

Business & Economics Society International Conference

2004 Program

Island of Rhodes / Greece, July 19-22

Rodos Palace Hotel

Trianton Avenue, Ixia, P.O. Box 121, Rhodes, Greece
Tel: +30-22410-25222, Fax: +30-22410-25350

2004 B&ESI CONFERENCE SCHEDULE

Sunday July 18, '04	Registration 4:00PM–6:00PM. Orientation 6:15PM-6:45PM (Alpha Room.) Cash Bar Reception 7:00PM on (Amphitron Bar.)
Monday July 19, '04	Registration 8:00AM-3:00PM Orientation (repeat) 8:15AM–8:45AM (Alpha Room.) Concurrent Sessions 9:00AM–12:30PM, 1:30PM–3:00PM. <i>Let's go for a walk! 5:00 PM on (return on your own.)</i>
Tuesday July 20, '04	Registration 7:30AM-3:00PM. Editorial Board Meeting 7:30AM- 8:30AM Concurrent Sessions 9:00AM–12:30AM, 1:30PM–3:00 PM. <i>East Coast Excursion 4:00 PM on (64 Euros per person; the fee includes: AC coach and guiding, entrance tickets to Filerimos & Valley of Butterflies, dinner and Greek party show, taxes)*</i>
Wednesday July 21, '04	Registration 7:30AM-12:30PM. Concurrent Sessions 8:30AM–12:30PM. Luncheon 1:00PM–3:00PM. <i>Lindos Excursion 4:00PM on (65 Euros per person; the fee includes: AC coach and guiding, entrance tickets to Lindos, dinner at beach tavern, taxes.)*</i>

<p>Thursday July 22, '04</p>	<p>Registration 7:30AM-1:00PM. Concurrent Sessions 9:00AM–1:00PM, 2:00PM–3:00PM.</p> <p><i>Medieval Town of Rhodes Excursion 4:00PM on (52 Euros per person; the fee includes: AC coach and guiding, entrance tickets, dinner at Romeo with live Greek music.)*</i></p>
<p>Friday July 23, '04</p>	<p>Recommended after Conference Day-long Excursion!</p> <p><i>Day-long trip (8:00AM-5:00PM) by boat to Marmaris Turkey; 50 minutes one way. Ticket plus taxes 55 Euros, Passport may be required, Sticker-type visa fees may apply; for US citizens sticker-type visa would cost about 100 Euros.</i></p>

(*) Minimum number of participants required = 20.

INSTRUCTIONS TO PROGRAM PARTICIPANTS

Session Time Allocations: Most sessions are 90 minutes long; some are 120 minutes long. Each presenter should take no more than 20 minutes. Each Discussant should take no more than 10 minutes. Any remaining time should be devoted to open discussion.

Session Chairs: Assume overall responsibility for your session. Make an effort to contact the session participants before the meeting. Inform them that each presentation room will be equipped with an overhead projector and flipchart. Ask them if they have any special needs relating to their presentation and/or discussion and, in collaboration with the registration desk, try to satisfy those needs. Arrive at the session room 10 minutes in advance and make sure that it is properly equipped. Welcome and introduce the participants. Start the session on time and adhere to the time schedule. Discussants should follow presenters. Moderate the open discussion to the best of your ability.

Presenters: Stay within the allotted time even though it may not be enough! Be well prepared. Please do not just read your paper. Your presentation of main points, methods, and conclusions should lead to a fruitful discussion during and

after the session. Bring with you and make available several copies of your manuscript. Only overhead projectors and flipcharts will be provided in the meeting rooms. If you decide to use your own electronic equipment please carry appropriate conversion transformers required by local electricity constraints.

Discussants: Be prepared to offer your "positive" remarks first. Then offer any "negative" remarks in a constructive way. Stay within the allotted time. If you cannot meet your commitment, please make an effort to find a substitute discussant, and contact the registration desk as well as the session chair immediately. Please contribute as much as you can to the discussion of all papers. If the session's chair is absent, the last discussant listed should take on the role of the chair.

SESSIONS, PANELS & ROUNDTABLES

Monday, July 19, 2004
9:00 AM – 10:30 AM
Alpha Room

Session [1]: Government Finance &
The Petroleum Industry.

CHAIR: Venkareddy Chennareddy,
U.S. General Accounting Office, USA.

AUTHORS & TITLES:

Nika Sokol-Knjaz & Ana Andabaka, University of Zagreb, Croatia.
Reform of the Fiscal System in the Republic of Croatia. ¹

Mohamed A. Ramady, King Fahd University of Petroleum and Minerals, Saudi Arabia.
Government Finances: A Case Study of Saudi Arabian Budgetary Structural Reforms. ²

Jo Voola, University of Western Australia, Australia
Competitive Behaviour and Industry Structure: A Case Study of the Petroleum Industry. ³

DISCUSSANTS:

1. **Venkareddy Chennareddy**, U.S. General Accounting Office, USA.
2. **Nika Sokol-Knjaz**, University of Zagreb, Croatia.
3. **Anastassios Gentzoglani**s, University of Sherbrook, Canada.

Monday, July 19, 2004
9:00 AM – 10:30 AM
Beta Room

Session [2]: Transition Issues I.

CHAIR: **Olga Kiula**, University of Warsaw, Poland.

AUTHORS & TITLES:

John Marangos, Colorado State University, USA
Alternative Perspectives to Social Policy during Transition. ¹

Robert H. Nigohosian, Salt Lake Community College, USA.
From Market to Plan: An Update on the Transition from State Owned Enterprises (SOEs) to Privately Owned Corporations in China. ²

Pellegrino Manfra, City University of New York, USA
An Econometric Analysis of Foreign Direct Investment to Eastern European Countries. ³

DISCUSSANTS:

1. **Jamal A. Rashed**, Xavier University, USA.
2. **Pellegrino Manfra**, City University of New York, USA.
3. **Olga Kiula**, University of Warsaw, Poland.

Monday, July 19, 2004
9:00 AM – 10:30 AM

Gamma Room

Session [3]: Strategic Planning, Work Organization & Corporate Responsibility.

CHAIR: **Eucario Gasca-Leyva**,
Cordemex, Merida, Mexico.

