Date: May 31, 2010
Location: Byerly Classroom – preserved in original state - in basement of Byerly Hall. See map.
Time: 09:40 – 10:55
Session Chairs: Caroline Duneufgermain, Université de Picardie Jules Verne, France
caroline.duenufgermain@wanadoo.fr
Saurabh Bhattacharya, ICF Univeristy, India. saurabh.bhattacharya@yahoo.co.in
Subject: Customer Engagement and Satisfaction

Service Quality and Customer Satisfaction: An Application of Internet Banking in Turkey
Merve Kilic
Fatih University, Turkey
mervekilic@fatih.edu.tr

How do Customers Respond to Service Failure When They Participate in Service Co-creation?
Jong-Kuk, Shin, Park Min-Sook, Oh Mi-Ok and Kim Mi-Ri
Pusan National University, Korea
omo@pusan.ac.kr

Consumer Attitude towards Convergence Product in the Indian Market
Saurabh Bhattacharya and Subhadip Roy
IBS, ICFAI Univeristy, India
saurabh.bhattacharya@yahoo.co.in

Customer Engagement: New Key Metric of Marketing
V.K.Singh, Anurag Singh and Brajesh Kumar
drvksingh1969@gmail.com

Date: May 31, 2010
Location: Byerly Classroom - preserved in original state - in basement of Byerly Hall. See map.
Time: 11:00 – 12:55
Session Chairs: V.K.Singh, Sur College of Applied Sciences, Oman. drvksingh1969@gmail.com
Panchanan Das, University of Calcutta, India. dasp1962@yahoo.co.in
Subject: Investments and Turbulence

Behavioral Finance and the Stake in a Combination with the Pension Funds’ Investment Choice.
Caroline Duneufgermain
Université de Picardie Jules Verne, France
caroline.duenufgermain@wanadoo.fr

Does Malaysian Stock Market Response Asymmetrically?
Bakri Abdul Karim, Nuruhil Amani Ahmad and Samsul Ariffin Abdul Karim
Universiti Malaysia Sarawak (UNIMAS), Malaysia
akbakri@feb.unimas.my

Dynamic Estimation of Volatility Risk Premium and its Macro-financial Determinants for the French Stock Market
Ozcan Ceylan
Université Paris Ouest Nanterre La Défense (Paris West University Nanterre La Défense), France
ozcan.ceylan@u-paris10.fr
The Analysis of the Financial Performance of Turkey’s Food Sector and the Effects of the Global Financial Crisis
Iclal Attıla
Marmara University, Turkey
iclal.attila@marmara.edu.tr

The Reexamination of the Monthly Effect in the Taiwan Stock Exchange
Tung Liang Liao and Mei-Chu Ke
National Chin-Yi University of Technology, Taiwan
tlliao@fcua.fcu.edu.tw

Forecasting Inflation Volatility: A Stochastic Volatility Approach
Serda Selin Ozturk
Istanbul Bilgi University, Turkey
serda.ozturk@bilgi.edu.tr

Date: May 31, 2010
Location: Fay Sheerr, in Fay House. See map.
Time: 13:00 – 14:55
Session Chairs: Greg L. Lowhorn, Pensacola Christian College, USA. lowhorn@cox.net
Hemangi R. Bhalerao, K.J.Somaiya Institute of Mgt. Studies and Research, India
hemangi@simsr.somaiya.edu

Subject: Economics I

Trade and Poverty
Fatma Didin Sonmez
Istanbul Bilgi University, Turkey
fdidin@bilgi.edu.tr

The Effect of Institutional Quality on Economic Performance: A Cross Country Study
Pinar Sener
Istanbul Bilgi University, Turkey
psener@bilgi.edu.tr

The Impact of Trade Openness on Poverty and Inequality: Dynamic Panel Analysis with Indian Data
Panchanan Das
University of Calcutta, India
dasp1962@yahoo.co.in

The Amplification Effect: Foreign Aid’s Impact on Political Institutions
Nabamita Dutta and Peter T. Leeson
University of Wisconsin - La Crosse, USA
dutta.naba@uwlax.edu

Remittances, Poverty and Economic Growth
Jason Morton, Priniti Panday and Maria C. Kula
Roger Williams University, USA
ppanday@rwu.edu

