Business and Economics

Date: May 29, 2011
Location: Gym Room 112. See map.
Time: 09:30 – 10:55
Session Chair: The first person to present research in this session.
Subject: Business and Economics I

Bottom of Pyramid Business Strategy: India And UAE Cases
Gouher Ahmed
Project Management Institute, PA, USA
gouher@agu.ac.ae

Expected Returns to Education and Experience in the United Arab Emirates
Jay Squalli
American University of Sharjah, UAE
jsqualli@aus.edu

Perception of Medical Ethics and Human Relations in Different Cultures
Kazim Beşirli
Istanbul University, Turkey
kbesirli@yahoo.com

Marketing Expert Systems
Ivona Stoica, Gheorghe Orzan and Mihai Orzan
Romanian American University of Bucharest, Hungary
ivonas@ase.ro

Effects of 19 Century Westernization Movements on Food Culture in Turkey
Emine Ümmü Beşirli
Istanbul University, Turkey
eminebesirli@gmail.com

Date: May 29, 2011
Location: Gym Room 112. See map.
Time: 11:00 – 12:55
Session Chair: The first person to present research in this session.
Subject: Business and Economics II

Leading an Educational Institution During War Times: A Case Study of Survival and Growth
Renee Sabbagh Ghattas
Lebanese American University, Lebanon
rghattas@lau.edu.lb

Optimising the Benefits of Corporate Social Responsibility (CSR) in Small and Medium Enterprises (SMEs) - An Indian Study
Madhumita Chatterji and Jayasmita Rath
Institute of Finance and International Management (IFIM Business School), India
mchatterji@ifimbschool.com

Trade Liberalization, Economic Growth and Poverty in Nigeria: A Dynamic Microsimulation Computable General Equilibrium Model Analysis
Olajide S. Oladipo
York College of The City University of New York, USA
ooladipo@york.cuny.edu
A Study on Emerging Trends in Social Media Recruitment Strategies – Special reference to Human Resource Departments at Bangalore, India
Kavitha Haldorai and Souji Gopalakrishna Pillai
Lagenda University College, Malaysia
ootykavitha46@yahoo.co.in

A Study on Real Estate Price Trends and Land-Use Patterns and Their Socio-Economic Impact on Dehradun City
Sachin Ghai, M.P. Singh and Rameshwar Dubey
Graphic Era University, India
sir.sachin.ghai@gmail.com

Analysing Social Media Adoption Using the Technology Acceptance Model
Mihai Orzan
Academy of Economic Studies, Romania
mihai.orzan@ase.ro

Impact and Guidelines for Accounting Practice on Agricultural Business in Thailand
Chollada Chalomklang
Maejo University, Thailand
chollada_c@hotmail.com

Date: May 29, 2011
Location: Radcliffe Gym (upstairs, the old gym). See map.
Time: 13:00 – 14:25
Session Chair: The first person to present research in this session.
Subject: Business and Economics III

Outsourcing Relationships: How Long Is Long?
Jason Wai Chow Lee, Osman Mohamad and T. Ramayah
Universiti Sains Malaysia, Malaysia
jas_lwc@yahoo.com

Expatriate Managers’ Work Adjustment: A Study of Indian IT Professionals
Geetika Goel and Anvita Gupta
Motilal Nehru National Institute of Technology Allahabad, India
geetika@mnnit.ac.in

Inflation in Market and Bank Based Countries: Do Monetary Credibility, Global and Structural Factors Matter?
Denis Wendt
University of Goettingen, Germany
Denis.Wendt@wiwi.uni-goettingen.de

Insurance Companies and the Financial Crisis: An Agency Theory Explanation
Issam Dayoub and Pedro Arbulu
Université Montesquieu Bordeaux IV, France
issam.dayoub@u-bordeaux4.fr