AUTHORS & TITLES:

Tomislav Rados, AutoZubak, Zagreb, Croatia.
Strategic Planning and the New Market Paradigm.¹

Ylva Falholm, Lulea University of Technology, Sweden.
Challenging Boundaries: Evaluation of Work Organization at Sunderby Hospital
from a Process and Patient Oriented Perspective.²

**Darko Tipuric, Mislav Ante Omazic &
Domagoj Hruska**, University of Zagreb, Croatia.
Corporate Social Responsibility and Croatian Managers – Empirical Study.³

DISCUSSANTS:

1. **Lena Rantakyro**, Lulea University of Technology,
Sweden.
2. **M. R. Esfidani**, University of Tehran, Iran; &
Ioannis-Dionysios Salavrakos, London Metropolitan
University, England.
3. **Peter- Jan Engelen**, Utrecht University, The Netherlands.

**Monday, July 19, 2004
9:00 AM – 10:30 AM
Delta Room**

Session [4]: Economic Models, Tax Incidence & Efficiency.

CHAIR: **Kyle Bruce**, Bristol University, UWE, UK

AUTHORS & TITLES:

David Floyd, University of Lincoln, UK.
Does the UK Government have an Effective Economic Model? ¹

John Ablett & Neil Hart, University of Western Sydney, Australia.
Corporate Income Tax Reform: The Neglected Issue of Tax Incidence. ²

Katerina Lyroudi, University of Macedonia, Greece;
Athanasios Koulakiotis, Dimitrios Angelidis,
University of Wales, Bangor, UK; &
Niki Glaveli, University of Macedonia, Greece.
The Efficiency of Hospital Operations in Hellas: Regular Versus University
Clinics. ³

DISCUSSANTS:

1. **Ioannis Lazaridis**, University of Macedonia, Greece.
2. **Maria Italia**, Victoria University, Australia.
3. **Jorg Borrmann**, Vienna University, Austria.

Monday, July 19, 2004
11:00 AM – 12:30 PM
Alpha Room

Session [5]: Inflation, Taxation & Ownership/Control in the EU.

CHAIR: **Mohamed A. Ramady**, King Fahd University of Petroleum and Minerals, Saudi Arabia.

AUTHORS & TITLES:

Jane M. Binner, Aston University, UK;
Alicia M. Gazely, Nottingham Trent University, UK; &
Thomas Elger, Lund University, Sweden.
Dynamic Neural Network Based Inflation Forecasts for the UK. ¹

Maria Italia, Victoria University, Australia.
Enhancing Client Privilege for Taxpayers - An Australian Setting. ²

Mikael Olsson, (BFMG) & (BEEGS), University College of South Stockholm, Sweden; &
Michael Rafferty, University of Western Sydney, Australia and BFMG.
Transparency of Ownership and Control in the New Member States of the EU. ³

DISCUSSANTS:

1. **Elizabeth Springler**, Vienna University, Austria.
2. **Mohamed A. Ramady**, King Fahd University of

Petroleum and Minerals, Saudi Arabia; &
David Floyd, University of Lincoln, UK.

3. **Dermot McAleese**, The University of Dublin, Ireland.

Monday, July 19, 2004
11:00 AM – 12:30 PM
Beta Room

Session [6]: Ethics, Consumption & Competitiveness.

CHAIR: Peter-Jan Engelen,
Utrecht University, The Netherlands.

AUTHORS & TITLES:

Peter- Jan Engelen,
Utrecht University, The Netherlands; &
L. Van Liedekerke,
University of Leuven, Belgium.
An Ethical Analysis of Regulating Insider Trading.¹

Allan Ward,
Plymouth University, UK.
Having Being and Consumption; A Critical Realist's Response.²

Josip Tica, Vlatka Bilas & Danijela Čenan,
University of Zagreb, Croatia.
Competitiveness of Croatia and its Strategy.³

DISCUSSANTS:

1. **Penny Ciancanelli**, Strathclyde University, UK.
2. **Peter F. Bell**, State University of New York, USA.
3. **Allan Ward**, Plymouth University, UK.

Monday, July 19, 2004
11:00 AM – 12:30 PM

Gamma Room

Session [7]: Franchise Bidding, Strategic Sourcing & Industry Competitiveness.

CHAIR: Perez Yannick, University of Paris, France.

AUTHORS & TITLES:

Jorg Borrmann & Michaela Schaffhauser-Linzatti,
University of Vienna, Austria.

Franchise Bidding with Differences in Demand.¹

Kyle Bruce & Jason Jay, Bristol Business School, UWE, UK.

Strategic Sourcing in the UK Mobile Telephony Market.²

Venkareddy Chennareddy, U.S. General Accounting Office, USA.

An Innovative Measure of Industry Competitiveness and its Relevance to Industry Performance.³

DISCUSSANTS:

1. **Jo Voola**, University of Western Australia, Australia.

2. **Perez Yannick**, University of Paris, France.

3. **Elsa Michailidou**, University of Macedonia, Greece.

Monday, July 19, 2004

11:00 AM – 12:30 PM

Delta Room

Session [8]: Stock & Exchange Markets.

CHAIR: Ho-don Yan, Feng Chia University, Taiwan.

AUTHORS & TITLES:

David Allen, Lee K. Lim & Trent Winduss
Edith Cowan University, Western Australia.

The Present Value of Pacific Basin Stock Markets: Some Time-Series tests
applying long-run structural modelling.¹

Rob Bianchi, Michael E. Drew & John Polichronis
Queensland University of Technology, Australia.

A Test of Momentum Trading Strategies in Foreign Exchange Markets: Evidence from the G7.²

Evangelos Giouvris, University of Durham, UK.

Trading Mechanisms and Value Effects: Evidence from the London Stock Exchange.³

DISCUSSANTS:

1. **Ioannis Papanastasiou**, University of Macedonia, Greece.
2. **Koichi Takeda**, Hosei University, Japan.
3. **Ho-don Yan**, Feng Chia University, Taiwan.

Monday, July 19, 2004

1:30 PM – 3:00 PM

Alpha Room

Session [9]: Education Issues & Counterfeit Markets.

CHAIR: **John Marangos**,

Colorado State University, USA.

AUTHORS & TITLES:

Nasr Saleh, Al-Zaytoonah University of Jordan, Jordan.