Real GDP, Well-being, and Happiness
Maria Cornachione Kula, Priniti Panday and Keith Mantia
Roger Williams University, USA
mkula@rwu.edu
Economic Growth and Well Being in the Presence of Environmental Externalities
Ratan Kumar Ghosal
University of Calcutta, India
ratankumarghosal@rediffmail.com

Date: May 31, 2010
Location: Seminar Room 112 (in Radcliffe Gym). See map.
Time: 14:00 – 14:55
Session Chair: Mark Loo, Concordia University College of Alberta, Canada. mark.loo@concordia.ab.ca
Subject: Marketing Topics

Product Placement, Consumer Assessments In Turkish Cinema And Their Effects
Ergun Yolcu
Istanbul University, Turkey
eyolcu@istanbul.edu.tr

Measuring the Effectiveness of Marketing in Indian Organizations: An Exploratory Study
Sujata Khandai and Sanjiv Mittal
IILM Institute for Higher Education, India
sujata.khandai@iilm.edu

Attitudes and Perceptions towards Islamic Banking among Muslims and Non-Muslims in Malaysia: Implications for Marketing to Baby Boomers and X-Generation
Mark Loo
Concordia University College of Alberta, Canada
mark.loo@concordia.ab.ca

Date: May 31, 2010
Location: Radcliffe Gym (upstairs, the old gym). See map.
Time: 14:25 – 14:55
Session Chairs: Donna Abrams, Georgia Gwinnett College, USA. dabrams@ggc.edu
Diana J. Mendoza, City University of Hong Kong. mendoza.diana09@gmail.com
Subject: Business: Poster Session. Click here for poster format. Wall posters are prohibited.

A Review of Diversification Performance of Media Conglomerates
Ahreum Hong
Seoul National University, Korea
army78@temep.snu.ac.kr

Indian Planning System: A critical assessment through scientometric analysis
Mandeep Dhillon
ICFAI, India
drmandeepdhillon@gmail.com

Importance of the Service Marketing Mix Rated by Bangkok Consumers: A Case of Selecting a Company Offering Hire Purchase Loans
Saranyapong Thiangtam and Pattira Thitimutchima
Bangkok University, Thailand
saranyapong.t@bu.ac.th
The Low Skilled Employment-Productivity Dilemma: Labor Market Policies and Technological Bias
Samir Amine and Pedro Lages Dos Santos
Université du Québec en Outaouais, Canada
samir.amine@uqo.ca

Ownership Bias in Government Policy – A Legacy to Potentially Trap Vietnam’s Transition
Nga Nguyen
Australian National University, Australia
nga.nguyen@anu.edu.au

Why Do Firms Fail in International Markets? Game Theory And Bounded Rationality In Action
Anindo Bhattacharjee
School of Management Sciences, Varanasi, India
anindo.mgmt@gmail.com

Stock returns and inflation in Turkey: Evidence from threshold vector error correction model
Nilgün Çil Yavuz
University of Istanbul, Turkey
yavuznc@istanbul.edu.tr

Weighted Current Ratio – A better measure for liquidity
Smita Sovani
University of Pune, India
smitasov@yahoo.com

Hedge Funds: The Legal Framework in USA and Turkey
Duygu Ozkarabuber
Capital Markets Board of Turkey
duygu.yavuzer@spk.gov.tr

Date: May 31, 2010
Location: Fay Sheerr, in Fay House. See map.
Time: 15:00 – 16:55
Session Chairs: Nabamita Dutta, University of Wisconsin - La Crosse, USA. dutta.naba@uwlax.edu
Henrique Manuel Pimentel Reis, Polytechnic Institute of Setúbal, Portugal.
hreis@esce.ips.pt

Subject: Business Issues

A Confirmatory Factor Analysis of the Leadership Attitudes and Beliefs Scale - III
Greg L. Lowhorn
Pensacola Christian College, USA
lowhorn@cox.net

Non-violence at the Workplace: A Scale
Hemangi R. Bhalaria and Satishchandra Kumar
K.J.Somaiya Institute of Management Studies and Research, India
hemangi@simsr.somaiya.edu

Role Stress & Coping with Role Stress Among Indian Women Executives
S. Karve and S. K. Nair
K.J.Somaiya Institute of Management Studies and Research, India
karve25@rediffmail.com
Carbon Intensity vs. Energy Intensity: Effectiveness of China's Carbon Reduction Programs

