II: CHALLENGES & OPPORTUNITIES

Chairperson

Anup K. Singh, International Management Institute, India

Tourism, Welfare and Real Estate Market in a Small Open Economy: The Case of Croatia

Ivo Druzic, University of Zagreb, Croatia

Vladimir Cavrak, University of Zagreb, Croatia

Josip Tica, University of Zagreb, Croatia

Are Shocks to Visitor Arrivals to Barbados Temporary or Permanent?

Osaretin Sunday Iyare, University of West Indies, West Indies

Brian Francis, University of the West Indies, Jamaica

Stanley Lawson, St John's, USA

Stephney Skeete, Ministry of Tourism, West Indies

Physician Migration: Relevant Factors to Manage Global Resources

Leslie Moore, Georgia Southern University, USA

Gerald R. Ledlow, Georgia Southern University, USA

Kristin Westphal, Georgia Southern University, USA.

South African Tourism: Prospects and Challenges

David Mello, Tshwane University of Technology, South Africa

Discussants

Shu-Hwa Hsiao, University of Strathclyde, UK (Papers 1 & 2)

Jeong Gil Choi, Kyung Hee University, Korea (Papers 3 & 4)

[IS3] POVERTY AND AFFIRMATIVE ACTION

Chairperson

Emanuel Gomes, Coventry University, UK

The Challenges Facing Affirmative Action Appointees: Views on Training Interventions

Leon De W Fourie, Tshwane University of Technology, South Africa

Stanley Mukhola, Tshwane University of Technology, South Africa

Edward Rankhumise, Tshwane University of Technology, South Africa

The Impact of Private Participation in Energy Infrastructure on Poverty Reduction

Bianca Gusenbauer, Vienna University of Economics and Business Admin., Austria

An Analysis of the Challenges Facing Multinationals Implementing the Final Codes on Broad -based Black Economic Empowerment

Karina van Niekerk, Tshwane University of Technology, South Africa

Public Housing Policy Approach: The Mathematics of Public Housing Subsidy Bands in South Africa

Kedibone G. Phago, University of South Africa, South Africa

Discussants

Lawrence A. Wander, St. John's University, USA (Papers 1 & 2)

Mark A. Cwiek, Central Michigan University, USA (Papers 3 & 4)

Thursday, July 5

Time: 3:30 PM to 5:00 PM

Room: Fu-Jen D

[MGT9] GLOBAL MANAGEMENT I: EMOTIONAL INTELLIGENCE, MOTIVATION, AND PERFORMANCE

Chairperson

Guy Callender, Curtin University of Technology, Australia

Cognitive Ability, Emotional Intelligence and Academic Performance

Sonia Swanepoel, Tshwane University of Technology, South Africa

Lucille Britz, Tshwane University of Technology, South Africa

Empirical Analysis of the Essential Benefits of Strategic Alliances between Airlines Based on the Co-Opetition Model and a Preliminary Proposal for Performance Indicators

Giuseppe Maria Russo, Pontifical Catholic Univ. of Rio de Janeiro - PUC-Rio, Brazil

T. Diana L.V.A. Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil

Developing Restaurant Industry Business Cycle Model and Analyzing Industry Turning Point

Jeong-Gil Choi, Kyung-hee University, Korea

The Change of Motivation at the Stages of the Organizational Development

Tatiana Bornovalova, State University of Management, Russia

Valentina Smirnova, State University of Management, Russia

Gennady Latfullin, State University of Management, Russia

Discussants

Nikolay Filinov, State University-Higher School of Economics, Russia (Papers 1 & 2)

Mehmet Zeki Onal, Bogazici University, Turkey (Papers 3 & 4)

Thursday, July 5

Time: 3:30 PM to 5:00 PM

Room: Fu-Jen E

[IS4] GLOBAL ETHICS AND SOCIAL RESPONSIBILITY

Chairperson

Pawan Kumar Chugan, Nirma University of Science and Technology, India

The Impact of Foreign Ownership and Export Strategy on Corporate Social Responsibility Practices

Sibel Yamak, Galatasaray University, Turkey

Yesim Buker, Galatasaray University, Turkey

Fighting Corruption Through Regional and International Conventions: A Satisfactory Solution?

Indira Carr, Middlesex University, UK

International Students Services Structure in Lebanese Universities

Bassem Kaissi, Mecat University, Lebanon

Layla Tannoury, Mecat University, Lebanon

The Impact of Cultural Differences on International Students in Australia

Mona Chung, Deakin University, Australia

Chris Nyland, Monash University, Australia

Discussants

Antti Piirto, TVO Nuclear Services Oy, Finland (Papers 1 & 2)

Werner Soontiens, Curtin University of Technology, Western Australia (Papers 3 & 4)

Friday, July 6

Time: 8:30 AM to 10:00 AM

Room: Grand Suite A

[ACC1] GLOBAL ACCOUNTING CONVERGENCE: PRICING AND BUDGETING

Chairperson

C. Pat Obi, Purdue University Calumet, USA

U.S. Accounting Guidance on Fair Value Measurements: Considerations for Global Accounting Convergence

James M. Fornaro, SUNY at Old Westbury, USA

Anthony T. Barbera, SUNY at Old Westbury, USA.

Advance Pricing Arrangement, Transfer Pricing and Multinational Corporations (MNCs): The Implications for Foreign Investment in India

Pawan Kumar Chugan, Nirma University of Science and Technology, India

The Model of Managed Impacts: How to Make Optimal Budget Decisions for a Company

Igor N. Tsarkov, State University Higher School of Economics, Russia

Discussants

Anna N. Zhilkina, State University of Management, Russia (Papers 1 & 2)

Luis Eduardo Rivera-Solis, Dowling College, USA (Paper 3)

Friday, July 6

Time: 8:30 AM to 10:00 AM

Room: Grand Suite B

[ECO3] ASSESSING GLOBAL ECONOMIC DEVELOPMENT AND CURRENCY ISSUES

Chairperson

Tatiana Leonova, State University of Management, Russia

Population and Social Variables as Determinants of Payment for Municipal Services: A Case Study

Karen Haycock, Tshwane University of Technology, South Africa

Assessing the Value of the (New) Turkish Lira

Engin Kucukkaya, Middle East Technical University, Turkey

Ugur Soytaş, Middle East Technical University, Turkey

Ramazan Sari, Abant İzzet Baysal University, Turkey

Economic Success Factors in Contemporary Russia

Yuri G. Pavlenko, State University of Management, Russia

Negligence, a Reason for the Slow Implementation of Sustainable Service Delivery Programmes in South Africa