Quality Assurance as reflected in the Criteria for General Accreditation of Private Universities in Jordan.¹

Timothy Rodgers, Coventry Business School, UK.

Developing a Measure of Value Added for U.K. Higher Education: What Lessons Can be Learnt from the Recently Published Measures of Value Added in the U.K. Secondary Education.²

Theo Papadopoulos, Victoria University, Australia.

Black Markets for Counterfeit and Pirate Products.³

DISCUSSANTS:

1. **Jennifer Rowley**, University of Wales, Bangor, UK.
2. **John Marangos**, Colorado State University, USA.

3. **Terence Wendell Brathwaite**, Coventry University, UK.

Monday, July 19, 2004
1:30 PM – 3:00 PM
Beta Room

Session [10]: Accounting Issues.

CHAIR: **Patricia Stanton**, University of Newcastle, Australia.

AUTHORS & TITLES:

Jeffrey Faux & Victoria Wise, Victoria University, Australia
Implications for Small Business upon the Adoption of International Accounting Standards: The Case of Differential Reporting In Australia. ¹

Evangelos Koumanakos, Costas Siriopoulos & Antonios Georgopoulos, University of Patras, Greece.
A Survey of the Approaches used in Detecting Earnings Management. ²

Ming-Ling Lai, MARA University of Technology, Malaysia;
Siti-Normala Sheikh Obid, International Islamic University, Malaysia;
Norizan Mohd Kassim, United Arab Emirates University, UAE; &
Ahamed-Kameel Mydin Meera, International Islamic University, Malaysia.
Tax Practitioners' Acceptance of the Electronic Filing System: An Empirical Test Using Structural Equation Modeling. ³

DISCUSSANTS:

1. **Yiota Pastra**, ALBA, Greece.
 2. **Victoria Wise**, Victoria University, Australia.
 3. **Dimitrios Ginoglou**, University of Macedonia, Greece.
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Monday, July 19, 2004
1:30 PM – 3:00 PM
Gamma Room

Session [11]: Demographics & Human Resources.

CHAIR: Thomas Fent,
Vienna Institute of Demography, Austria.

AUTHORS & TITLES:

Thomas Fent, Vienna Institute of Demography, Austria
Economic Growth and the Second Demographic Transition. ¹

Lelsie T. Szamosi & I. Piperkova,
City College / University of Sheffield, Greece.
Benchmarking the Use of Motivating Language During Organizational Change in South-
Eastern Europe: A Case Study. ²

Alka Obadic & Oliver Kesar, University of Zagreb, Croatia
Tourism Employment Profile and Trends – Empirical Evidence from Croatia. ³

DISCUSSANTS:

1. **Alka Obadic,** University of Zagreb, Croatia.
2. **Ylva Falholm,** Lulea University of Technology, Sweden.
3. **Leslie T. Szamosi,** City College / University of
Sheffield, Greece.

Monday, July 19, 2004
1:30 PM – 3:00 PM
Gamma Room

Session [12]: Transition & EU.

CHAIR: Robert H. Nigohosian,
Salt Lake Community College, USA.

AUTHORS & TITLES:

Jamal A. Rashed, Xavier University, USA;
Subarna K. Samanta,
The College of New Jersey, USA; &
Nasr Saleh, Al-Zaytoonah University of Jordan, Jordan.
Corruption and Foreign Direct Investment Flows In Transition Countries: An
Analysis. ¹

Manuela Tvaronaviene, Vilnius Gediminas Technical University, Lithuania.
Tendencies of Structural Changes in Transition Economies: Case of Lithuania. ²

Michailidou Elsa, Stammenou Ioanna & Kariofillidou Gesthimani, University of Macedonia, Greece.

Direct Foreign Investments in the Countries Entering the E.U.: The Case of Bulgaria and Romania.³

DISCUSSANTS:

1. **Robert H. Nigohosian**, Salt Lake Comm. College, USA.
2. **Davor Zoricic**, University of Zagreb, Croatia.
3. **Peter von Staden**, Bristol University, AWE, UK.

Tuesday, July 20, 2004
9:00 AM – 10:30 AM
Alpha Room

Session [13]: Empirical & Quantitative Studies.

CHAIR: **Victor Portougal**,
University of Auckland, New Zealand.

AUTHORS & TITLES:

Eirini Lykouropoulou & Panagiotis Lazaridis, Agricultural University of Athens, Greece.

Consumer Willingness to Pay for Organic products in Greece: The Case of Organic Fruits and Vegetables.¹

Anita Ghatak, The University of Greenwich, UK.

Stationarity and Structural Breaks: The Case of Italy in the Twentieth Century.²

Eucario Gasca-Leyva, Center of Research and Advanced Studies Mérida, Mexico;
Juan Hernandez & Alejandro Flores-Nava, Spain.

Management Strategies for Bullfrog Production in Inundated System.³

DISCUSSANTS:

1. **Eucario Gasca-Leyva**, Center of Research and Advanced Studies Mérida, Mexico; &
Marie-Louise Fry, University of Newcastle, Australia.
2. **Jane Binner**, Aston University, UK.

3. **Victor Portougal**, University of Auckland, New Zealand.

Tuesday, July 20, 2004
9:00 AM – 10:30 AM
Beta Room

Session [14]: Debt Contracts, Corporate Performance & Leveraged Buy-Outs.

CHAIR: Jamal A. Rashed,
Xavier University, USA.

AUTHORS & TITLES:

Ghaleb Awad El-Refae,
Al- Zaytoonah University of Jordan, Amman, Jordan; &
Jamal A. Rashed, Xavier University, USA.

Optimal Investment under Standard Debt Contract: Knowledge Management Approach. ¹

Jordan Shan,
Victoria University, Australia and Peking University, China; &
Shengping Zhang, Peking University, China.

Independent Directorship and Corporate Performance: The Empirical Evidence from China.²

Apostolos Dasilas, University of Macedonia, Greece;
Athanasios Koulakiotis, University of Wales, UK;
Panagiota Chroni & Ioanna Kantarou,
City University Business School, UK.