Heritage Conservation and Sustainable Development
Ignacio Ruiz Guerra and Victor Manuel Martin López
University of Castilla-La Mancha, Spain
nachoruiuguerra@gmail.com
Date: May 29, 2011
Location: Byerly Classroom – Harvard's oldest classroom – in basement of Byerly Hall. See map.
Time: 19:00 –
Session Chair: The first person to present research in this session.
Subject: Business and Economics IV

Global Economic Crises and New International Trade Systems
Arif Yavuz
İstanbul University, Turkey
dr.arif@turk.net

Old Wine In New Bottles: Testing PPP with a New Testing Strategy
Nilgün Çil Yavuz and Veli Yılançı
İstanbul University, Turkey
yavuznc@istanbul.edu.tr
The Salience of Geography and Clustering of Foreign Subsidiaries on the Economic Sustainability and Competitiveness of the Regions in Poland
Arkadiusz Mironko
Erasmus University, Rotterdam, Holland
arkadius@rutgers.edu

Drivers of Convergence (and Divergence) in European Higher Education
Alina Mihaela Dima
Bucharest Academy of Economic Studies, Romania
alinamihaeladima@yahoo.com

How Best Buy Implements the Five Forces Model to Build Market Share and Customer Loyalty
Matthew G. Kenney and Nile M. Khanfar
Kenney College, USA
matthew@kenneymba.com

Macroeconomic Factors, Political Economy Factors, and Happiness
Maria C Kula, Priniti Panday and McKay Gavitt
Roger Williams University, USA
mkula@rwu.edu

Economic Freedom and Economic Development: Analyses of Country-Specific Experiences
Priniti Panday, Maria Kula and James Vernon
Roger Williams University, USA
ppanday@rwu.edu

A Study of Differences between CEO and Employee Perceptions of Leadership Styles and Organizational Characteristics in Service Organizations of Orange County, California
Stephen Duarte
University of La Verne, USA
sduarte08@gmail.com

Sociology and of History: Towards a joint Methodological Perspective
Zacchaeus Ogunnika
Virginia State University, USA
Zogunnika@vsu.edu

Mevlâna Jalal-ad-Din Rumi: Rumi’s Seven Advices in Business Ethics
Didem Rodoplu Şahin and Gizem Rodoplu
Kocaeli University School of Civil Aviation Department of Aviation Management, Turkey
drodroplu@gmail.com
Date: May 30, 2011
Location: Byerly Classroom – Harvard’s oldest classroom – in basement of Byerly Hall. See map.
Time: 15:00 – 16:55
Session Chair:  The first person to present research in this session.
Subject: Business and Economics III

Corporate Social Responsibility and Poverty Alleviation in a Developing Country Context: Case Studies from Lebanon
Janine Saba Zakka
Lebanese American University, Lebanon
jzacca@lau.edu.lb

Are Immigrants Really Attracted to the Welfare State? Evidence from OECD Countries
Aaron L. Jackson, David L. Ortmeyer and Michael A. Quinn
Bentley University, USA
mquinn@bentley.edu

What Lies Beneath: Expectations or Current Perceptions?
Sadullah Celik and Asli Yuksel Mermod
Marmara University, Turkey
scelik@marmara.edu.tr

Technology for Rating and Assessment of Investments’ Attraction Enterprises. A Case Study from Kazakhstan
Zhanara Baikenova
Open Society Institute
janara2004@yahoo.com
Competency Integrated Career Mapping in Varied Sectors: Comparison Analysis on Future Role Competencies for Personal, Professional and Business Development

Soumya Sagiri and Madhavi Challa
Aurora Business School, India
soumyasagiri@gmail.com

Flatter Than Ever: Innovative Networks and Novelty of Innovation

Yasin Rofcanin and Ibrahim Ugur Baser
Istanbul Bilgi University, Turkey
yrofanin@yahoo.com

Global Financial Crisis: Focus on Sultanate of Oman

Achalapathi K.V., Paga Kallu Rao and Tamanna Dalwai
Muscat College, Sultanate of Oman
achala56@gmail.com