M.A.W. Prinsloo, Tshwane University of Technology, South Africa

Discussants

Chang-Chih Chen, National Sun Yat-Sen University, Republic Of China (Papers 1 & 2)

Frank Paul Le Veness, St. John's University, USA (Papers 3 & 4)

Friday, July 6

Time: 8:30 AM to 10:00 AM

Room: Grand Suite C

[THM1] TOURISM INDUSTRY I: COMPARATIVE ADVANTAGE PERSPECTIVE

Chairperson

Johan W. de Jager, Tshwane University of Technology, South Africa

Natural Resources -- The Source of Comparative Advantage of a Country

Vesna Milanovic-Golubovic, Megatrend University of Applied Sciences, Yugoslavia

Slavica Kostic-Nikolic, Megatrend University of Applied Sciences, Yugoslavia

An Application of the Theory of Planned Behavior to Electronic Saving Behavior of B & B Managers

You-Yu Dai, National Taipei College of Nursing, Taiwan

Nae-Wen Kuo, National Taipei College of Nursing, Taiwan

Working in the Hotel Industry on a Part-time Basis From a Student's Perspective

Shu-hwa Hsiao, University of Strathclyde, UK

Tom Baum, Strathclyde Business School, UK

Regional Air Transportation Benefits for Turkish Tourism

Ali Emre Sarilgan, Anadolu University, Turkey

Discussants

David Mello, Tshwane University of Technology, South Africa (Papers 1 & 2)

Mark A. Cwiek, Central Michigan University, USA (Papers 3 & 4)

Friday, July 6

Time: 10:30 AM to Noon

Room: Grand Suite A

[HC1] THE IMPACT OF TECHNOLOGY ON PATIENT SATISFACTION

Chairperson

Eleuch Amira, Osaka University, Japan

Racial Disparities in Perceived Public Health Care: Responsive and Assurance Related Services

Johan W. de Jager, Tshwane University of Technology, South Africa

A Comparison of Pharmaceutical Price Controls in the United States, Japan, Korea, France, Germany, Canada, and the United Kingdom

Elizabeth Graham, Georgia Southern University, USA

Kevin Chua, Georgia Southern University, USA

Monica Shanafeldt, Georgia Southern University, USA

Gerald R. Ledlow, Georgia Southern University, USA

The Intervention of Information and Communication Technology as an Instrument for the Advancement of Education and Health Care Services in Korea

Soumendra K. Dash, IFIM Business School, India

Discussants

Lawrence A. Wander, St. John's University, USA (Papers 1 & 2)

Satyendra Singh, University of Winnipeg, Canada (Paper 3)

Friday, July 6

Time: 10:30 AM to Noon

Room: Grand Suite B

[FIN3] GLOBAL BANKING INDUSTRY II: SELECTED CASES

Chairperson

James M. Fornaro, SUNY at Old Westbury, USA

Islamic Banking in Kuwait: A Consumer Perspective

Shaukat Ali, University of Wolverhampton, Telford Campus, UK

Farah Ahmed, University of Liverpool, UK

Influential Factors for Media Selection in Banking Transaction

Namjae Cho, Hanyang University, Korea

Kiho Park, Hoseo University, Korea

Haekyung Lim, LG-CNS, Korea

Project Financing: Deal or No Deal

Yunbi An, University of Windsor, Canada

Keith C.K. Cheung, University of Windsor, Canada

The Effect of Foreign Remittances to Economic Growth

Luis Eduardo Rivera-Solis, Dowling College, USA

Discussants

Engin Kucukkaya, Middle East Technical University, Turkey (Papers 1 & 2)

Chin Chun Hsu, University of Nevada - Las Vegas, USA (Papers 3 & 4)

Friday, July 6

Time: 10:30 AM to Noon

Room: Grand Suite C

[MGT11] GLOBAL MANAGEMENT II: ORGANIZATIONAL COMMITMENT AND PERFORMANCE

Chairperson

Guy Callender, Curtin University of Technology, Australia

Composition of Boards of Directors in Family Owned Business: Independent Board Members and Interlocking Directorates

Aylin Ataay, Galatasaray University, Turkey

The Consequences of Chinese Restaurant Employees' Emotions

Meng-Lei Monica Hu, Jinwen University of Science and Technology, Taiwan

Organizational Commitment: Manager's Questions and Researcher's Answers

Anna Gogoleva, State University-Higher School of Economics, Russia

The Downsizing and Its Effects on the Corporate Financial Performance: An Application of the Meta-Analysis Methodology

Tania Marques, Polytechnic Institute of Leiria, Portugal

Javier Vallejo, Instituto Politecnico, Portugal

Isabel Suarez Gonzalez, Instituto Politecnico Leiria, Portugal

Discussants

Sasa Zikovic, University of Rijeka, Croatia (Papers 1 & 2)

Maria Augusta Soares-Machado, IBMEC, Rio de Janeiro, Brazil (Papers 3 & 4)

Friday, July 6

Time: 1:30 PM to 3:00 PM

Room: Grand Suite A

[IT1] INFORMATION TECHNOLOGY I: NETWORKING AND DATA MINING

Chairperson

F. Victor Lu, St. John's University, USA

Liquid Crystal Display Nematic Dimension for Phenomenal Optimum by Twisted Nematic Cell Gap

Chia-Fu Chang, Kun Shan University, Taiwan

Chia Hi Chen, Kun Shan University, Taiwan

Zou-Ni Wan, Kun Shan University, Taiwan

The Influence of Strategic Alliance Networks on Information and Communication Technology: Results of an Exploratory Empirical Study

Marcos Vianna Villas, Pontifical Catholic University of Rio de Janeiro, Brazil

T. Diana L.V.A. Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil

Mining Changes of Patterns from Multi-period Datasets

I-Lin Wang, National Cheng Kung University, Taiwan

Chun-Ta Dai, National Cheng Kung University, Taiwan

Future Trends in Programming

Anandasothy Vignarajah, Johns Hopkins University, USA

Discussants

A. Vasilopoulos, St. John's University, USA (Papers 1 & 2)

Kuan-Chou Chen, Purdue University, Calumet, USA (Papers 3 & 4)

