

BUSINESS & ECONOMICS SOCIETY INTERNATIONAL

1998 CONFERENCE PROGRAM

Rome / Italy

July 17-21, Hotel Mediterraneo

Friday, July 17, 1998
10:00 AM -11:30 AM
Sala Verde / Mediterraneo

SESSION [1]: Finance I

CHAIR:

Abdol S. Soofi, Univ. of Wisconsin-Platteville, USA

AUTHORS & TITLES:

D.E.Allen, Edith Cowan Univ., Western Australia.
Long-Term and Short-Term Causal Relationships Between Dividends and Stock Prices in
Malaysia: A Time-Series Analysis in the Spirit of Lintner's Model. 1

Abdol S. Soofi, Univ. of Wisconsin-Platteville, USA.
Modeling Rial-Dollar Exchange Rate. 2

Gary Baker, Washburn Univ., Topeka, Kansas, USA.
Estimating Economic Damage and the Treasury Inflation Protection Security. 3

DISCUSSANTS:

1. **Michael Rafferty**, Univ. of W. Sydney, Australia.
2. **D.E.Allen**, Edith Cowan Univ., Western Australia.

3. **Pedro J. Gutierrez**, Univ. de Valladolid, Spain.

Friday, July 17, 1998
10:00 AM -11:30 AM
Sala Cavour / Atlantico

SESSION [2]: Growth Issues

CHAIR:

Gabriele Camera, Purdue Univ., Indiana, USA.

AUTHORS & TITLES:

Tadashi Inoue, Hosei Univ., Japan.

Note on the Strict Concavity of the Value Function of the Two Sector Endogenous Growth Model with Adjustment Costs of Educational Investment. 1

D. Asteriou, Univ. of Macedonia, Thessaloniki, Greece.

C. Siriopoulos, Univ. of Macedonia, Thessaloniki, Greece.

Economic Growth in Greece: The Role of the Stock Market and Political Instability. 2

Stefan C. Wolter, Federal Office for Economic Development and Labour, Berne, Switzerland;

Bernhard A. Weber, Univ. of Berne, Switzerland.

Financing Universities. 3

DISCUSSANTS:

1. **Gabriele Camera**, Purdue Univ., Indiana, USA.

2. **Bernhard A. Weber**, Univ. of Berne, Switzerland.

3. **Mehdi S. Monadjemi**, Univ. of New South Wales, Sydney Australia.

Friday, July 17, 1998
10:00 AM -11:30 AM
Sala Azzurro / Massimo D'Azoglio

SESSION [3]: Labor/Human Resources I

CHAIR:

Tony Mallier, Coventry Univ., UK.

AUTHORS & TITLES:

Joel D. Nicholson, San Francisco State Univ., USA;
Maura Toro-Morn, Illinois State Univ., USA
Masoud Hemmasi, Illinois State Univ., USA
Work-Place Gender Typing Across The Americas. 1

David Brooksbank, Univ. of Glamorgan, UK.
Explaining Trends in Self-Employment: A Growth-Accounting Approach. 2

Clive Collis, Coventry Univ., UK;
Tony Mallier, Coventry Univ., UK.
The Transition from Employment: Gradual Retirement. 3

DISCUSSANTS:

1. **John Burgess**, Univ. of Newcastle, Australia.
2. **B.J. Erasmus**, Univ. of South Africa, South Africa.
3. **E. Sadler**, Univ. of South Africa, South Africa.

Friday, July 17, 1998
12:00 NOON -1:30 PM
Sala Verde / Mediterraneo

SESSION [4]: Macroeconomics I

CHAIR:

Tadashi Inoue, Hosei Univ., Japan.

AUTHORS & TITLES:

Bozena Leven, The College of New Jersey, USA.
Marketization and Poland's Transfer Payments. 1

Gabriele Camera, Purdue Univ., Indiana, USA.
Currency and Illegitimate Activities. 2

Mehdi S. Monadjemi, Univ. of New South Wales, Sydney Australia;
Hyeon-seung Huh, The Univ. of Melbourne, Australia.

Money and Economic Activity: Some International Evidence. 3

DISCUSSANTS:

1. **Tadashi Inoue**, Hosei Univ., Japan.
2. **D.Asteriou**, Univ. of Macedonia, Thessaloniki, Greece.
3. **Sumaia Saheli**, Centro de Desenvolvimento e Planejamento Regional e Urbano - CEDEPLAR - UFMG
São Paulo, BRAZIL.