Date: May 30, 2011
Location: Byerly Classroom – Harvard’s oldest classroom – in basement of Byerly Hall. See map.
Time: 17:00 – 18:55
Session Chair: The first person to present research in this session.
Subject: Business and Economics IV

Comparing Hard Clustering and Soft Clustering Techniques with an Application

Özge Eren and Aslan Savas Demircan
Istanbul Aydin University, Turkey
ozgeeren@aydin.edu.tr

Using Consumers’ Personalities and Demographic Attributes to Support Managers’ Decisions in E-Commerce

Mohammad Saleh Torkestani and Pari Ahadi
Unitec University, New Zealand
torkestani@gmail.com

Implications of Leader-Member Exchange Relationship (LMX) Theory and Transformational Leadership Dimensions on Subordinate Citizenship Behavior: An Empirical Paper from Turkey with Services Industry Focus

Yasin Rofcanin
Bogazici University, Istanbul, Turkey
yrofanin@yahoo.com

Eminent Domain: In Theory - It Makes Good Cents

Benjamin A. Neil
Towson University, USA
bneil@towson.edu

Intellectual Capital as a Valuable Driver of Corporate Performance: Empirical Research of the Banking Sector in Serbia

Biserka Komnenic, Dragana Pokrajcic and Radovan Tomic
Higher School of Professional Business Studies  Novi Sad, Serbia
bkomnenic@gmail.com

Environmental sustainability through human resource initiative

S. Anil Kumar and S.C. Poornima
Bangalore University, India
anilsrirv@yahoo.com

Hiring Foreign Workers: Myths and Reality

Haslinda Abdullah
National Defence University of Malaysia, Malaysia
hba@upnm.edu.my
Minimum Wage and Productivity
Samir Amine
University of Quebec en Outaouais, CIRANO, Canada
samir.amine@uqo.ca

Management of Small and Medium Hotels: Corporate Social Responsibility in the City of Cartagena
Diego A. Cardona A, Zilath Romero G. and Juan Sebastian hernandez
Universidad Libre sede Cartagena, Colombia
dieccardona@yahoo.es

Research Methods for Examining Information Technology Adoption in Business Organizations: A Review of Research Conducted in USA and Europe in the last 2 decades (1990-2010)
Juan Carlos Barrera and Axel Lamprecht
Elmhurst College, USA
barrera95@gmail.com

The Relationship between Industrial Production and Unemployment in Emerging Economies
Nazim Engin
Istanbul Yeni Yüzyıl University, Turkey
nazimengin46@gmail.com

Competitive Advantage in Talent Retention in a Globalized Society
Fierro Isidro
UEES Universidad Espiritu Santo, Ecuador
isfierro@uees.edu.ec

Forecasting Volatility of Indian Stock Market and Macro Economic Variables
Naliniprava Tripathy
Indian Institute of Management Shillong, Meghalaya, India
nalini_prava@yahoo.co.in

Optimizing Working Capital Management
Haitham Nobanee and Maryam AlHajjar
Abu Dhabi, United Arab Emirates
nobanee@gmail.com

The Impact of Financial Liberalization on the Malaysian Economy: Some Empirical Evidence
Chow Fah Yee, Sharifah Sakinah and Mazni Mohamad
University Teknologi MARA, Malaysia
yeechowfah@yahoo.com.my

**Chris Ehiobuche, Fredrick Mensah and Allyson King**
Berkeley College, USA
ehiobuche@yahoo.com

Effects of Free Economic Zones on the Developing Countries Economies

**Filiz Kadi**
Fatih University
fkadi@fatih.edu.tr

International Financing Reporting Standards in Bosnia and Difficulties which Companies May Face During the Adaptation process of IFRS in Bosnia and Herzegovina.