Friday, July 6

Time: 1:30 PM to 3:00 PM

Room: Grand Suite B

[MGT5] SELECTED TOPICS IN GLOBAL MANAGEMENT

Chairperson

Hsin-Hung Wu, National Changhua University, Taiwan

Influencing Learning in an Individualized Way

Nelson Rodrigues De Albuquerque, IBMEC/RJ, Brazil

Walter Gassenferth, Faculdades, IBMEC/RJ, Brazil

Maria Augusta Soares Machado, IBMEC/RJ, Brazil

The Real Cost of Low Minimum Wages to Employers

Mehdi Hojjat, Neumann College, USA

YOYO Lip Gloss: An Early Stage Start-Up

Larry W. Boone, St. John's University, USA

Angie Onassis Parlionas, St. John's University - Jamaica, USA

Monica Peborde, St. John's University - Jamaica, USA

Transfer of Nuclear Safety Culture

Antti Piirto, TVO Nuclear Services Oy, Finland

Petri Paajanen, TVO Nuclear Services Oy, Finland

Kaj U. Koskinen, Tampere University of Technology, Pori, Finland

Discussants

Al Halborg, Coventry University, UK (Papers 1 & 2)

*Bianca Gusenbauer, Vienna University of Economics & Business Administration, Austria
(Papers 3 & 4)*

Friday, July 6

Time: 1:30 PM to 3:00 PM

Room: Grand Suite C

[MKT6] CONTEMPORARY MARKETING CHALLENGES

Chairperson

Maxwell K. Hsu, University of Wisconsin – Whitewater, USA

The Brazilian Green Consumer Profile: A Study on Rio De Janeiro Citizens and Contributions to Marketing Strategies

Andre Lacombe Penna Da Rocha, Pontifical Catholic Univ. of Rio de Janeiro, Brazil

Iran's Experience of Reforming National Innovation System Toward Knowledge-Based Economy: Lessons for Other Developing Countries

S. Reza Salami, University of Allameh, Iran

The Great Competitive Differentiator: Managing the Supply Chain for Profitability

Carl Jaekel, Abercrombie & Fitch, USA

Janine L. Clarke, Trinity University, USA

Discussants

Serpil Yilmaz, Akdeniz University, Turkey (Papers 1 & 2)

Anna Gogoleva, State University-Higher School of Economics, Russia (Paper 3)

Friday, July 6

Time: 3:30 PM to 5:00 PM

Room: Grand Suite A

[MGT12] GLOBAL MANAGEMENT III: DOWNSIZING AND INNOVATIVE BEHAVIOR

Chairperson

Nikolay Filinov, Higher School of Economics, Russia

The Moderate Effect of Downsizing Practices on Innovative Behavior

Tania Marques, Polytechnic Institute of Leiria, Portugal

Isabel Suarez Gonzalez, Instituto Politecnico Leiria, Portugal

Pedro Cruz, Instituto Politecnico Leiria, Portugal

Human Resource Management in Brazil: Really Strategic?

Patricia Amelia Tomei, Pontifical Catholic University of Rio de Janeiro, Brazil

Flavia de Holanda Schmidt, Pontificia Universidade Catolica, Brazil

Applications of Upward Impression Management in the Hotel Industry: A Perspective of Social Information-Processing and Attitude Formation

Che-Jen Su, Fu-Jen Catholic University, Taiwan

Transforming Creative Cultures for Greater Effectiveness

Janine L. Clarke, Trinity University, USA

Carl Jaekel, Abercrombie & Fitch, USA

Discussants

Jurica Simurina, University of Zagreb, Croatia (Papers 1 & 2)

*Meng-Lei Monica Hu, Jinwen University of Science and Technology, Taiwan
(Papers 3 & 4)*

Friday, July 6

Time: 3:30 PM to 5:00 PM

Room: Grand Suite B

[HC2] CHALLENGES IN THE GLOBAL PHARMACEUTICAL INDUSTRY

Chairperson

Stanley Mukhola, Tshwane University of Technology, South Africa

Patient Satisfaction with Health Care Services: What We Know and What We Still Need to Know

Eleuch Amira, Osaka University, Japan

The Impact of Modern ICT in the Global Pharmaceutical Supply Chain Management

Bruno Salgues, Institute National des Telecommunications, France

Kalyan Raghav Bollampally, Institute National des Telecommunications, France

Application of Decision Support Systems in Solving the Hospital Rostering Problems

Scott Edwards, Monash University, Australia

Susan Bedingfield, Monash University, Australia

Damminda Alahakoon, Monash University, Australia

Jo Kennedy, Frankton Hospital, Australia

Sonja Petrovic-Lazarevic, Monash University, Australia

Chung-Hsing Yeh, Monash University, Australia

Discussants

Gerald R. Ledlow, Georgia Southern University, USA (Papers 1 & 2)

Mark A. Cwiek, Central Michigan University, USA (Paper 3)

Friday, July 6

Time: 3:30 PM to 5:00 PM

Room: Grand Suite C

[IS5] E-BUSINESS STRATEGIES

Chairperson

Anna Putnova, Technical University of Brno, Czech Republic

Institutionalizing UK Corporate E-communication Programs in Thailand: The Moderating Impact of Cultural Variance

Tim Andrews, University of Strathclyde, UK

Sununta Siengthai, Asian Institute of Technology, Thailand

Nartnalin Chompusri, Independent Consultant, Thailand

Stability and Growth Pact and Economic Development of Croatia

Sasa Drezgic, University of Rijeka, Croatia

A Futuristic Approach of E-Commerce Effects on the Airlines' Distribution Channel Strategies

Devrim Gun, Anadolu University, Turkey

Airline Industry Online Ticketing and Its Global Impact

Chiang-Nan Chao, St. John's University, USA

Robert Mockler, St. John's University, USA

Dorothy G. Dologite, Baruch College, CUNY, USA

Discussants

Wilson Ozuem, Kingsbridge Management Center, UK (Papers 1 & 2)

Karen Haycock, Tshwane University of Technology, South Africa (Papers 3 & 4)

Friday, July 6

Time: 5:00 PM to 6:30 PM

Room: Grand Suite A

[ECO4] ECONOMIC GROWTH AND TRADE IN GLOBAL MARKETPLACE

Chairperson

Pawan Kumar Chugan, Nirma University of Science and Technology, India

Changing Nature of the Relationship Between Trade and Economic Growth in Belize

Osaretin Sunday Iyare, University of West Indies, West Indies

Brian Francis, University of the West Indies, Jamaica

Timothy G. Taylor, University of Florida, USA

Italian Postwar Migration and Its Impact on Italian Australian Trade Relations

Bruno Mascitelli, Swinburne University of Technology, Australia

Local Economic Development Strategies and Instruments for the City of Tshwane: Making the Economy of Tshwane Globally Competitive

Titos Khalo, Tshwane University of Technology, South Africa

Abe Kola Mogotsi, Tshwane University of Technology, South Africa

Bric-markets and Countries: Scenarios, Tendencies and Recommendations

Tatiana Leonova, State University of Management, Russia

Ekaterina Frolovicheva, State University of Management, Russia

Discussants

Maureen Keefe, SUNY at Old Westbury, USA (Papers 1 & 2)