Friday, July 17, 1998
12:00 NOON -1:30 PM
Sala Cavour / Atlantico

SESSION [5]: Macroeconomics II

CHAIR:

Athina Zervoyianni, Univ. of Patras, Greece

AUTHORS & TITLES:

Athina Zervoyianni, Univ. of Patras, Greece;

George Agiomirgianakis, City Univ., U.K.

Macroeconomic Equilibrium in Interdependent Economies and Illegal Immigration: Is There a Case for a Co-ordinated Approach Towards Controlling the Scale of Migratory Movements? 1

David Floyd, Univ. of East London, England.

Why have recent growth rates varied a great deal across Eastern European Countries? 2

Manuel Wälti, Swiss Institute for Business Cycle Research, Zurich, Switzerland;

Stefan C. Wolter, Federal Office for Economic Development and Labour, Berne, Switzerland.

Explaining Procyclical Labor Productivity

Evidence from Switzerland. 3

DISCUSSANTS:

1. **Manuel Wälti**, Swiss Institute for Business Cycle Research, Zurich, Switzerland.
2. **Stefan C. Wolter**, Federal Office for Economic Development and Labour, Berne, Switzerland.

3. **Athina Zervoyianni**, Univ. of Patras, Greece.

Friday, July 17, 1998
12:00 NOON -1:30 PM
Sala Azzurro / Massimo D' Azoglio

SESSION [6]: Ethics & Human Resources

CHAIR:

John Burgess, Univ. of Newcastle, Australia.

AUTHORS & TITLES:

J.Ballet, Univ. of Versailles-St-Quentin-en-Yvelines,
France;
F.de Bry, Univ. of Versailles-St-Quentin-en-Yvelines,
France.
The Corporate Ethical Responsibility : Which Models? 1

John F. Quinn, Univ. of Dayton, Ohio, USA;
Priscilla R. Reis, Idaho State Univ., USA.
Virtue Ethics and Quality Meetings. 2

John Burgess, Univ. of Newcastle, Australia.
Working-time Deregulation in Australia: How? Why? Implications? 3

DISCUSSANTS:

1. **Clive Collis**, Coventry Univ., UK.
2. **Joel D. Nicholson**, San Francisco State Univ., USA.
3. **Louis M. Seagull**, Pace Univ., New York, USA.

Friday, July 17, 1998
2:00 PM -3:30 PM
Sala Verde / Mediterraneo

SESSION [7]: Industrial Organization I

CHAIR:

Gavin C. Reid, Univ. of St Andrews, Scotland.

AUTHORS & TITLES:

Stefan Szymanski, Imperial College Management School, UK.
The European Soccer Business in the 21st Century. 1

Didier Baudewyns, Univ. Libre de Bruxelles, Belgium.
Modelling Spatial Strategic Interactions in Urban Residential Markets. 2

Gregory J. Petrakis, Univ. of Missouri, Ottawa Univ. & Univ. of Kansas, USA.
Economics of the Multinational corporation and the Nation State. 3

DISCUSSANTS:

1. **Gregory J. Petrakis**, Univ. of Missouri, Ottawa Univ. & Univ. of Kansas, USA.
2. **Stefan Szymanski**, Imperial College Management School, UK.
3. **Gavin C. Reid**, Univ. of St Andrews, Scotland.

Friday, July 17, 1998
2:00 PM -3:30 PM
Sala Cavour / Atlantico

SESSION [8]: Accounting I

CHAIR:

Louis M. Seagull, Pace Univ., New York, USA.

AUTHORS & TITLES:

Jon Woodroof, Middle Tennessee State Univ., USA.
Accountants on the Web. 1

Priscilla R. Reis, Idaho State Univ., USA.

Angeli E. Weller, Fund for Peace, Washington DC, USA
And Justice for All: Human Rights Policy and Performance Metrics of U.S.-based Multinational Firms. 2

Louis M. Seagull, Pace Univ., New York, USA.
Medical Ethics Under Managed Care. 3

DISCUSSANTS:

1. **Antony Cantarella**, Baruch College, NY, USA.
 2. **Antony Cantarella**, Baruch College, NY, USA.
Jon Woodroof, Middle Tennessee State Univ., USA.
 3. **Jon Woodroof**, Middle Tennessee State Univ., USA.
G. Petrochilos, Coventry Business School, England.
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Friday, July 17, 1998

2:00 PM -3:30 PM

Sala Azzurro / Massimo D'Azoglio

SESSION [9]: Labor/Human Resources II

CHAIR:

Pyung E. Han, Truman State Univ., Missouri, USA.