**Elif Ozturk**
International Burch University, Bosnia and Herzegovina
eozturk@ibu.edu.ba

---

**Date:** May 31, 2011  
**Location:** Byerly Classroom – Harvard’s oldest classroom – in basement of Byerly Hall. See [map](#).  
**Time:** 11:00 – 12:55  
**Session Chair:** The first person to present research in this session.  
**Subject:** Business and Economics III

The Relationship between Corporate Social Responsibility (CSR) Disclosure and Good Corporate Governance (GCG) Disclosure to Company’s Performance: Evidence from Indonesian Stock Exchange

**Ahalik, Wiwik Utami and Syahril Djaddang**
Institut Teknologi dan Bisnis Kalbe (ITBK), Indonesia
ahalik_ui@yahoo.com

Students’ Entrepreneurial Potential: A Dynamic Element for the Curriculum

**Paola Mouton, Osvaldo Blanquicett Lozano and Abel Del Rio Cortina**
Fundación Universitaria Tecnológico Comfenalco, Colombia
adelrio@tecnocomfenalco.edu.co

Sustainability and Financing Environmental Issues in Developing Countries

**Aslı Yüksel Mermod and Ayten Çetin**
Marmara University, Turkey
ayten cetin@marmara.edu.tr

Analysing Efficiency of Commodity Futures Markets

**Krishna Reddy Nirmala**
Bangalore University, India
knirmalareddy@rediffmail.com

Forecasting Export Prices in the Presence of Parameter Instability

**Ekaterina Kortava**
University of Glasgow, UK
e.kortava.1@research.gla.ac.uk

Buyer Behavior towards Convenience Food – An Exploratory Study

**Krishnamurti Shivakumār**
Skyline University College, Sharjah, United Arab Emirates
shiv_kar@sify.com

Various Definitions of Globalisation in Polish Area on XXI century

**Agnieszka Rzepka**
Instytut D&R, Poland
agarz@wp.pl
Global Recession: Challenges and Strategies Ahead
Sanjeev Chaturvedi
Amity University, India
chatur98@hotmail.com

IFRS Empirical Investigation of the Impact of Mark to Model and Mark to Market for the Equity Valuation in Indonesia during the Crisis of 2008
Stephanus Remond Waworuntu and Susanto Tedja
BINUS University, Indonesia
srwaworuntu@binus.edu

Nitin Arora and Faiz Zoubi
New York Institute of Technology, Jordan
fzoubi@nyit.edu

Chinese International Contractors and Sub-Saharan Market
Henrique Reis
Polytechnic Institute of Setúbal, Portugal
henrique.reis@esce.ips.pt

Delegation in the Presence of Foreign Competition
Najiba Benabess,
Norwich University, USA
nbenabess@norwich.edu

N.M. Odhiambo
University of South Africa, South Africa
nmbaya99@yahoo.com

Corporate Governance Practices followed by Indian Companies
Sukhwinder Kaur and Bimal Anjum
Baba Banda Singh Bahdur Engineering College, Punjab, India
sukhwinderdhand@gmail.com

Indipended Audit as Fundamental Base of External Audit Efficiency
Matea Jeric and Ivica Filipovic
Faculty of Economics, Split, Croatia
matea@hotelpresident.hr
Feasibility Analysis of Environment Friendly Energy Resources and Bio-Diesel in the Hill State of Uttrakhand, India: An Empirical Study vis-a-vis Global Perspective

Shailendra Kumar Pokhriyal
University of Petroleum & Energy Studies, Uttarakhand, India
pokhriyalsk@yahoo.com

The Finance Function in Turkish Media Sector and the Analysis of the Periodical Change Tendencies in the Advertising Income of the Sector

Iclal Attila and Ergün Yolcu
Istanbul University, Turkey
iclalattila@gmail.com

Exploring the Relationship between Work-Family Balance and Health: The Case Of Malaysian Entrepreneurs

Aizzat Mohd. Nasurdin, Noor Hazlina Ahmad and Siti Rohaida Mohamed Zainal
Universiti Sains Malaysia, Malaysia
aizzat@usm.my