Mark A. Cwiek, Central Michigan University, USA (Papers 3 & 4)

Friday, July 6

Time: 5:00 PM to 6:30 PM

Room: Grand Suite B

[MGT8] STRATEGIC ALLIANCES AND COMPETITIVE STRATEGY

Chairperson

Shaukat Ali, University of Wolverhampton, UK

The Influence of Strategic Alliances on Competitive Strategy: A Case Study

Alexandre Celaro, Pontifical Catholic Univ. of Rio de Janeiro - PUC-Rio, Brazil

T. Diana L.V.A. Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil

A New Theoretical Framework for Modeling and Analysing Complex Tobacco Control Systems

Jian Ying Zhang, Monash University, Australia

David Young, Monash University, Australia

Sonja Petrovic-Lazarevic, Monash University, Australia

Ron Borland, Monash University, Australia

Chung-Hsing Yeh, Monash University, Australia

Ken Coghill, Monash University, Australia

Susan Bedingfield, Monash University, Australia

Continuous Performance Improvement in the South African National Defence Force

Jan Vermaak, Tshwane University of Technology, South Africa

Leon De W Fourie, Tshwane University of Technology, South Africa

Post-Crisis HRM Strategies of Private Commercial Banks: Evidence from an Emerging Economy

Aylin Ataay, Galatasaray University, Turkey

Discussants

M. A. W. Prinsloo, Tshwane University of Technology, South Africa (Papers 1 & 2)

Anna Putnova, Technical University of Brno, Czech Republic (Papers 3 & 4)

Friday, July 6

Time: 5:00 PM to 6:30 PM

Room: Grand Suite C

[IS6] TECHNOLOGY AND MANAGEMENT TRENDS

Chairperson

Nina Muncherji, Nirma University of Science and Technology, India

Development and Factor Analysis of Job Burnout Scale in the Indian Context

Shilpa Surana, Nirma University of Science and Technology, India

Anup K. Singh, International Management Institute, India

An Empirical Study: 3G Mobile Services Adoption in France

Lei Tang, Esc Rennes School of Business, France

The Roles and Strategies of the Regional E-Learning Centers for Higher Education in Korea

Dae-Yul Jeong, Gyeongsang National University, Korea

Sung-Gyun Kim, Gyeongsang National University, Korea

Chan-Gyu Oh, Kyungnam University, Korea

Discussants

Marcos Vianna Villas, Pontifical Catholic University of Rio de, Brazil (Papers 1 & 2)

Emanuel Gomes, Coventry University, UK (Paper 3)

Saturday, July 7

Time: 8:30 AM to 10:00 AM

Room: Grand Suite B

[IS7] TECHNOLOGY, ONLINE BROKERAGE AND ECONOMIC MODELS

Chairperson

Leon de Wet Fourie, Tshwane University of Technology, South Africa

The Effect of Online Brokerage Accounts on Stock Market

Farok Vakil, St. John's University, USA

F. Victor Lu, St. John's University, USA

The Influence of National States on Main Determinants of Open Systems Model on the Example of Central & Eastern European Countries

Janusz Teczke, Cracow University of Economics, Poland

Remigiusz Gawlik, Cracow University of Economics, Poland

The Intranet: An Important Element of a Company's E-Business Strategy

Robert Mockler, St. John's University, USA

Marc E. Gartenfeld, Strategic Management Research Group, USA.

Total Quality Management (TQM) in a Rationalistic Environment: A Qualitative Analysis

Razali Bin Mat Zin, King Fahd University, Saudi Arabia

Discussants

Engin Kucukkaya, Middle East Technical University, Turkey

Anatoly Porshnev, State University of Management, Russia

Saturday, July 7

Time: 10:30 AM to Noon

Room: Grand Suite A

[SP2] PANEL: THE GLOBAL ENTREPRENEURIAL REVOLUTION

Moderator

Max Coulthard, Monash University, Australia

Guy Callender, Curtin University of Technology, Australia

Nejdet Delener, SUNY Old Westbury, USA

Leon de Wet Fourie, Tshwane University of Technology, South Africa

Luis Eduardo Rivera-Solis, Dowling College, USA

Emanuel Gomes, Coventry University, UK

Gerald R. Ledlow, Georgia Southern University, USA

T. Diana L.v. A. Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil

Jurgen Muehlbacher, Vienna University of Economics & Business Administration, Austria

C. Pat Obi, Purdue University Calumet, USA

Kathleen Park, Massachusetts Institute of Technology, USA

Che-Jen Su, Fu Jen Catholic University, Taiwan

ALPHABETICAL INDEX OF PROGRAM PARTICIPANTS

Key:

A: Author, P: Panel, tutorial or workshop participant
 C: Session Chair, D: Discussant
 (The participation symbol is followed by Page Number)

Adamski, Brian	A:10
Ahmed, Farah.....	A:34
Alahakoon, Dammina	A:40
Ali, Shaukat.....	C:5, D:23, A:34
Alyoshina, Irina V.....	A:19
Amira, Eleuch	C:33, A:40
An, Yunbi.....	A:34
Andrews, Tim	D:11, A:41
Ataay, Aylin.....	D:18, A:35, A:43
Atalik, Ozlem.....	A:20
Auriacombe, Christelle	A:5
Balamurugan, G.	D:3, A:21
Barbera, Anthony T.	A:30
Bastos, Sergio A.P.	A:23
Battal, Ünal	A:12
Baum, Tom	A:32
Becher, Silvia B.A.	A:12
Bedingfield, Susan	A:40, A:43
Bollampally, Kalyan Raghav	A:40
Boone, Larry W.	A:37
Borland, Ron.....	A:43
Bornovalova, Tatiana.....	A:28
Botha, P.A.	D:2, D:10, A:23
Britz, Lucille	A:28
Bruno, Salgues	C:11
Buker, Yesim	A:29
Buterin, Vesna.....	A:21
Caldeira, Andre Machado	A:7
Callender, Guy	D:1, A:2, P:15, C:28, C:35, P:46
Campelo De Melo, Maria Angela.....	A:11
Carr, Indira.....	A:29
Castro Souza, Reinaldo.....	A:23
Cavrak, Vladimir.....	A:26
Celaro, Alexandre	A:43
Ceylan, Onay.....	A:7
Chan, Allan K.K.	P:15