AUTHORS & TITLES:

B. J. Erasmus, Univ. of South Africa, South Africa.

E. Sadler, Univ. of South Africa, South Africa.

A Comparative Study Of Issues Affecting Women In The Workplace. 1

B. J. Erasmus, Univ. of South Africa, South Africa.

M. Brink, Univ. of South Africa, South Africa.

Worker participation in South Africa: the Influence of Legislation. 2

F. Heyecan Giritli, Istanbul Technical Univ., Turkey.

Meric Goktekin, Istanbul Technical Univ., Turkey.

Interpersonal Relations in Construction

Management. 3

DISCUSSANTS:

1. **Pyung E. Han**, Truman State Univ., Missouri, USA.
 2. **Penny-Anne Cullen**, Univ. of Warwick, Coventry, UK.
 3. **David Brooksbank**, Univ. of Glamorgan, UK.
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Reception (Cash Bar)
5:00 PM - 7:00 PM, Roof / Mediterraneo

Saturday, July 18, 1998
9:00 AM -10:30 AM
Sala Verde / Mediterraneo

**SESSION [10]: Industrial Organization &
Governmental Regulation**

CHAIR:

A. Papathanasis, Central Connecticut State Univ., USA.

AUTHORS & TITLES:

A. Papathanasis, Central Connecticut State Univ., USA.
Functional Integration and Antitrust: The United States and the European Union. 1

Grace Sharkey, Napier University, Edinburgh, Scotland;
Janet Lauchlan, Napier University, Edinburgh, Scotland.
Mobility Barrier Analysis. 2

Sandrine Chambaretaud, GREQAM, Marseille, France.
Julien Werle, GREQAM, Marseille, France.
The Impact of Moral Hazard Regulation on Pharmaceutical Industry. 3

DISCUSSANTS:

1. **David Morris**, Coventry Business School, UK.
2. **Gregory J. Petrakis**, Univ. of Missouri, Ottawa Univ. & Univ. of Kansas, USA.
3. **Didier Baudewyns**, Univ. Libre de Bruxelles, Belgium.

Saturday, July 18, 1998
9:00 AM -10:30 AM
Sala Cavour / Atlantico

SESSION [11]: Finance, Direct Investment & Trade

CHAIR:

Michael Rafferty, Univ. of Western Sydney, Australia
& Univ. of Dalarna, Sweden.

AUTHORS & TITLES:

Ron Christner, Loyola Univ., Louisiana, USA.

Michael A. Dalton, Loyola Univ., Louisiana, USA.

An Analysis of the Benefits of Diversifying Common Stock Portfolios Using Future Spreads. 1

Pedro J. Gutierrez, Univ. de Valladolid, Spain.

Modeling Equity Prices and Equity Premia with Specific Shocks. 2

Dick Bryan, Univ. Of Sydney, Australia;

Michael Rafferty, Univ. of Western Sydney, Australia & Univ. of Dalarna, Sweden.

The Global Economy in the Nation: United States and Australian Direct Investment and Trade in the 1980s and 1990s. 3

DISCUSSANTS:

1. **Gregory Koutmos**, Fairfield Univ., Connecticut, USA.

2. **Bansi L. Sawhney**, Univ. of Baltimore, USA.

3. **Nikiforos T. Laopodis**, Villa Julie College, Stevenson, Maryland, USA.

Saturday, July 18, 1998

9:00 AM -10:30 AM

Sala Azzurro / Massimo D'Azoglio

SESSION [12]: Industrial Organization

CHAIR:

Bernard L. Weinstein, Univ. of North Texas, USA.

AUTHORS & TITLES:

Munir Quddus, Univ. Of Southern Indiana, USA.

Dissertations in Economics Completed in Major Canadian Universities: A Profile Based on the 1992 1997 Data Set. 1

Ciaran Driver, Imperial College, London, UK.

Investment and Business Risk in Irish Manufacturing. 2

Zeynep Sozen, Istanbul Technical University, Turkey.

Salih Saginda, Istanbul Technical University, Turkey.

Interorganizational Relations and the Definition of Size: What have we Learnt From the Construction Firm? 3

DISCUSSANTS:

1. **B. J. Erasmus**, Univ. of South Africa, South Africa.

2. **B. J. Erasmus**, Univ. of South Africa, South Africa.

3. **Darko Tipurif**, University of Zagreb, Croatia.

Saturday, July 18, 1998

11:00 AM -12:30 PM

Sala Verde / Mediterraneo

SESSION [13]: Workshop

Education for the 3rd Millennium

Basilis Masoulas

Ph.D., Intellectual Capital Management, Loughborough University, UK.

Professor, Instituto Tecnológico y de Estudios Superiores de Monterrey, Mexico.

George Kostopoulos

Ph.D., Electrical and Computer Engineering, Arizona State University.

Professor, Texas A&M International University, USA.