Peter Yang
Case Western Reserve University, USA
pjy52@hotmail.com

Mobbing in Turkish Health Institutions
Elvin Yelgecen Tigrel and Ozgur Kokalan
Istanbul Bilgi University, Turkey
eyelgecen@bilgi.edu.tr

Determinants of User Acceptance of Online Reservation: An empirical study
Noor Hidayah Ab. Aziz, Intan Salwani Mohamed and Normah Omar
Universiti Teknologi MARA, Malaysia
intansm@hotmail.com

The Private and the Social Desirability of Input Joint Ventures
Manas Chaudhuri and Rajat Acharyya
Narasinha Dutt College, India
mchaudhuri2@rediffmail.com

Date: May 31, 2010
Location: Byerly Classroom – preserved in original state - in basement of Byerly Hall. See map.
Time: 15:00 – 16:55
Session Chairs: Nguyen Van Ha, Orléans University, France and National Economics University, Vietnam.
vان-ha.nguyen@etu.univ-orleans.fr

Subject: International Business I

Power Games of Supra-National Corporations
Ozlem Arzu Azer and Huseyin Tamer Hava
Istanbul Arel University, Turkey
ozlar@atlas.net.tr

Sustainable Development and Competitiveness of the EU Economy
Rumen Gechev
University of National and World Economy, Bulgaria
rgechev@unwe.acad.bg

The Determinants of the Vietnamese Economic Competitiveness: A Lesson For Developing Countries
Nguyen Van Ha
Orléans University, France and National Economics University, Vietnam
van-ha.nguyen@etu.univ-orleans.fr

One Route to Attitude Change: Peripheral and Central Route Combined by the Subjects in a Study of the ELM and Source Credibility
Serra İnci Çelebi
Yaşar University, Turkey
serracelebi@hotmail.com
Revealed Comparative Advantage Index Analysis of Trade Composition and Export Overlapping between Malaysia, China and Japan

M. Affendy Arip, Lau Sim Yee and Madono Satoru
Universiti Malaysia Sarawak, Malaysia
amaffendy@feb.unimas.my

Exploring the Relationship between Chinese Employees' Achievement Motivation and Innovative Work Behavior: The Moderating Effect of Perceived Support

Jhu-Ping Yang
Yuan Ze University, Taiwan
s977501@mail.yzu.edu.tw

Date: May 31, 2010
Location: Radcliffe Gym (upstairs, the old gym). See map.
Time: 17:00 – 18:55
Session Chairs: Elvin Yelgecen Tigrel, Istanbul Bilgi University, Turkey. eyelgecen@bilgi.edu.tr
Peter Yang, Case Western Reserve University, USA. pjy52@hotmail.com

Using Cross-Country Panel Data to Compare Income Elasticities of Social and Physical Technologies

Jae-Hyung Lee
Seoul National University, Korea
jhee2000@snu.ac.kr

International Technology Transfer: A Case Study For The Libyan Oil Industry

Eltayeb Mohamed Elgobbi
Al-Tahadi University, Libya
e.elgobbi@gmail.com

Fatma Ayanoglu Sisman and H.Nilay Gemlik
Marmara University, Turkey
fatmaayan@hotmail.com

Internationalization Models Study on Larger International Contractors from U.S.A. and China

Henrique Manuel Pimentel Reis
Polytechnic Institute of Setúbal, Portugal.
hreis@esce.ips.pt

Preparing Against Future Terror Attacks: A case of UK large firms

Majid Taghavi
biz4cast, UK
taghavi123@hotmail.com

Asymmetric Time-Scale Dependence Structure: Evidence in International Equity Markets

Jesus C. Tellez
Tecnologico de Monterrey-Estado de Mexico Campus, Mexico
jctellez@itesm.mx
Date: May 31, 2010
Location: Seminar Room 112 (in Radcliffe Gym). See map.
Time: 18:00 – 18:55
Session Chair: Petr Teply, Charles University in Prague, Czech Republic. teply@fsv.cuni.cz
Subject: International Business III

Re-Examining Performance Of Indian Capital Markets In The Light Of Current Global Crisis
Rajesh Mohnot
Middlesex University Dubai, UAE
rajesh_mohnot@yahoo.com

The “Dutch Disease” in Caspian Region: The Case of Azerbaijan Republic
Gunel Jafarova
sempronol@yahoo.com