Chang, Chia-Fu	A:36
Chang, Tung-Zong	A:25
Chang, Ya-Ting.....	A:9
Chao, Chiang-Nan.....	A:41
Chao, Gary	A:20
Chauvel, Marie A.....	A:25
Chen, Chang-Chih.....	A:3, D:31
Chen, Chia Hi.....	A:36
Chen, Kuan-Chou	A:11, D:36
Chen, Lee Shiu Chen	A:18
Chen, Su-Jane	A:25
Chen, Sui-Hui	A:13
Cheng, Seu Keow.....	A:24
Cheung, Keith C.K.....	A:34
Chiloane-Tsoka, G.E.....	A:18
Cho, Namjae	A:1, A:6, P:15, A:34,
Choi, Jeong-Gil.....	A:3, D:20, A:28
Chompusri, Nartnalin.....	A:41
Chua, Kevin	A:33
Chuang, Keh-Wen Carin.....	A:11
Chugan, Pawan Kumar	D:21, C:29, A:30, C:42
Chung, Mona.....	C:22, A:29
Clarke, Janine L.	A:6, A:38, A:39
Coghill, Ken.....	A:43
Cohn, Deborah Y.	A:6
Cohen, Ronald J.....	P:15
Coulthard, Max	A:8, D:14, C:18, C:46
Crocitto, Madeline	A:8
Cruz, Pedro	A:9, A:39
Cwiek, Mark A.....	A:10, A:23, D:27, D:32, D:40, D:42
Dai, Chun-Ta.....	A:36
Dai, You-Yu.....	A:32
Dash, Soumendra K.	D:17, A:33
de Abreu Oliveira, Evandro Duarte	A:7
de Holanda Schmidt, Flavia.....	A:39
de Jager, Johan W.	A:19, C:32, A:33
De W Fourie, Leon	A:27, A:43
de Wet Fouire, Leon	D:1, C:23, P:46
Delener, Nejdet	C:1, A:9, C:14, P:15, P:46
Dittrich, Koen.....	A:24
Dologite, Dorothy G.	A:41
Drazenovic, Bojana Olgic.....	D:3, A:21
Drezgic, Sasa.....	A:41
Druzic, Ivo	A:26
Durmaz, Vildan.....	A:6

Ebrahimi, Alireza.....	A:8
Edwards, Scott	A:40
Fagundes Albernaz, Marco Aurelio.....	A:11
Filinov, Nikolay	A:5, D:11, D:28, A:35, C:39
Fornaro, James M.....	A:30, C:34
Francis, Brian.....	A:26, A:42
Frankovich, Jacob	A:10
Frolovicheva, Ekaterina	A:42
Fujimoto, Hisao.....	C:9, A:12
Gartenfeld, Marc E.....	A:45
Gassenferth, Walter.....	A:7, A:10, D:16, A:23, A:25, A:37
Gawlik, Remigiusz.....	A:45
Gelo, Tomislav.....	A:2
Gogoleva, Anna	A:35, D38
Gomes, Emanuel.....	A:19, C:27, D:44, P:46
Gomes, Rubiao Torres	A:10
Goulart, Vania C.	A:25
Graham, Elizabeth.....	A:33
Gun, Devrim	A:41
Gurol, Mehmet Ali.....	D:8, A:18
Gusenbauer, Bianca	A:27, D:37
Hackett, Rick D.....	P:15
Halborg, Al	A:19, D:37
Haycock, Karen.....	C:24, A:31, D:41
Ho, Chengter.....	A:12
Ho, Ching-Wei.....	A:4
Hojjat, Mehdi	A:37
Holtzhausen, Natasja.....	A:5, D:10
Howell, Kerry	A:9, D:19
Hsiao, Shu-hwa.....	D:26
Hsiu-lien, Vice-President Lu	A:1
Hsu, Chin Chun.....	A:10, D:21, D:34
Hsu, Ker-Tah.....	D: 4, D:7, A:16
Hsu, Maxwell K.	D:13, A:20, D:25, C:38
Hsu, Paochung	A:3, A:7, D:7
Hsu, Ta-Kuang.....	A:25
Hu, Meng-Lei Monica	D:26, A:35, D:39
Iyare, Osaretin Sunday.....	A:26, A:42
Jaekel, Carl.....	A:6, D:18, A:38, A:39
Jain, Chaman L.	P:15, A:22
Jallat, Frederic.....	A:10
Jeong, Dae-Yul	D:9, A:44
Jeong, Jaeseok.....	A:6
Joun, Hyojae	A:6

Jun, Byoung Ho	D:6, A:6, D:36
Kaissi, Bassem	A:29
Kang, Byung Goo	A:6
Kasper, Helmut	A:24
Keefe, Maureen.....	D:42
Kennedy, Jo.....	A:40
Khalo, Titos.....	A:42
Kim, Sung-Gyun	A:44
Koo, Eunmi	A:17
Koskinen, Kaj U.....	A:37
Kostic-Nikolic, Slavica.....	A:32
Koubaa, Yamen.....	A:4, A:13, C:25
Kucukkaya, Engin.....	C:7, A:31, D:34, D:45
Kuo,	Nae-WenA:32
Kwong, Kenneth K.	A:8
Lancaster, Geoff.....	A:9
Latfullin, Gennady	D:24, A:28
Laukkanen, Tommi.....	A:9
Lawson, Stanley.....	A:26
Le Veness, Frank Paul	A:5
Ledlow, Gerald R.....	C:8, A:10, A:23, A:26, A:33, D:40, P:46
Lee, Keun S.....	A:13
Leen, Auke R.	A:2, A:42
Leonova, Tatiana.....	C:31
Leung, John W.K.	A:8
LeVeness, Frank	D:19, D:31
Lim, Haekyung	A:34
Lin, Gary C.	C:13, A:22
Lin, Yaonan.....	A:25
Lindman, Martti	D:17, A:25
Liu, Annie H.	A:11
Liu, Ceming	A:12
Lu, F. Victor.....	A:11, C:36, A:45
Macedo-Soares, T. Diana L.V.A.	A:18, A:20, A:23, A:28, A:36, A:43
Machado Caldeira, Andre	A:23
Maisonnavé, Paulo R.	A:23
Makstutis, Antanas.....	D:12, A:24
Marques, Tania	D:5, A:35, A:39
Mascitelli, Bruno.....	A:42
Mazidullina, Diana V.....	A:24
Mello, David	A:26, D:32
Milanovic-Golubovic, Vesna.....	A:32
Mockler, Robert	A:41, A:45
Mogotsi, Abe Kola.....	A:42
Moore, Leslie	A:26