Nature and Techniques of Leveraged Buy-Outs: The Case of RJR Nabisco. ³

DISCUSSANTS:

1. **Jordan Shan**, Victoria University, Australia and Peking University, China.
2. **Lai M. M.**, Multimedia University, Malaysia.
3. **Aristeidis G. Samitas**, University of the Aegean, Greece.

Tuesday, July 20, 2004
9:00 AM – 10:30 AM
Gamma Room

Session [15]: Legal Environment & Remedies.

CHAIR: Andrew Marks,
University of Western Sydney, Australia.

AUTHORS & TITLES:

Gerrit Radder, University of Port Elizabeth, South Africa.
Developments in Forensic Auditing and Accounting in South Africa since 1994.¹

Peter von Staden, Bristol Business School, UWE, UK.
Government and Business Relations: Independent Actors in Negotiating the Iron and Steel Business Promotion Law (1917).²

Terrence Wendell Brathwaite, Coventry University, UK.
Globalisation, Morality and Legal Remedies: An African-Diasporic Perspective.³

DISCUSSANTS:

1. **Thomas Fent,** Vienna Institute of Demography, Austria.
2. **Terrence Wendell Brathwaite,** Coventry Univ., UK.
3. **Andrew Marks,** Univ. of Western Sydney, Australia.

Tuesday, July 20, 2004
9:00 AM – 10:30 AM
Delta Room

Session [16]: MNCs, Tourism & Monopoly Franchise.

CHAIR: Marcus Marktanner,
American University of Beirut, Lebanon.

AUTHORS & TITLES:

Mohd Zain Mohamed,
UAE University, United Arab Emirates; &
Raja Nerina Raja Yusof, University Putra, Malaysia.
Relationship between Controlled Mechanisms and Nationality, Level of Ownership, and Type of International Strategies of MNCs.¹

Ferda Halicioglu , The University of Greenwich, UK.
An ARDL Model of Aggregate Tourism Demand for Turkey.²

Jorg Borrmann, University of Vienna, Austria.

Awarding Monopoly Franchises Repeatedly: Are Second-Best Block-Rate Tariffs Attainable Without Regulation? ³

DISCUSSANTS:

1. **Ioannis-Dionysios Salavrakos**, London Metropolitan University, England.
2. **Sam Mirmirani**, Bryant College, USA.
3. **Venkareddy Chennareddy**, U.S. General Accounting Office, USA.

**Tuesday, July 20, 2004
11:00 AM – 12:30 PM
Alpha Room**

**Session [17]: Marketing: Bank Retention,
Road Safety & Humour.**

CHAIR: Jennifer Rowley,
University of Wales, Bangor, UK.

AUTHORS & TITLES:

Norizam Mohd Kassim,
United Arab Emirates University, U.A.E.; &
Nizar Souiden, University of Sharjah, U.A.E.
Investigating Determinants of Bank Retention: A Confirmatory Study. ¹

Marie-Louise Fry, **University of Newcastle, Australia**
Persuasive Strategies: The Effect of Advertisement Orientation in Road Safety Advertising. ²

Sofia Daskou, Konstantinos Liakos,
University of Strathclyde, UK; &
Cleopatra Veloutsou, Glasgow University, UK.
The Effect of Humour on Audiences Levels of Attention and Persuasion: A Comparative study between Greece and the UK. ³

DISCUSSANTS:

1. **Ajit Nayak**, Bristol University, UK.
2. **Norizam Mohd Kassim**, United Arab Emirates University, U.A.E.

3. **Jennifer Rowley**, University of Wales, Bangor, UK.

Tuesday, July 20, 2004
11:00 AM – 12:30 PM
Beta Room

Session [18]: Mergers & Finance.

CHAIR: **William Worner**,
University of Western Sydney, Australia.

AUTHORS & TITLES:

Ioannis Lazaridis, Ioannis Papanastasiou & Athanasios Noulas, University of Macedonia, Greece.
Results of Mergers and Acquisitions of Greek Businesses. ¹

Minas Pediaditakis, Technological Education Institute of Crete, Greece.
Preventing Financial Crisis in a Globalizing Context. ²

Fumiko Takeda, University of Tokyo, Japan; &
Koichi Takeda, Hosei University, Japan.
Refinance and Coordination among Multiple Creditors and a Debtor Firm. ³

DISCUSSANTS:

1. **David Allen**, Edith Cowan University, Australia.
 2. **Ghaleb Awad El-Refae**, Al- Zaytoonah University of Jordan, Amman, Jordan.
 3. **Nathan Berg**, University of Texas at Dallas, USA.
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Tuesday, July 20, 2004
11:00 AM – 12:30 PM
Gamma Room

Session [19]: Accounting & Bankruptcy.

CHAIR: **John Stanton**, University of Western Sydney, Australia.

AUTHORS & TITLES:

Patricia Stanton, University of Newcastle, Australia; &
John Stanton, University of Western Sydney, Australia.
How do Local Governments Discharge their Accountability? ¹

**Panayiotis Tahinakis, Nicolaos Protogeros &
Dimitrios Ginoglou**, University of Macedonia, Greece.
The Application of International Accounting Standards in Greece: The Case of
Measuring Goodwill. ²

Venkareddy Chennareddy,
U.S. General Accounting Office, USA.
An Econometric Program Evaluation of the Effect of the Bankruptcy Reform Act
of 1978 on Business Debtor Bankruptcy Filings in the United States. ³

DISCUSSANTS:

1. **Dimitrios Ginoglou**, University of Macedonia, Greece.
2. **Patricia Stanton**, University of Newcastle, Australia.
3. **Kyle Bruce**, Bristol University UWE, UK.

**Tuesday, July 20, 2004
11:00 AM – 12:30 PM
Delta Room**

Session [20]: Panel I

Theme: Economic Development.

PANEL CHAIR: Stuart Lynn, Assumption College, USA.

PANELISTS:

**Jamal A. Rashed, Nancy Bertaux &
Adekunle Okunoye**, Xavier University, USA.
Knowledge Management and Economics Development in Developing Countries: An
Examination of the Main Enablers. ¹

Marcus Marktanner, American University of Beirut, Lebanon.
Fragile Democratization – Please Handle With Care! ²

Thierry Cailleau, University of Angers, France.