Global Economic Crisis and Effects on Employment
Arif Yavuz
University of Istanbul, Turkey
dr.arif@turk.net

Date: May 31, 2010
Location: Radcliffe Gym (upstairs, the old gym). See map.
Time: 19:00 – 20:20
Session Chairs: Jesus C. Tellez, Tecnologico de Monterrey-Estado de Mexico Campus, Mexico
jctellez@itesm.mx
Rajesh Mohnot, Middlesex University Dubai, UAE. rajesh_mohnot@yahoo.com
Subject: International Business IV

Developing a Code of Ethics for the Globalization of Companies
Timo Herold and Christopher Stehr
University of Ulm, Germany
cstehr@karlshochschule.de

Determinants of Foreign Exchange Market Instabilities in Developing Countries during the 2008-2009 Financial Crises
Maryna Derkach
Vanderbilt University, USA
maryna.derkach@vanderbilt.edu

Intercultural Training and Intercultural Competencies’
Franziska Konz and Christopher Stehr
Karlshochschule International University, Germany
cstehr@karlshochschule.de

The Global Crisis: A Hard Lesson for Theory and Praxis
Petr Teply, Jan Cernohorsky and Yael Roshwalb
Charles University in Prague, Czech Republic
teply@fsv.cuni.cz

The Stock Adjustment Model of Migration: The Scottish Experience
Baayah Baba
Universiti Teknologi MARA, Malaysia
baayah.phdecons@yahoo.com

End of May 31, 2010, research presentations
Date: June 3, 2010
Location: Seminar Room 112 (in Radcliffe Gym). See map.
Time: 09:40 – 10:55
Session Chairs: N. K. Dashora, Aishwarya Institute of Management, India. narandrad@gmail.com
Tzvetomir Penev, University for World and National Economy, Bulgaria. Penev.Tz@bnbank.org
Subject: Business II

The Information Content of Price Limits: Evidence from the Taiwan Stock Exchange
Chou, Jian-Hsin and Chen, Zhen-Yu
National Kaohsiung First University of Science and Technology, Taiwan
jian@ccms.nkust.edu.tw

Holistic Strategic Corporate Compliance
Harold Dyck, Linda C. Gordon and David S. Kung
University of La Verne, USA
dkung@laverne.edu

The Impact of Ethic Formation on Individual Income: Evidence from Turkey
Hakan Saribas
Zonguldak Karaelmas University, Turkey
hknsrbs@gmail.com

Economic Evaluation of Corruption Erradication Committee in Indonesia
Rimawan Pradipto
Gadjah Mada University, Indonesia
rimawan@gadjahmada.edu

Date: June 3, 2010
Location: Seminar Room 112 (in Radcliffe Gym). See map.
Time: 11:00 – 12:55
Session Chairs: David S. Kung, University of La Verne, USA. dkung@laverne.edu
Hakan Saribas, Zonguldak Karaelmas University, Turkey. hknsrbs@gmail.com
Subject: Finance and Economics

Global Financial Crisis and its Aftermath, and the Long Waves
Anttiheikki Helenius
Dr. Helenius Consulting, Finland
a.helenius@kolumbus.fi

The Attitude towards Current Account Deficit
N. K. Dashora
Aishwarya Institute of Management, India
narandrad@gmail.com
Monetary policy for sustainable development
Tzvetomir Penev
University for World and National Economy, Bulgaria
Penev.Tz@bnbank.org

A Probit Approach of Laffer Curve: Romania’s Case
Mihai Mutascu and Anne-Marie Fleischer
West University of Timisoara, Romania
mihai.mutascu@gmail.com

Collective Pegging To An External Currency: Lessons From A Three-Country Model
Chrysost Bangaké, Jean-Baptiste Desquilbet and Nabil Jedlane
University of Orleans, France
chrysost.bangake@univ-orleans.fr

Date: June 3, 2010
Location: Fay Sheerr, in Fay House. See map.
Time: 15:00 – 16:55
Session Chairs: Abel Del Rio Cortina, Fundación Universitaria Tecnológico Comfenalco, Colombia
adelrio@technocemfenalo.edu.co
Adesh Sharma, A.I.P.L (Power Sector), India. dradesh_sharma@yahoo.com

Strategic Management of Transportation Systems: a Modeling and Simulation Approach
George Papageorgiou
Intercollege Limassol, Cyprus
papageorgiou.g@unic.ac.cy