Saturday, July 18, 1998

1:00 PM -2:30 PM

Sala Cavour / Atlantico

SESSION [14]: Neural Networks & Technical Efficiency

CHAIR:

Sam Mirmirani, Bryant College, Rhode Island, USA.

AUTHORS & TITLES:

J.M. Binner, Nottingham Business School, UK.

A.M. Gazely, Nottingham Business School, UK.

A Neural Network Approach to Inflation Forecasting: The Case of Italy. 1

H. C. Li, Bryant College, Rhode Island, USA;
Sam Mirmirani, Bryant College, Rhode Island, USA;
Alan Olinsky, Bryant College, Rhode Island, USA;
N. Pehlivanis, Bryant College, Rhode Island, USA.
Analysis of Gold Price Movement Using Neural Networks. 2

Sumaia Saheli & Paulo Brmgido Rocha Macedo Centro de Desenvolvimento e Planejamento Regional e Urbano - CEDEPLAR - UFMG São Paulo, BRAZIL.
Technical Efficiency of the Brazilian States - Patterns and Determinants. 3

DISCUSSANTS:

1. **Sam Mirmirani**, Bryant College, Rhode Island, USA.
2. **Vasilis Katsikiotis**, George Washington University, Washington, DC, USA.
3. **Bernard L. Weinstein**, Univ. of North Texas, USA.

Saturday, July 18, 1998

1:00 PM -2:30 PM

Sala Azzurro / Massimo D'Azoglio

SESSION [15]: Management I

CHAIR:

Donald Sutherland, The Institute for SocioEconomic Studies, White Plains, New York, USA.

AUTHORS & TITLES:

Appa Rao Korukonda, St. Bonaventure Univ., New York, USA.

Toward Creating and Enhancing an International Vision: An Exploration of The Hindu Model of Management.1

Nita Parekh & Donald Sutherland, The Institute for SocioEconomic Studies White Plains, New York, USA.

A New Framework For Corporate Philanthropy. 2

S. Safioleas, George Washington Univ., DC, USA;

V. Katsikiotis, George Washington Univ., DC, USA;

G. Michailidis, Stanford University, California, USA.

Strategic Alliances in Information Technology. 3

DISCUSSANTS:

1. Kojo Saffu, Northern Territory Univ., Australia.
 2. C.A. van Dorp, Wageningen Agricultural Univ., The Netherlands.
 3. Darryl W. Miller, Washburn Univ., Topeka, Kansas, USA.
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Saturday, July 18, 1998
1:00 PM - 2:30 PM
Sala Verde / Mediterraneo

SESSION [16]: Panel

Issues in Global Financial Markets

PANEL MODERATOR:

Nikiforos T. Laopodis, Villa Julie College, Stevenson, Maryland, USA.

PANELISTS:

Nikiforos T. Laopodis, Villa Julie College, USA;
Salah Abosedra, Goldey-Beacom College, USA.
Spot and Forward Eurodrachma Market Interactions

Gregory Koutmos, Fairfield Univ., Connecticut, USA.
International Evidence on the Dynamics of Short Term Interest Rates.

Arav Ouandlous, Savannah State Univ., Georgia, USA.
Asymmetries and Nonlinearities in Exchange Rates.

Bansi L. Sawhney, Univ. of Baltimore, USA,
William R. DiPietro, Daemon College, NY, USA.
Economic Policies and Economic Institutions: The Case of Transition Economies.

Saturday, July 18, 1998
3:00 PM -4:30 PM
Sala Cavour / Atlantico

SESSION [17]: Roundtable I

The Implications of 'Man-made Brainpower Industries'
for Trade and Development.

1. Brainpower Industries: microelectronics, biotechnology, the new material science industries, telecommunications, civilian aircraft manufacturing, machine tools and robots, computers (hardware and software), internet services, etc.

ROUNDTABLE MODERATOR:

George A. Petrochilos, Coventry Univ., England.

PARTICIPANTS:

Gavin C. Reid 2, Univ. of St Andrews, Scotland.

F.Heyecan Giritli, Istanbul Technical Univ., Turkey.

Shinder S. Thandi, Coventry Univ., England.

E. Sadler, Univ. of South Africa, South Africa.

Tadashi Inoue, Hosei Univ., Japan.

Bernhard A. Weber, Univ. of Berne, Switzerland.

D. Asteriou, Univ. of Macedonia, Thessaloniki, Greece.

Michael Rafferty, Univ. of W. Sydney, Australia.

Penny-Anne Cullen, Univ. of Warwick, Coventry, UK.

Nesrin Okay, Bogazici University, Istanbul, Turkey.