Imbalances History: Origin and Perspectives. ³

DISCUSSANTS:

1. **Manuela Tvaronaviciene**, Vilnius Gediminas Technical University, Lithuania.
2. **Stuart Lynn**, Assumption College, USA.
4. **Marko Kolakovic**, University of Zagreb, Croatia; & **Shabnamjit Sing Hundal**, Apee Jay College of Fine Arts, Jalanadhar, INDIA.

Tuesday, July 20, 2004
1:30 PM – 3:00 PM
Alpha Room

Session [21]: Banking & Trade.

CHAIR: Nikolaos Philippas,
University of Piraeus, Greece.

AUTHORS & TITLES:

Christos Nicolaidis & George Michalopoulos,
University of Macedonia, Greece.
Empowerment in the Greek Banking Sector: An Exploratory Study. ¹

Antonios Antoniou & Gioia M. Pescetto, University of Durham, UK; &
Ibrahim Stevens, Bank of England, UK.
Market-Wide and Sectoral Integration: Evidence from the UK, US and Europe. ²

Ho-don Yan, Feng-Chia University, Taiwan.
Casual Relationship between the Current Account and Financial Account. ³

DISCUSSANTS:

1. **Gioia M. Pescetto**, University of Durham. UK.
 2. **Michael Drew**, Queensland University of Technology, Australia.
 3. **Christos Nicolaidis**, University of Macedonia, Greece.
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Tuesday, July 20, 2004
1:30 PM – 3:00 PM
Beta Room

Session [22]: Spatial Issues: Clusters & Regions

CHAIR: **Lisa Bradley**, University of Ulster, UK.

AUTHORS & TITLES:

Ozlem Oz, Middle East Technical University, Turkey.
*Clusters and Competitive Advantage: A Critical Review of Literature.*¹

Aleksander Aristovnik, University of Ljubljana, Slovenia.
The Reform of the EU's Structural / Cohesion Policy – From Divergence to
Convergence?²

Nils Groes, AKF – Institute of Local Government Studies, Denmark.
Regional Economic Development and the Fate of Local Governments in
Denmark.³

DISCUSSANTS:

1. **Ferda Halicioglu**, The University of Greenwich, UK.
2. **Lisa Bradley**, University of Ulster, UK.
3. **Marcus Marktanner**, American University of Beirut,
Lebanon.

Tuesday, July 20, 2004
1:30 PM – 3:30 PM
Beta Room

**Session [23]: Speculative Markets &
Financial Management.**

CHAIR: **Maria Italia**, Victoria University, Australia.

AUTHORS & TITLES:

Dimitris F. Kenourgios, University of Athens, Greece &
Aristeidis G. Samitas, University of the Aegean, Greece.

Testing Efficiency of the Copper Futures Market: New Evidence from London Metal Exchange. ¹

Ming Ming Lai, Kelvin Tan Kong Guan &

Siok-Hwa Lau, Multimedia University, Malaysia.

The Application of Variable Moving Averages in the Asian Stock Markets. ²

Ioannis Lazaridis & Katerina Lyroudi, University of Macedonia, Greece.

Short-term Financial Management of the Business in Greece and in Cyprus. ³

DISCUSSANTS:

1. **John Polichronis**, Queensland University of Technology, Australia.
2. **Athanasios Noulas**, University of Macedonia, Greece.
3. **David Floyd**, Lincoln University, UK.

Tuesday, July 20, 2004

1:30 PM – 3:30 PM

Delta Room

Session [24]: Management & Marketing

CHAIR: **Steve Bakalis**, University of Victoria, Australia.

AUTHORS & TITLES:

Marko Kolakovic,

University of Zagreb, Croatia.

Management Practices and Strategies in a Virtual Economy. ¹

Guilherme D. Pires, University of Newcastle, Australia; &

John Stanton, University of Western Sydney, Australia.

Prioritising Opportunities for Ethnic Marketing Segmentation. ²

Hashem Aghazadeh, Mohammad R. Esfidani & Masoud Karami Zarandi,

University of Tehran, Iran.

Competitive Advantage in the Knowledge Economy: an Epistemological Approach. ³

DISCUSSANTS:

1. **Steve Bakalis**, University of Victoria, Australia.

2. **Orsay Kucukemiroglu**, Pennsylvania State Univ., USA.

3. **Marko Kolakovic**, University of Zagreb, Croatia.

**Wednesday, July 21, 2004
8:30 AM – 10:30 AM
Alpha Room**

Session [25]: Accounting & Investing.

CHAIR: Gary Baker, Washburn University, USA.

AUTHORS & TITLES:

Tom Clevenger & Gary Baker, Washburn University, USA
Spiders and Diamonds verses the Dogs of the Dow.¹

Nikolaos Philippas, University of Piraeus, Greece.
Some New Evidence on Timing and Security Selection Skill of Greek Mutual Fund Managers.²

Gregory Phillip & Patricia Stanton,
University of Newcastle, Australia.
Accounting for Railway Heritage Assets? ³

Despina Whitefield, Victoria University, Australia;
Louise Kloot, Swinburne University, Australia; &
Jim Sillitoe, Victoria University, Australia.
Personal and Interpersonal Skills Development in the Preparation of Accountants. ⁴

DISCUSSANTS:

1. **Michael Drew**, Queensland University of Technology, Australia.

2. **Michael Rafferty**, University of Western Sydney, Australia.

3. **Gary Baker**, Washburn University, USA.

4. **Michael Ulinski**, Pace University, USA.

**Wednesday, July 21, 2004
8:30 AM – 10:30 AM**

Beta Room

Session [26]: Management & Virtual Leader Simulation Workshop

CHAIR: Michael Novak,
University of Massachusetts Boston, USA.

AUTHORS & TITLES:

Steve Bakalis, Victoria University, Australia; &
Therese A Joiner, La Trobe University, Australia.

The Journey from the Apollonian to the Athenian Organizational Culture: Implications for Greek and Thai Managers.¹

Lena Rantakyro, Luleå University of Technology, Sweden.
Knowledge Management in Small Firms.²

Michael Novak, University of Massachusetts Boston, USA; &
Jeanne Aurelio, Bridgewater State College, USA.
Virtual Leader: A Promising Simulation.³

Workshop: Virtual Leader: A Promising Simulation;
Michael Novak, University of Massachusetts Boston, USA; &
Jeanne Aurelio, Bridgewater State College, USA.
Virtual Leader: A Promising Simulation

DISCUSSANTS:

1. **Mislav Ante Omazic,** University of Zagreb, Croatia.
2. **Domagoj Hruska,** University of Zagreb, Croatia.
3. **Thomas Zomack,** University of Magdeburg, Germany; &
Andreas Efstathiades, Cyprus College, Cyprus.