The Role of Research and Development related Knowledge Intensive Business Services (KIBS) in Bio-technology Industries: The case of Malaysia
Sharifah Dawood
University Science Malaysia, Malaysia
sdawood@usm.my

Promoting Rural Entrepreneurship in India: Service Delivery or Avoidance, Incubation or Exploitation?
Rohit Prasad
Management Development Institute, India
rohit@mdi.ac.in

Theorizing HRM and (Firm) Performance from the Human Nature Perspective
Hoang Ho
University of Edinburgh, Scotland
hoangho7@yahoo.com

The Role of Mental Models in Managerial Decision Making
Peter Yannopoulos and Sofia Daskou
Hellenic American University, Greece
sdaskou@hau.gr

Organizational Structure and Organizational Culture in Hotel Organizations
Nor Khomar Ishak and Fakhrul Zaman Abdullah
Universiti Tun Abdul Razak, Malaysia
norkhomar@unitar.edu.my
Impact of HR practices on Customer Satisfaction
Gantasala Venugopal Prabhakar, Swapna Bhargavi. G and C.N.Krishna Naik
New York Institute of Technology, Amman Campus, Jordan
prabhakar.venu@gmail.com

An Assessment of the Internet Potential in Enhancing Customer Relations.
Noor Raihan Ab Hamid, Romiza Md Akhir and Puti Maizan Mashudi
Universiti Tun Abdul Razak, Malaysia
raihan@unitar.edu.my

Association Between Disclosure, Financial Distress And Gender Diversity: Finnish Evidence
Aminah Nalikka and Erkki K. Laitinen
University of Vaasa, Finland
aminal@uwasa.fi

Associative Dynamics in the Construction and Evolution of Entrepreneurial Networks in Cartagena City (1860-1960)
Abel Del Rio Cortina and Jorge Luis Del Rio Cortina
Fundación Universitaria Tecnológico Comfenalco, Colombia
adelrio@tecnocomfenalco.edu.co

Hydro Power Vs Thermal Power-A Comparative Cost-Benefit Analysis
Adesh Sharma
A.I.P.L (Power Sector), India
dradesh_sharma@yahoo.com

Marketing Theory: A Critical Analysis of Twenty Classic Marketing Articles
Matthew G. Kenney
Kenney College, USA
matthew@matthewkenney.com

The Sustainability and Dynamics of Knowledge in Expert Communities: A Comparative Exploration of Communities of Practice
Lisa J Daniel and Sasikala Rathnappulige
The University of Adelaide, Australia
lisa.daniel@adelaide.edu.au
The medium- and long-term competitiveness of Egypt as a business location: A matter of local human resource development?

Chris Praessl
University of Stuttgart, Germany
christoph.praessl@yahoo.de

Date: June 3, 2010
Location: Seminar Room 112 (in Radcliffe Gym). See map.
Time: 19:00 –
Session Chairs: Lisa J Daniel, The University of Adelaide, Australia. lisa.daniel@adelaide.edu.au
Subject: Business V

Implementation of Biometrics for Network Security

Vernon L. Mullis
The George Washington University, USA
vmullis@yahoo.com

Vitality, Vitamins and Vacations: Using Print Advertising to Examine Americans' Relationship with Food in the Twentieth Century

Rahima Schwenkbeck
California State University-Fullerton, USA
rahima@csu.fullerton.edu

The Value of Creating, Maintaining and Sustaining an Intrapreneurial Culture: A Case Analysis of 3M's Strategic Positioning

Matthew G. Kenney, Bahaudin G. Mujtaba and Nile M. Khanfar
Kenney College, USA
matthew@matthewkenney.com

The Relationship Between Human Capital And Organisation Structure Capital In Knowledge Management Context

Ahmad Alhalak and Wafi Al-Karaghoulhi
Brunel University, United Kingdom
a.halak@gmail.com

Testing the Impact of Leadership on Organizational Justice and Organizational Outcomes

Iyad Alamir
London Metropolitan University, United Kingdom
iyad.alamir@gmail.com

Impact Of Corporate E-Governance Disclosures Of National Thermal Power Corporation (NTPC) Of India On The Firm Size And Firm Indebtedness

Mohd Akbar Ali Khan and Faresa Fatima
Osmania University, India
maakhan786@gmail.com