J.Ballet, Univ. of Versailles, France.

Pedro J. Gutierrez, Univ. de Valladolid, Spain.

Mehdi S.Monadjemi, Univ. of New S. Wales, Australia.

2. Alternate Moderator.

Saturday, July 18, 1998

3:00 PM -4:30 PM

Sala Verde / Mediterraneo

SESSION [18]: Roundtable II

**Capitalism's Metamorphosis:
Causes & Implications**

ROUNDTABLE MODERATOR:

Peter Bell, State Univ. of New York, USA.

PARTICIPANTS:

Antony Cantarella 1, Baruch College, NY, USA.

Gianluigi Guido, Università "La Sapienza", Rome, Italy.

David Brooksbank, Univ. of Glamorgan, UK.
Bozena Leven, The College of New Jersey, USA.
Gabriele Camera, Purdue Univ., Indiana, USA.
B. J. Erasmus, Univ. of South Africa, South Africa.
Sandrine Chambaretaud, GREQAM, Marseille, France.
Nita Parekh, New York, USA.
Appa Rao Korukonda, St. Bonaventure Univ., USA.
J.M. Binner, Nottingham Business School, UK.
David Morris, Coventry Business School, UK.
Zeynep Sozen, Istanbul Technical University, Turkey.
Darko Tipurif, University of Zagreb, Croatia.

1. Alternate Moderator.

Sunday, July 19

Day off

Excursion Information:

VIAGGI KUONI S.P.A.
c/o Mr. Melatini / B&ESI

Via Goito, 24
00185 ROME

ITALY

Tel: 06-4941444, Fax: 06-4941415

Monday, July 20, 1998

9:00 AM -10:30 AM

Sala Verde / Mediterraneo

SESSION [19]: Management II

CHAIR:

Appa Rao Korukonda, St. Bonaventure Univ., USA.

AUTHORS & TITLES:

David A. Ralston, Univ. of Connecticut, USA;
Carolyn P. Egri, Simon Fraser Univ., Canada;
Sally Stewart, The Univ. of Hong Kong, Hong Kong;

Robert H. Terpstra, Univ. of Macau, Macau;
Yu Kai-cheng, Dalian Univ. of Technology, P.R. China.
The Emerging Generation of Chinese Managers: Implications for Global Business. 1

Aminu Mamman, Monash Univ., Melbourne, Australia;
Alan Nankervis, Univ. of Western Sydney, Australia;
Nabil Baydoun & Kojo Saffu, Northern Territory Univ., Australia.
Managerial Attitudes to Government Intervention: Evidence from Australia. 2

Kenneth Stokes, International Univ. of Japan, Japan.
Requisite Curricular Transitions: Graduate Schools as Learning Organizations. 3

DISCUSSANTS:

1. **Kenneth Stokes**, International Univ. of Japan, Japan.
2. **Appa Rao Korukonda**, St. Bonaventure Univ., New York, USA.
3. **Donald Sutherland**, The Institute for SocioEconomic Studies, White Plains, New York, USA.

Monday, July 20, 1998
9:00 AM -10:30 AM
Sala Cavour / Atlantico

SESSION [20]: Microeconomics I

CHAIR:

George A. Petrochilos, Coventry Univ., England.

AUTHORS & TITLES:

Jerry Thursby, Purdue Univ., Indiana, USA;
Marie Thursby, Purdue Univ., Indiana, USA.
Scale and Scope Economies in University
Research. 1

Pedro J. Gutierrez, Univ. de Valladolid, Spain.
Ensuring a Complete Asset Structure in a General Equilibrium: A Model with Production and
Uncertainty. 2

George A. Petrochilos, Coventry Univ., England.
The Contribution of Ancient Greeks to Economic Thinking. 3

DISCUSSANTS:

1. Pedro J. Gutierrez, Univ. de Valladolid, Spain.
 2. Michael Rafferty, Univ. of Western Sydney, Australia & Univ. of Dalarna, Sweden.
 3. Peter Bell, State Univ. of New York, USA.
Jerry Thursby, Purdue Univ., Indiana, USA.
Marie Thursby, Purdue Univ., Indiana, USA.
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Monday, July 20, 1998
9:00 AM -10:30 AM
Sala Azzurro / Massimo D' Azoglio

SESSION [21]: Ideas for the 21st Century

CHAIR:

Myrtha B. Casanova, European Women's Management Development Network, Barcelona, Spain.