**Wednesday, July 21, 2004
8:30 AM – 10:30 AM
Gamma Room**

Session [27]: Business Strategy: Competitive Advantage & Globalization.

CHAIR: John Sae,
IESEG School of Management, Lille, France.

AUTHORS & TITLES:
John F. Mahon, University of Maine, USA; &

Steven L. Wartick, University of Northern Iowa, USA
Assessing Corporate Social Performance: Linking Strategy and Stakeholders of the Firm. ¹

Patricia Murtagh, Sheffield University, UK.
The Relationship between Innovation Contingencies and Dynamic Capabilities in Software Development. ²

Christos Pitelis, The Judge Institute of Management and Queens' College, University of Cambridge, UK.
Limits to Globalization: Clusters and Inward Investment in a Strategy for Competitiveness and Convergence of Transition Economies. ³

John Sae, IESEG School of Management, Lille, France.
Globalization and its Impact on National Economies and Enterprises. ⁴

DISCUSSANTS:

1. **John Sae**, IESEG School of Management, Lille, France;
& **Christos Pitelis**, The Judge Institute of Management and Queens' College, University of Cambridge, UK.
2. **Steven L. Wartick**, University of Northern Iowa, USA.
3. **Timothy Rodgers**, Coventry University, UK.
4. **John F. Mahon**, University of Maine, USA.

Wednesday July 21, 2004
8:30 AM – 10:30 AM
Delta Room

Session [28]: Behavioral & Health Economics.

CHAIR: **Nathan Berg**,
University of Texas at Dallas, USA.

AUTHORS & TITLES:

Nathan Berg, University of Texas at Dallas, USA
Decision-Making Environments in Which Unboundedly Rational Decision Makers Choose to Ignore Relevant Information. ¹

Sam Mirmirani & Matthias Lippmann
Bryant College, USA.
Assessing Health Care Efficiency of OECD Countries with Data Envelopment Analysis (DEA). ²

Yildiz Y. Guzey, Kadir Has University, Turkey.
Stress Sources affecting Managers in Health Care Industry in Turkey. ³

Laetitia Radder, Port Elizabeth Technikon, South Africa.
Motives of the Trophy Hunting Experience: A Suggested Typology. ⁴

DISCUSSANTS:

1. **Theo Papadopoulos**, Victoria University, Australia.
2. **Nils Groes**, AKF, Denmark.
3. **Laetitia Radder**, Port Elizabeth Technikon, South Africa.
4. **Inga Pucure**, Latvia University of Agriculture, Latvia.

**Wednesday, July 21, 2004
11:00 AM – 12:30 PM
Alpha Room**

Session [29]: Roundtable

**Theme: Hosting the Olympics;
Business & the Economy.**

MODERATOR:

Peter F. Bell
State University of New York, Purchase NY, USA.

ROUNDTABLE PARTICIPANTS (in alphabetical order):

Steve Bakalis, Victoria University, Australia.

Lisa Bradley, University of Ulster Coleraine, Northern Ireland.

Kyle Bruce, Bristol Business School UWE, UK.

Thomas Fent, Vienna Institute of Demography, Austria.

Ferda Halicioglu, The University of Greenwich, UK.

Pellegrino Manfra, City University of New York, USA.

Neil Hart, University of Western Sydney, Australia.

Marcus Marktanner, American University of Beirut, Lebanon

Mislav Ante Omazic, University of Zagreb, Croatia.

Nikolaos D. Philippas, University of Piraeus, Greece.

Cleopatra Veloutsou, Glasgow University, UK.

Wednesday, July 21, 2004
11:00 AM – 12:30 PM
Beta Room

Session [30]: Empirical & Quantitative Applications.

CHAIR: Andreas Efstathiades, Cyprus College, Cyprus.

AUTHORS & TITLES:

Andreas Drichoutis, Panagiotis Lazaridis,
Agricultural University of Athens, Greece; &
Rodolfo Nayga, Texas A&M University, USA.

Determinants of Consumer's Use of Nutritional Food Labels. ¹

Olga Kiula, Warsaw University, Poland; &
Peter Mieszkowski, Rice University, USA.

The Effects of Income, Education and Age on Health. ²

Erne Houghton, University of Sydney, Australia; &
Victor Portougal, University of Auckland, New Zealand.

Storage Capacity Management in a Dynamic Environment. ³

DISCUSSANTS:

1. **Anita Ghatak**, The University of Greenwich, UK.
2. **Panagiotis Lazaridis**, Agricultural University of Athens, Greece.
3. **Domagoj Hruska**, University of Zagreb, Croatia.

Wednesday, July 21, 2004
11:00 AM – 12:30 PM
Gamma Room

**Session [31]: Marketing: Ethnicity,
Captive Consumers & Segmentation.**

CHAIR: Tomislav Rados, AutoZubak, Zagreb, Croatia.

AUTHORS & TITLES:

Guilherme D. Pires, University of Newcastle, Australia; &
John Stanton, University of Western Sydney, Australia.

Income and English Language Proficiency Differences in an Ethnic Community and Effects on Consumer Behaviour. ¹

Ajit Nayak & Antony Beckett,
Bristol Business School, UK.

The Consumption of Relationships CRM and Governmentality. ²

Talha Harcar, Orsay Kucukemiroglu & Jack C. Hayya
Pennsylvania State University, USA.

Market Segmentation by Exploring Buyer Life-Style Dimensions and Ethnocentrism Among Vietnamese Consumers: An Empirical Study. ³

DISCUSSANTS:

1. **Svent Kuenzel**, The University of Greenwich, UK.
2. **Guilherme D. Pires**, University of Newcastle, Australia.
3. **Tomislav Rados**, AutoZubak, Zagreb, Croatia.

**Wednesday, July 21, 2004
11:00 AM – 12:30 PM
Delta Room**

Session [32]: Panel II

Theme: Power Structural Reforms in Various Institutional Settings: International Experiences.