Muehlbacher, Jurgen.....	C:10, A:24, P:46
Mueller, Barbara	A:24
Mukhola, Stanley	A:27, C:40
Muncherji, Nina	A:20, C:44
Nebenzahl, Israel D.....	C:20, D:25
Nguyen, Phuong-Mai.....	A:12
Nyland, Chris	A:29
Obi, C. Pat.....	D:1, D:7, C:16, A:21, C:30, P:46
Ocal, Hatice.....	A:17
Oh, Chan-Gyu	A:44
Oh, Seugnhee	A:6
Olds, Kelly	A:1
Onal, Mehmet Zeki	A:7, D:28
Ozuem, Wilson	A:9, D:41
Paajanen, Petri.....	A:37
Paju, Taina	D:9, A:13
Park, Kathleen.....	D:14, C:19, A:24, P:46
Park, Kiho	A:34
Parlionas, Angie Onassis	D:8, A:37
Pavlenko, Yuri G.	D:16, A:31
Peborde, Monica	A:37
Peltoniemi, Jukka.....	A:25
Penna Da Rocha, Andre Lacombe.....	A:38
Petrovic-Lazarevic, Sonja.....	A:40, A:43
Phago, Kedibone G.	A:27
Piirto, Antti	D:29, A:37
Pisareva, Olga M.....	A:24, A:22
Polyorat, Kawpong	A:4, D:13
Porshnev, President Anatoly G.....	D:45
Prinsloo, J.J.	D:43, C:43
Prinsloo, M.A.W.	A:31, C:45
Putnova, Anna.....	A:5, C:41, D:43
Rangel Torres, Camila Raemy.....	A:10
Rankhumise, Edward.....	A:27
Rebello, T.M.	A:17
Ribeiro Goncalves M., Thiago Drummo	A:23
Rivera-Solis, Luis Eduardo.....	A:3, P:15, C:21, D:30, A:34, P:46
Rodrigues De Albuquerque, Nelson	A:37
Rogers, Raymond.....	A:19
Russakoff, Andrew	A:11
Russo, Giuseppe Maria	D:5, A:20, A:28
Salami, S. Reza	A:38
Salgues, Bruno	A:40
Sari, Ramazan	A:31

Sarilgan, Ali Emre	A:32
Schiffman, Leon G.....	A:6, C:17
Schweikert, Cristina.....	A:8
Sekar, P.C.....	A:21
Shanafeldt, Monica	A:33
Sherman, Elaine	C:4, A:6
Shih, Tsui-Yii.....	C:3, A:16
Shui-bian, President Chen.....	A:1
Siengthai, Sununta	A:41
Sikoglu, Tamer.....	A:7
Simurina, Jurica	A:2, D:39
Singh, Anup K.	D:22, C:26, A:44
Singh, Satyendra	A:4, D:33
Skeete, Stephney	A:26
Smirnova, Valentina	A:28
Smolic, Sime	A:2
Soares Machado, Maria Augusta.....	A:7, A:10, A:23, A:25, D:35, A:37, P:46
Soontiens, Werner.....	A:19, A:17, D:29
Souza, Reinaldo Castro.....	A:7
Soytas, Ugur.....	A:31
Su, Che-Jen	C:14, A:17, A:39, P:46
Suarez Gonzalez, Isabel.....	A:35, A:39
Suer, Omur.....	A:16
Surana, Shilpa	A:44
Swanepoel, Sonia.....	C:6, A:28
Tang, Lei	D:12, A:44
Tang, Yin	P:15
Tannoury, Layla.....	A:29
Taylor, Timothy G.	A:42
Teczke, Janusz	A:45
Tica, Josip	A:26
Tomei, Patricia Amelia	A:12, D:22, A:39
Tripathi, Um Balakrishnan.....	A:5
Tsai, Muh-Lin	A:17
Tsarkov, Igor N.....	D:2, D:24, A:30
Tsung, Chirsitne T.	A:1
Tu, Hui-Ju	A:13
Tuntabundit, Varoon.....	A:4
Usta, Sefa	A:18
Vakil, Farok	A:11, A:45
Vallejo, Javier	A:35
Van Der Waldt, L.T.R.....	A:17
van Niekerk, Karina.....	A:27
Vasilopoulos, A.....	A:22, D36
Vermaak, Jan.....	A:43

Vignarajah, Anandasothy.....	D:6, A:36
Villas, Marcos Vianna	A:20, A:36, D:44
Volpon, Claudia Torres.....	A:18
Vrontis, Demetris.....	A:4
Walsh, Lynn.....	A:8, C:12
Wan, Zou-ni	A:36
Wander, Lawrence A.	C:2, D:20, D:27, D:33
Wang, Chih-Chien	A:9
Wang, I-Lin.....	A:36
Wann-Yi, Wu.....	A:13
Wei, Chia-Hung	A:4
Weng, Ruo-Jie J.	A:3
Westphal, Kristin	A:26
Wu, Hsin-Hung	A:8, C:37
Wu, Hsin-Yi.....	A:7
Yamak, Sibel.....	A:29
Yang, Chih-Yuan	A:3
Yau, H.M.	A:8
Yau, H.M. Oliver	A:14
Yeh, Chung-Hsing	A:40, A:43
Yilmaz, Serpil	D:4, A:17, D:38
Young, David.....	A:43
Yu, Chwo-Ming.....	A:14
Zhang, Jian Ying	A:43
Zhang, Yong	A:13
Zhilkina, Anna N.	A:7, D:23, D:30
Zikovic, Sasa.....	A:2, D:35
Zin, Razali Bin Mat.....	A:45