AUTHORS & TITLES:

Antony Cantarella, Baruch College, NY, USA.
The Entrepreneur's Background Factors as Determinants of the Decision Establish a Web-Based New Business Venture. 1

Myrtha B. Casanova, European Women's Management Development Network, Barcelona, Spain.
A System for Socio-economic Sustainable Development in the European Union of the XXIst Century. 2

Rana Tassabenji, Univ. of Salford, Manchester, USA;
Maria Vakola, Univ. of Salford, Manchester, USA;
Richard Varey, Univ. of Salford, Manchester, USA.
Using the Information Superhighway to Drive Economic Regeneration: A Case Study. 3

DISCUSSANTS:

1. Maria Vakola, Univ. of Salford, Manchester, USA.
2. Adrian Carr, Univ. of Western Sydney , Australia.

3. **Aluisio Finazzi Porto**, FGV, Sao Paolo, Brazil.
Adrian Carr, Univ. of Western Sydney , Australia.

Monday, July 20, 1998
11:00 AM -12:30 PM
Sala Verde / Mediterraneo
SESSION [22]: International Trade

CHAIR:

David A. Ralston, Univ. of Connecticut, USA.

AUTHORS & TITLES:

Jerry G. Thursby Purdue Univ., Indiana, USA;
Sukanya Kemp Purdue Univ., Indiana, USA.
University Technology Transfer: A DEA Analysis. 1

Peter F. Bell , State Univ. New York, USA.
The Asian Economic Crisis: Are Export Oriented Growth and Crony Capitalism Dead? 2

Simon Mercado, Nottingham Trent University, England.
EU Commercial Policy in the 1990s: Process and Strategy. 3

Maria del Mar Holgado, FCCEE of Granada, Spain;
Juliette Milgram, CESSEFI, Univ. Parisi and FCCEE of Granada , Spain.
EU - Morocco Partnership: Foreseeable Economic Effects. 4

DISCUSSANTS:

1. **David A. Ralston**, Univ. of Connecticut, USA.

2. **Jerry G. Thursby** Purdue Univ., Indiana, USA.

3. **Peter F. Bell** , State Univ. New York, USA.
Hong Hwang, Chung-Hua Institution, Taiwan.

4. **Jerry G. Thursby** Purdue Univ., Indiana, USA.

Monday, July 20, 1998
11:00 AM -12:30 PM
Sala Cavour / Atlantico

**SESSION [23]: Government Regulation &
Human Resources**

CHAIR:

Tony Mallier, Coventry Univ., UK.

AUTHORS & TITLES:

Adrian Carr, Univ. of Western Sydney , Australia.
Mechanisms for Regulating a Market Economy: The Australian Experience with an Accord. 1

Pyung E. Han, Truman State Univ., Missouri, USA.
Multicultural Team-building. 2

William C. Brooke, Coventry Univ., UK.

Sailesh K. Tanna, Coventry Univ., UK.

Nicola D. Marzec, Univ. of Westminster, London, UK

Are Anthropocentric Production Systems a Strategic Answer for Europe? 3

DISCUSSANTS:

1. Marie Thursby, Purdue Univ., Indiana, USA.

2. Tony Mallier, Coventry Univ., UK.

3. Joel D. Nicholson, San Francisco State Univ., USA.

Monday, July 20, 1998
11:00 AM -12:30 PM
Sala Azzurro / Massimo D' Azoglio

SESSION [24]: Law & Reforms

CHAIR:

Paul Comolli, Univ. of Kansas, Kansas, USA.

AUTHORS & TITLES:

Paul Comolli, Univ. of Kansas, Kansas, USA.
Property Rights, Imperfect Information, and the Coase Theorem. 1

Penny-Anne Cullen, Univ. of Warwick, Coventry, UK.

Legal Obligations of Members of Suppliers Partnerships: Should the Law Change? 2

Darko Tipurif, University of Zagreb, Croatia.

Lovorka Galetif, University of Zagreb, Croatia.

Strategic and Organizational Differences Between Industrial and Non-industrial Firms in Transitional Countries. 3

DISCUSSANTS:

1. **Leopoldo Costa Jr**, Mackenzie Univ., Brazil.

2. **Darko Tipurif**, University of Zagreb, Croatia.

3. **Penny-Anne Cullen**, Univ. of Warwick, UK.

Paul Comolli, Univ. of Kansas, Kansas, USA.