PANEL CHAIR: Anastassios Gentzoglani,
University of Sherbrooke, Canada.

PANELISTS:

Perez Yannick, University of Paris, France.

Credibility As A Trade off in Network Industries. ¹

Anastassios Gentzoglans,

University of Sherbrooke, Canada.

Regulatory Governance in the Electricity Industry: A Country Comparison. ²

Helder Queiroz Pinto Jr. & Mariana Iooty,

Federal University of Rio de Janeiro, Brazil.

Regulation and Entry of New Players in the Electric Sectors: the Brazilian case revisited.

³

DISCUSSANTS:

1. **Anastassios Gentzoglans,** University of Sherbrooke, Canada.
2. **Helder Queiroz Pinto Jr.,** Federal University of Rio de Janeiro, Brazil.
3. **Perez Yannick,** University of Paris, France.

Wednesday, July 21, 2004

1:00 PM – 3:00 PM

La Terrasse Restaurant, Rodos Palace Hotel

Session [33] Luncheon / Keynote Address

**Keynote Speaker: *Jennifer Rowley*
Lecturer, University of Wales, Bangor, UK.**

Jenny Rowley is currently Lecturer in Marketing and Management in the School for Business and Regional Development at the University of Wales Bangor. Her previous post was as Professor and Head of School of Management and Social Sciences at Edge Hill College of Higher Education. She has also held posts in information management at Manchester Metropolitan University, and the University of Central England. From 1999 to 2002 she held a professorial post on a part secondment basis with the Joint Information Services Committee, and holds a Visiting Professorship at the Manchester Metropolitan University. She is Editor of the *Journal of Further and Higher Education*, and is a member of the Editorial Board of a number of other journals including: the *Journal of Information Science*; *e-Service Journal*, *Library Hi-Tech* and *Management Decision*. Jenny has diverse research interests which revolve around the use of information systems, and embrace aspects of information management, knowledge management, and marketing. She is particularly interested in e-business, and customer relationships and service in online environments. In addition to contributing to many academic and professional journals. Jenny has authored or co-authored a number of textbooks, including: *Organising Knowledge* 3rd edition, Gower, *The Electronic Library* 4th edition. Facet Publishing, *Information Marketing*, Facet Publishing and *E-Business; Principles and Practice*, Palgrave.

The title and abstract of Dr. Rowley's talk are:

Customer Knowledge Management; A Core Organisational Competency for the New Millennium?

Abstract

Despite the challenges associated with defining concepts such as knowledge and knowledge management, there is a general recognition that knowledge is a key organisational and business asset, and that customer knowledge is one of the key knowledge bases for organisations. Customer knowledge management (CKM) is at the origin of most improvements in customer value. Many organisations have a lot of data about their customers, but have achieved less success in transforming that data into business intelligence and customer knowledge. Customer knowledge management can be defined as 'processes that manage customer knowledge, to ensure their optimisation.' The paper will explore CKM in terms of questions that capture the challenges for organisations as they seek to enhance their CKM processes:

1. What is customer knowledge management?
2. Which customer knowledge needs to be managed?
3. For what purposes does customer knowledge need to be managed?
4. Which knowledge-based processes need to be managed in CKM?
5. Can Customer relationship management (CRM) deliver CKM?
6. How can customer knowledge embedded in different business and organisational processes be made available, at points of interaction with customers?
7. How can organisations enhance their customer knowledge competence?
8. Can organisations learn with customers?
9. How do organisations manage the changing nature of both customer bases and customer knowledge?
10. How can organisations measure or audit their customer knowledge competence?

**Thursday, July 22, 2004
9:00 AM – 10:30 AM
Alpha Room**

Session [34]: Monetary Policy & Capital Flows.

CHAIR: Jane M. Binner, Aston University, UK.

AUTHORS & TITLES:

Yutaka Kurihara, Aichi University, Japan.

Why do EU Countries use Inflation Targeting? ¹

Elisabeth Springler, Vienna University, Austria.

How to stabilize capital flows in Central / Eastern Europe: Will the New European Union face an increase in financial fragility? ²

Marijana Ivanov, Tomislav Coric & Davor Zoricic,
University of Zagreb, Croatia.

Monetary Policy Credibility in the Republic of Croatia. ³

DISCUSSANTS:

1. **Anita Ghatak**, The University of Greenwich, UK.
2. **Pellegrino Manfra**, State University of New York, USA.
3. **Yutaka Kurihara**, Aichi University, Japan.

**Thursday, July 22, 2004
9:00 AM – 10:30 AM
Beta Room**

**Session [35]: Spatial Concentration &
Sustainable Forestry.**

CHAIR: **Victor Portougal**,
University of Auckland, New Zealand.

AUTHORS & TITLES:

Ozlem Oz, Middle East Technical University, Turkey.
Geographic Concentration and Competitiveness an Analysis of the Turkish
Experience with the Help of Fuzzy-Set Methods. ¹

Stella Sofocleous & Victoria Wise,
Victoria University, Australia.
**Some Associations Between the Size and Structure of Firms in the Timber
Industry and Sustainable Forestry Practices.** ²

Lisa Bradley, University of Ulster, UK; &
Charles Hickson, Queens University, UK.
A Role of the Good Seal of Approval in Minimising Borrowing Risk to SMES. ³

DISCUSSANTS:

1. **Victor Portougal**, Univ. of Auckland, New Zealand.
2. **Lisa Bradley**, University of Ulster, UK.
3. **Ozlem Oz**, Middle East Technical University, Turkey.

**Thursday, July 22, 2004
9:00 AM – 10:30 AM
Gamma Room**

**Session [36]: Dependency Theory,
Entrepreneurship & Innovation**

CHAIR: Michael Thorpe, Curtin University, Australia.

AUTHORS & TITLES:

Marcus Marktanner, American University of Beirut, Lebanon.

Did Import-Substituting Developing Countries Abuse Dependence Theory? ¹

Aristidis Bitzenis, City College / University of Sheffield, Greece; &

Ersanja Nito, Savings Bank of Albania.

FDI and Entrepreneurship in Albania: Results from a Questionnaire Analysis. ²

Inga Pucure, Latvia University of Agriculture, Latvia.