Service-Oriented Organizational Citizenship Behavior: Assessing the Predictive Role of Human Resource Management Practices

Aizzat Mohd. Nasurdin, Tan Cheng Ling and Low Sok Fun
Universiti Sains Malaysia, Malaysia
chengling.tan@gmail.com

Impact of Recession on Individual Investors' Behavior - A Case Study of Twin cities Hyderabad & Secunderabad, India

Menon Haji Sajjad and A. Kotiswer
Anwar Ul Uloom College, Hyderabad
sajjadhaji@yahoo.com

Do Savings Promote Economic Growth in Turkey? A Causality Analysis

Sami Taban
Eskişehir Osmangazi University, Turkey
staban@ogu.edu.tr

Date: May 31, 2011
Location: Byerly Classroom – Harvard's oldest classroom – in basement of Byerly Hall. See map.
Time: 17:00 – 18:55
Session Chair: The first person to present research in this session.
Subject: Business and Economics VI

Bringing a Drop Of Local Order into Chaos - A Complexity Theory Model for Integration Of Cloud, SOA, BMP, BI and Other Technology Starlets

Bogdan Motoc
Allied Bionics Inc, Canada
bmotoc@gmail.com

Validity of Capital Asset Pricing Model in Indian Stock Market – An Empirical Test

Rajesh Kumar
Bangalore University, India
vrkumar27@yahoo.com

A Production Approach to Banks with Microfinance Operations

Emilyn Cabanda and Eleanor C. Domingo
Regent University, USA
ecabanda@regent.edu
Scrutinizing the Management Theory: The Impact of Coal and Related Industries
**Alev Katrinli, Gonca Gunay and Mehmet Efe Biresselioglu**
Izmir University of Economics, Turkey
gonca.gunay@ieu.edu.tr

Does a Food-themed TV Drama Affect Perceptions of National Image and Intention to Visit a Country?
**Samuel Seongseop Kim, Miju Kim, Jerome Agrusa and Aejoo Lee**
Sejong University, Seoul, South Korea
sskim@sejong.ac.kr and hmsskim@inet.polyu.edu.hk

The Challenge of Persisting Child Undernutrition in India
**Nisha Srivastava and Anjor Bhaskar**
University of Allahabad, India
nisha2000@gmail.com

Director Compensation in the Oil and Gas Industry
**Wikal Kwak, Burch Kealey and Richard File**
University of Nebraska at Omaha, USA
wkwak@unomaha.edu
Regional Production Potential and Environmental Parameters: Statistic Analysis Based On Polish Voivodship Data
Viktoriya Voytsekhovska
Lviv Polytechnic National University, Ukraine
vita_voj@yahoo.com

The Role of the Quality Internal Audit Support in Enterprise Risk Management (ERM) Practices: Evidence from Malaysia
Wan Norhayate Wan Daud, Daing Nasir Ibrahim and Hasnah Haron
Universiti Sultan Zainal Abidin, Terengganu, Malaysia
wnhayate@udm.edu.my

The Antecedents and Consequences of Entrepreneurial Orientation in Malay Family Firms in Malaysia
Fakhrul Anwar Zainol and Selvamalar Ayadurai
Universiti Sultan Zainal Abidin, Terengganu, Malaysia
fakhrulanwar@unisza.edu.my

Changing Severity of Impediments for Entrepreneurs in India: An Empirical Analysis
Arvind Chaturvedi and Sonu Goyal
International Management Institute, India
achaturvedi@imi.edu

Determinants of Cost of Innovation and Patents in Indian Pharmaceutical Industry: An Empirical Study
Manisha Shridhar and Arvind Chaturvedi
International Management Institute, India
achaturvedi@imi.edu

Impact of Service Quality on Retail Banking Services in India: A Comparative Study
K. Nirmala, H.S. Surendra and Sheeba Thomas
Bangalore University, University of Agriculture Sciences, Mount Carmel Institute of Management, India
sheeba99_99@yahoo.com