Monday, July 20, 1998

1:00 PM - 2:30 PM

Luncheon / Room to be announced

SESSION [25]: Keynote Address

New Business: New Life

Gavin C Reid

University of St Andrews, Scotland

Gavin C Reid is Professor in Economics and Director of the Centre for Research into Industry, Enterprise, Finance and the Firm (CRIEFF) at the University of St Andrews. He graduated with First Class Honours in Economic Science at the University of Aberdeen in 1969, where he was awarded the Memorial Prize in Economics, the Henry Prize in Mental Philosophy and the Stephen Scholarship in Economics. He subsequently graduated with an MSc in Econometrics at the University of Southampton, and completed his PhD on industrial price leadership in 1975 at the University of Edinburgh. Formerly Reader in Economics at the University of Edinburgh, he has held visiting professorships at Queen's University, Ontario, and the University of Denver, Colorado, and has been a Visiting Scholar at Darwin College, University of Cambridge. He has published extensively in the academic journals on industrial organisation, small firms, microeconomic theory, economic growth, business ethics, venture capital, intellectual property and the history of political economy, and is the author of seven books: The Kinked Demand Curve Analysis of Oligopoly (1981), Theories of Industrial Organization (1987), The Small Entrepreneurial Firm (1988) (with L.R. Jacobsen), Classical Economic Growth (1989), Small Business Enterprise (1993), Profiles in Small Business (1993) (with LR Jacobsen and ME Anderson), and Venture Capital Investment (1998). He has been a Leverhulme Trust Research Fellow, and is currently holding a Nuffield Foundation Research Fellowship. He has been an

economic consultant for the alcoholic beverages industry and the small business lobby. His latest project is sponsored by the Research Foundation of the Chartered Institute of Management Accountants (CIMA) and looks at information system development in SMEs. In the current academic session he is Visiting Professor at the University of Nice.

Monday, July 20, 1998
3:00 PM -4:30 PM
Sala Verde / Mediterraneo

SESSION [26]: Reforms & Evolving Trends

CHAIR:

Kenneth Stokes, International Univ. of Japan, Japan.

AUTHORS & TITLES:

John Marangos, Monash University, Australia.
Why did the Gorbachev Reforms failed? 1

Nesrin Okay, Bogazici University, Istanbul,Turkey.
Asymmetric Volatility Dynamics: Evidence from The Istanbul Stock Exchange. 2

Leopoldo Costa Jr, Mackenzie Univ., Brazil.
Mônica Yukie Kuwahara, Mackenzie Univ., Brazil.
Brazilian Agribusiness: Perspectives for the
21st Century. 3

DISCUSSANTS:

1. David Floyd, Univ. of East London, England.
Leopoldo Costa Jr, Mackenzie Univ., Brazil.

2. Pedro J. Gutierrez, Univ. de Valladolid, Spain.

3. Kenneth Stokes, International Univ. of Japan, Japan.
Nesrin Okay, Bogazici University, Istanbul,Turkey.

Monday, July 20, 1998
3:00 PM -4:30 PM
Sala Cavour / Atlantico

SESSION [27]: Marketing I

CHAIR:

Priscilla R. Reis, Idaho State Univ., USA.

AUTHORS & TITLES:

Darryl W. Miller, Washburn Univ., Kansas, USA.
Promotional Strategy Development for a Small
Art Guild. 1

Gianluigi Guido, Università "La Sapienza", Rome, Italy.
Consumers as Products: Customer Satisfaction as the Quality of the Consumer. 2

Guilherme D. Pires, Univ. of Newcastle, Australia.
Market Segmentation in culturally Diverse Societies: the Marketing Significance of Ethnic
Groups. 3

DISCUSSANTS:

1. Gianluigi Guido, Univ. "La Sapienza", Rome, Italy.

2. Priscilla R. Reis, Idaho State Univ., USA.
Darryl W. Miller, Washburn Univ., Kansas, USA.

3. Kojo Saffu, Northern Territory Univ., Australia.

Monday, July 20, 1998
3:00 PM -4:30 PM
Sala Azzurro / Massimo D'Azoglio

SESSION [28]: Marketing II

CHAIR:

James Duan, University of New England, Australia.

AUTHORS & TITLES:

James Duan, Univ. of New England, Australia.
The Decision of Selecting an Overseas University. 1

Robert A. Hartley, De Montfort Univ., Leicester, UK;
Dave Pickton, De Montfort Univ., Leicester, UK.
Telebusiness, Sales & Marketing in the 21st Century. 2

Ian Phau, Henley Management College, UK;
Gerard Prendergast, Hong Kong Baptist Univ.
Counterfeit Products - Riding the Waves into the New Millennium. 3

DISCUSSANTS:

1. **Antony Cantarella**, Baruch College, NY, USA.
 2. **Ian Phau**, Henley Management College, UK.
 3. **James Duan**, University of New England, Australia.
-

Tuesday, July 21, 1998
9:00 AM -10:30 AM
Sala Azzurro / Massimo D'Azoglio

SESSION [29]: Quantitative & Statistical Analysis

CHAIR:

Vasilis Katsikiotis, George Washington Univ., USA.