Innovation and Globalization Interconnections. ³

DISCUSSANTS:

1. **Michael Thorpe**, Curtin University, Australia.

2. **John Sae**, IESEG School of Management, Lille, France.

3. **Danijela Cenan**, University of Zagreb, Croatia.

**Thursday, July 22, 2004
9:00 AM – 10:30 AM
Delta Room**

Session [37]: Panel III

Theme: Corporate Corruption: Sources, Meanings and Actors.

PANEL CHAIR: Peter Bell,

State University of New York, USA.

PANELISTS:

Peter F. Bell, State University of New York, USA
Corporate Corruption, Patriarchy, the State, and Accumulation in Advanced.¹

Penelope Ciancanelli, Strathclyde University, UK
The Social Construction of Corporate Corruption.²

Yiota Pastra, Athens Laboratory of Business Administration (ALBA), Greece
Prestigious not Notorious.³

DISCUSSANTS:

1. **Penelope Ciancanelli**, Strathclyde University, UK.
2. **Yiota Pastra**, Athens Laboratory of Business Administration (ALBA), Greece.
3. **Peter F. Bell**, State University of New York, USA.

Thursday, July 22, 2004
11:00 AM – 1:00 PM
Alpha Room

Session [38]: Accounting Issues & the Environment.

CHAIR: **M. L. Lai**, Multimedia University, Malaysia.

AUTHORS & TITLES:

Michael Ulinski, Pace University, USA.

The Affect on Market Value and Shareholder Perception of Value of Good Corporate Governance in the Wake of Recent Accounting Scandals.¹

Victoria Wise, Victoria University, Australia.

Government Consolidated Financial Reporting: Harmonisation Issues.²

Nilüfer Tetik, Burcu Demirel Utku & Volkan Altintas,
Akdeniz University, Turkey.

A Research of Accommodation Establishments in Terms of Intellectual Capital in Turkey (Antalya Region).³

Shabnamjit Sing Hundal,

Apee Jay College of Fine Arts, Jalanadhar, INDIA.

Environment Related Non-Tariff Barriers Under the New Regime of IPRS.⁴

DISCUSSANTS:

1. **M. L. Lai**, Multimedia University, Malaysia.
2. **Patricia Murtagh**, The University of Sheffield, UK.
3. **Tomislav Coric**, University of Zagreb, Croatia.
4. **Marijana Ivanov**, University of Zagreb, Croatia.

Thursday, July 22, 2004
11:00 PM – 1:00 PM
Beta Room

Session [39]: Finance, Liquidity & Money.

CHAIR: **David Allen**, Edith Cowan University, Australia.

AUTHORS & TITLES:

Michael Rafferty,

University of Western Sydney, Australia and Baltic Financial Markets Group, Univ. College of South Stockholm Sweden; &

Dick Bryan, University of Sydney, Australia.

Financial Derivatives and Monetary Theory. ¹

Ho-don Yan & Chung-lung Yang,

Feng Chia University, Taiwan.

Intertemporal Balance of Reserve Holdings. ²

William E. Worner,

University of Western Sydney, Australia.

Money, Finance and Structural Change in the Transition Economy of the Lao PDR. ³

A. Antoniou, E. Giouvris & G. Pescetto,

University of Durham, UK.

Systematic Liquidity and Expected Returns: Evidence from the London Stock Exchange. ⁴

DISCUSSANTS:

1. **Minas Pediaditakis**, Technological Education Institute of Crete, Greece.
2. **David Allen**, Edith Cowan University, Australia.
3. **Nikolaos Philippas**, University of Pereaus, Greece.
4. **William E. Worner**, University of Western Sydney, Australia.

Thursday, July 22, 2004
11:00 AM – 1:00 PM

Gamma Room

Session [40]: Management & Marketing Themes

CHAIR: **Michael Novak**,
University of Massachusetts Boston, USA.

AUTHORS & TITLES:

A. Efstathiades, M. Arbelias & E. Iacovou,
Cyprus College, Cyprus.

A Theoretical and Empirical framework for the Successful Knowledge Transfer in the Cyprus Manufacturing Industry. ¹

Thomas Zomack, University of Magdeburg, Germany.

Corporate Identity and its Foundation: an Entrepreneurial Perspective. ²

Sven Kuenzel & Nirmel Saroay, University of Greenwich, UK.

Attitudes Towards Direct Marketing among Ethnic Minorities in the UK. ³

M. R. Esfidani, H. Aghazadeh, S. Reza S. Javadein, M. Haghghi & M. K. Zarandi,
University of Tehran, Iran.

Consumer and salesperson interaction model: A psychological model. ⁴

DISCUSSANTS:

1. **Michael Novak**, University of Massachusetts Boston, USA.
2. **Victor Portougal**, Univ. of Auckland, New Zealand.
3. **John Stanton**, University of Sydney, Australia.
4. **Katerina Lyroudi**, University of Macedonia, Greece.

Thursday, July 22, 2004

11:00 AM – 1:00 PM

Delta Room

Session [41]: The Chinese Economy, Joint Ventures & Trade Issues

CHAIR: **Thierry Cailleau**, University of Angers, France.

AUTHORS & TITLES:

Michael Thorpe, Curtin University, Australia.

The continued Opening of the Chinese Economy: Implications for the Banking system. ¹

Andrew Marks, University of Western Sydney, Australia.

Trade Liberalisation and the Export Orientation of the Australian Manufacturing Sector:
A Disaggregated Study. ²

Ioannis-Dionysios Salavrakos,

London Metropolitan University, England; &

George A. Petrochilos, visiting the University of Birmingham, England.

**Control and Conflict International Joint Ventures: Evidence from Greek Joint
Ventures in Eastern Europe.** ³

Neeru Maheshwari & N V M Roa,

Birla Institute of Technology, INDIA.

An Analytical Framework for Evaluating E-business Models for Selected Trade Sectors. ⁴

DISCUSSANTS:

1. **Aristidis Bitzenis**, City College / University of Sheffield, Greece.

2. **Yutaka Kurihara**, Aichi University, Japan.

3. **Andrew Marks**, University of Western Sydney, Australia.

4. **Kyle Bruce**, Bristol University, UWE, UK.