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ALPHABETICAL INDEX OF PAPER AND SPECIAL SESSIONS

Accounting for the Differences Between Delighted and Satisfied Customers	8
Advance Pricing Arrangement, Transfer Pricing and Multinational Corporations (MNCs): The Implications for Foreign Investment in India	30
An Aggregated Information Technology Checklist for Operations Risk Management	7
Airline Industry Online Ticketing and Its Global Impact.....	41
American Consumer Ethnocentrism and Its Impact on Both Domestic and Foreign Products.....	13
Analysis of Key Success Factors of Event Sponsorship - A Case Study of Taiwanese and Korean Beer Industries	17
An Analysis of the Challenges Facing Multinationals Implementing the Final Codes on Broad - based Black Economic Empowerment	27
Analyzing Financial Practices of High and Low Performing Firms for the Period of Peaks and Troughs of the Restaurant Industry Cycle	3
The Antecedents of Experiential Shopping and Impulsive Buying.....	13
Application of Decision Support Systems in Solving the Hospital Rostering Problems	40
An Application of the Theory of Planned Behavior to Electronic Saving Behavior of B & B Managers.....	32
Applications of Upward Impression Management in the Hotel Industry: A Perspective of Social Information-Processing and Attitude Formation	39
Applying Data Envelopment Analysis: Issues and Spreadsheet Tools	11
An Approach Paper on Pedagogy in a B-School : An Indian Study	20
Arbitrage Via American Depository Receipts (ADRs)	7
Are Shocks to Visitor Arrivals to Barbados Temporary or Permanent?	26
Assessing the Value of the (New) Turkish Lira.....	31
Brand Personality Structure: Thai Consumers' Perceptions	4
The Brazilian Green Consumer Profile: A Study on Rio De Janeiro Citizens and Contributions to Marketing Strategies	38
Bric-markets and Countries: Scenarios, Tendencies and Recommendations	42
Bringing Reality Into the Classroom Via Web-Based Tools: The Case of the Global Marketing Management System Online.....	19
Build-Operate-Transfer Model as an Airport Privatization Strategy: An Application of the BOT Model at Airport Terminals in Turkey.....	12
Bypassing Competition Through New Business Concepts	25
Can Popular VAR Models Be Trusted?: A Case of the New EU Member States.....	2
CEO Succession and Alliance Reconfiguration: How New Top Leadership Impacts Alliance Strategy.....	24
The Challenges Facing Affirmative Action Appointees: Views on Training Interventions.....	27
The Change of Motivation at the Stages of the Organizational Development	28
Changing Nature of the Relationship Between Trade and Economic Growth in Belize.....	42
Cognitive Ability, Emotional Intelligence and Academic Performance	28
A Comparative Study of Business Leadership Style and Gender Amongst Female Chinese Managers in Taiwan and Australia	18

Comparing the Factors Affecting the Choice of Airlines for Frequent Flyers and Non Frequent Flyers: Case of Turkish Air Travellers	38
A Comparison of Pharmaceutical Price Controls in the United States, Japan, Korea, France, Germany, Canada, and the United Kingdom.....	33
Competence, Competitive Advantages and Internationalization: Evidence from the Taiwan Banking Industry.....	16
The Complex Theory and the Crash of an Individual Firm.....	3
The Complex Theory and the Market Crash: Evidence from the Taiwan Stock Exchange.....	7
Composition of Boards of Directors in Family Owned Business: Independent Board Members and Interlocking Directorates.....	35
The Consequences of Chinese Restaurant Employees' Emotions	35
A Constitutional Framework for the Market Order Versus Resource Usage Within IT: The Case of a EU Fiscal Constitution.....	2
Construction and Practical Evaluation of a Business-to-Business Holistic Model	11
Continuous Performance Improvement in the South African National Defence Force	43
Correctness, Friendliness, and Richness of Communications: An Explanatory Investigation of Technology Errors and Their Messages	8
Counterparty Effect on Capital Structure Decision in an Incomplete Market: A First-passage-time Model With Jump Default Barrier	3
Country of Origin Information: Who Use It? When and How It is Used?.....	13
The Critical Link: A Continuous Progress Review Process Ensures Successful Strategic Plan Outcomes	23
Developing Restaurant Industry Business Cycle Model and Analyzing Industry Turning Point	28
Development and Factor Analysis of Job Burnout Scale in the Indian Context	44
Development of a Holistic Wellness Model for Managers in Tertiary Institutions.....	23
The Downsizing and Its Effects on the Corporate Financial Performance: An Application of the Meta-Analysis Methodology	35
E-Bank Perceived Privacy: Cultural and Demographical Differences Between Portugal and Finland	9
Economic Success Factors in Contemporary Russia.....	31
The Effect of Foreign Remittances to Economic Growth	34
The Effect of Online Brokerage Accounts on Stock Market.....	45
Effect of Outsourcing Activities on Brand Image Perception and Brand Image Structure a Case of Two Brands With Different Levels of Reputation.....	4
An Efficiency Comparison of Top U.S. MBA Programs: Top Ten MBA Programs vs. Non Top Ten MBA Programs.....	20
Empirical Analysis of the Essential Benefits of Strategic Alliances Between Airlines Based on the Co-Opetition Model and a Preliminary Proposal for Performance Indicators	28
An Empirical Study: 3G Mobile Services Adoption in France	44
An Epistemological Study on the Antecedents of Customer Loyalty for the Hong Kong Cellular Phone Industry	38
The Ethics of Whistleblowing: Issues for Consideration	5
Evidence of Ownership Structure and Institutional Participation Influencing Investors for IPOs in India	21

Evolution of the Forecasting Function in the Context of Russian Management Practice	22
Exploring Student Attitudes Towards Short Message Service (SMS) Advertisements	17
Fault Series Prediction in Industrial Systems By Associating AFIS and ANN Models.....	10
Fighting Corruption Through Regional and International Conventions: A Satisfactory Solution?	29
A Framework of Using a Hidden Markov Model to Analyze Customer Requirements in Quality Function Deployment.....	8
Future Trends in Programming.....	36
A Futuristic Approach of E-Commerce Effects on the Airlines' Distribution Channel Strategies.....	41
General Decision Theory and Its Implication for Ethical Decision-Making & Problem-solving Processes	5
Global Capitalism and the Rise of Private Equity and Contracting Out.....	2
The Global Entrepreneurial Revolution.....	46
Globalization as a Challenge for Business Education: Are We Ready for Reforms?	19
The Great Competitive Differentiator: Managing the Supply Chain for Profitability.....	38
Harmonious Development of State and Society	24
Human Resouce Management in Brazil: Really Strategic?.....	39
Impact of Basel II on the Lending Process in the Turkish Banking Sector.....	16
The Impact of Cultural Differences on International Students in Australia	29
The Impact of Foreign Ownership and Export Strategy on Corporate Social Responsibility Practices	29
The Impact of IT Outsourcing on the United States Economy.....	11
The Impact of Modern ICT in the Global Pharmaceutical Supply Chain Management	40
The Impact of Private Participation in Energy Infrastructure on Poverty Reduction.....	27
Implementing People Management Models as a Driver for Organizational Advantage	12
Importance of Decision Support System for Environmentally Sustainable Airport Management.....	6
The Importance of Internationalization in Tertiary Education: A South-African and Malaysian Comparison.....	19
The Importance of Ranking Scientific Journals: Results of an Empirical Investigation in Brazil and a Proposal of a Bibliographical Research Method.....	20
Improving Forecasts and the Supply Chain By Improving the Process	22
In Search of E-Commerce: A Managerial Perspective	9
Independence as the Leading Pull Factor in Women-Entrepreneurship: Results of a Survey on a Young Female Population.....	18
The Influence of National States on Main Determinants of Open Systems Model on the Example of Central & Eastern European Countries	45
The Influence of Strategic Alliance Networks on Information and Communication Technology: Results of an Exploratory Empirical Study	36
The Influence of Strategic Alliances on Competitive Strategy: A Case Study	43
Influencing Learning in an Individualized Way	37
Influential Factors for Media Selection in Banking Transaction.....	34
Information Privacy Concerns, Government Involvement and Corporate Policies in the Customer Relationship Management Context.....	25
Information Technology Applications in a Supply Chain Network: Competitive Advantage and Success Story	11

Institutionalizing UK Corporate E-communication Programs in Thailand: The Moderating Impact of Cultural Variance.....	41
International Retail Branding: The Case of Hypermarkets in Taiwan and the United Kingdom.....	4
International Students Services Structure in Lebanese Universities.....	29
Internationalization and Performance: A Mediation Conceptual Framework and Propositions	10
Internet and Marketing Communications: Beyond Hypodermic Perspective	9
The Intervention of Information and Communication Technology as an Instrument for the Advancement of Education and Health Care Services in Korea.....	33
The Intranet: An Important Element of a Company's E-Business Strategy	45
Inventory Management for a Production System With Variable Production Rates and Multiple Products Subject to Deterioration	22
An Investigation of Government Policy Programme for South African Women Entrepreneurs Network.....	18
Investigation of Structural Changes and International Competitive Power of the Russian Economy: Transformation or Preservation of the Course	24
An Investigation of the Opening Blog Page: Preferences for Text or Pictures	6
Iran's Experience of Reforming National Innovation System Toward Knowledge-Based Economy: Lessons for Other Developing Countries	20
Islamic Banking in Kuwait: A Consumer Perspective	34
Italian Postwar Migration and Its Impact on Italian Australian Trade Relations	42
Knowledge Management as Industry-specific Dynamic Capability of the Hub Firm : A Comparison of Two Service Companies	24
Level of E-Commerce Utilization and Barriers.....	6
Liquid Crystal Display Nematic Dimension for Phenomenal Optimum By Twisted Nematic Cell Gap.....	36
Local Economic Development Strategies and Instruments for the City of Tshwane: Making the Economy of Tshwane Globally Competitive.....	42
Management-Subordinate Task Relationship and Its Effects on Market Orientation and Service Quality.....	25
Managing Commercial Pressures: A Pilot Study of Western Australian Wine Growers.....	17
Managing Technology for Competitive Advantage in a Constant Change: Environment	6
Meet the Editors.....	15
Mining Changes of Patterns from Multi-period Datasets.....	36
The Model of Managed Impacts: How to Make Optimal Budget Decisions for a Company	30
The Moderate Effect of Downsizing Practices on Innovative Behavior	39
Multi-Partner Outsourcing Relationships, Partner Differentiation, Partner Diversification and Implications on Competitive Advantage	24
Natural Resources -- The Source of Comparative Advantage of a Country.....	32
Negligence, a Reason for the Slow Implementation of Sustainable Service Delivery Programmes in South Africa.....	31
A New Theoretical Framework for Modeling and Analysing Complex Tobacco Control Systems	43
Offshore Outsourcing of R & D Operations: What is So Special About IT?.....	13
Online Friend-Making Motivation Scale: Development and Testing.....	9

Organizational Commitment: Manager's Questions and Researcher's Answers	35
Patient Satisfaction With Health Care Services: What We Know and What We Still Need to Know	40
Physician Migration: Relevant Factors to Manage a Global Resources	26
Pitfalls of Offshore Banking: The Case of Bancafe.....	16
Plenary Session 1	1
Population and Social Variables as Determinants of Payment for Municipal Services: A Case Study	31
Post-Crisis HRM Strategies of Private Commercial Banks: Evidence from an Emerging Economy	43
Predicting Choices Using the ABC Attitude Model	4
Project Financing: Deal or No Deal.....	34
A Proposal for International Corporations to Improve Employee Reference Sharing Capabilities: The Reciprocal Cooperative Reference-Share Model	10
Public Housing Policy Approach: The Mathematics of Public Housing Subsidy Bands in South Africa	27
A Quality Control in Financial Management: Theory and Practice	7
R&D Intensity in Central and East European Economies	2
Racial Disparities in Perceived Public Health Care: Responsive and Assurance Related Services	33
The Real Cost of Low Minimum Wages to Employers.....	37
Reframing Business, Capturing Value and Managing Relationships: An Application in the Airlines Industry	10
Regional Air Transportation Benefits for Turkish Tourism	32
Relational Perspective Towards a Public Services Concession in Brazil: Focusing on CEG and CEG Rio.....	23
The Role and the Effect of Advertisement on Customers' Attitude in the Urban Area of Antalya.....	17
The Role of Entrepreneurial Orientation on Firm Performance and the Potential Influence of Relational Dynamism.....	8
The Role of Financial System in the Process of Economic Growth - Case of Croatia.....	21
The Roles and Strategies of the Regional E-Learning Centers for Higher Education in Korea.....	44
Satisfaction With the Administration of Complaints Among Brazilian Consumers: Structural Equation Modeling.....	25
Small Business Consultancy Projects as a Vehicle for Management Education.....	19
Social Responsibility - Challenge or Threat to Business?	5
South African Tourism: Prospects and Challenges	26
A Spare Part Optimization System for the CGF Fortaleza City Thermoelectric Power Plant	23
Special Session 2.....	14
Stability and Growth Pact and Economic Development of Croatia	41
Strategic Alignment of Corporate Socio-Environmental Responsibility in the Case of Firms That Operate in Relationship Networks: Research Results Focusing on the Firm PETROBRAS	18
A Study of Banks' Credit Scoring of Cash Card Holders in Taiwan	16
A Study of the Internal Marketing Practices of the Travel Agency Industry in South Africa	32
Supplier Selection Criteria in Construction Industry: A Comparative Study of Taiwan and Vietnam.....	12

Supply Chain Network Channel in China.....	12
7Technological Responses to Global 'Eco-Eco' Issues: Threading the Twin Needles of Ecological and Economic Problems	5
Total Quality Management (TQM) in a Rationalistic Environment: A Qualitative Analysis.....	45
Tourism, Welfare and Real Estate Market in a Small Open Economy: The Case of Croatia	26
Transfer of Nuclear Safety Culture.....	37
Transforming Creative Cultures for Greater Effectiveness	39
U.S. Accounting Guidance on Fair Value Measurements: Considerations for Global Accounting Convergence	30
Understanding and Using Analysis of Variance With the Help of Minitab	22
Valuation Effects of Crude Oil Price and the U.S. Dollar	21
Working in the Hotel Industry on a Part-time Basis From a Student's Perspective	32
YOYO Lip Gloss: An Early Stage Start-Up.....	37