AUTHORS & TITLES:

Raquel Insa Ciriza, Universitat de Barcelona, Spain.
Application of Fuzzy Logic to the Location of Retail Distribution. 1

Robert P. Sherman, California Institute of Technology, USA;
Siddhartha R. Dalal & Yu-Yun K. Ho, Bell Communications Research, New Jersey, USA.
Learning From Experience to Improve Early Forecasts: A Bayesian Maximum Likelihood Approach. 2

Vasilis Katsikiotis, George Washington Univ., USA.
Semiparametric Estimation in Linear Regression with Interval Censored Data. 3

DISCUSSANTS:

1. **Ian Phau**, Henley Management College, UK.
2. **Vasilis Katsikiotis**, George Washington Univ., USA.

3. Tadashi Inoue, Hosei Univ., Japan.

Tuesday, July 21, 1998

9:00 AM -10:30 AM

Sala Cavour / Atlantico

**SESSION [30]: Development Issues
for the 21st Century**

CHAIR:

Robert A. Hartley, De Montfort Univ., Leicester, UK.

AUTHORS & TITLES:

Deb Ghosh, Coventry Univ., England;

Timothy Rodgers, Coventry Univ., England.

Financial Reforms to U.K. Higher Education: How has Apparent Increase in Efficiency been Achieved? 1

C.A. van Dorp, Wageningen Agricultural Univ., The Netherlands;

I.A.M.A. Jahae, Agricultural Economics Research Institute, The Netherlands.

Towards a Framework for Managing the Knowledge Intensive Agricultural Organization. 2

Shinder S. Thandi, Coventry Univ., England.

Asian Direct Investment in the European Union: Patterns, Problems and Prospects. 3

DISCUSSANTS:

**1. Sumaia Saheli, Centro de Desenvolvimento e Planejamento Regional e Urbano - CEDEPLAR
- UFMG São Paulo, BRAZIL.**

2. Shinder S. Thandi, Coventry Univ., England.

3. Paul Comolli, Univ. of Kansas, Kansas, USA.

Tuesday, July 21, 1998

9:00 AM -10:30 AM

Sala Verde / Mediterraneo

SESSION [31]: Culture, Ethics & Private Initiatives

CHAIR:

Khalid Mehtabdin, The College of Saint Rose, USA.

AUTHORS & TITLES:

Joel D. Nicholson & Jay Schrock, San Francisco State Univ., USA;

Rene Rivera, ITESM, Mazatlán, Mexico.

Mexico's Primary Service Export: Tourism. 1

Aluisio Finazzi Porto, FGV, Sao Paolo, Brazil.

SESC - Qualitative and Quantitative

Results. 2

Khalid Mehtabdin, The College of Saint Rose, USA;

Dean Donald, The College of Saint Rose, USA;

John Quinn, Univ. of Dayton, Dayton, Ohio USA.

Child Labor. 3

DISCUSSANTS:

1. **Khalid Mehtabdin**, The College of Saint Rose, USA.

2. **Khalid Mehtabdin**, The College of Saint Rose, USA.

3. **Joel D. Nicholson**, San Francisco State Univ., USA.

Tuesday, July 21, 1998
11:00 AM -12:30 PM
Sala Verde / Mediterraneo

SESSION [32]: Marketing & Trade

CHAIR:

Denise Jarratt, Charles Sturt University, Australia.

AUTHORS & TITLES:

Denise Jarratt, Charles Sturt Univ., Australia.

A Comparison of Relationships Explaining Outshopping Behavior Identified through Causal Path Method and Structural Equation Modelling. 1

Ian Phau, Henley Management College, UK;

Gerard Prendergast, Baptist Univ., Hong Kong.

Contemporary Perspectives of the Asian Conspicuous Consumer an Agenda of Research Propositions. 2

Paul Comolli, Univ. of Kansas, Kansas, USA.

On the Gains from an Expansion in Factor Mobility in Bilateral Trade. 3

DISCUSSANTS:

1. Kojo Saffu, Northern Territory Univ., Australia.

2. Robert A. Hartley, De Montfort Univ., UK.

3. John Marangos, Monash University, Australia.

Tuesday, July 21, 1998

11:00 AM -12:30 PM

Sala Cavour / Atlantico

SESSION [33]: Income, Training & Trade

CHAIR:

Jon Guest, Coventry Business School, England.

AUTHORS & TITLES:

David Morris, Coventry Business School, England.

Formula Funding and Budgetary Devolution: the Economic Case for Income Streaming. 1

Jon Guest, Coventry Business School, England.

Small Firms and Training. 2

Hong Hwang, Chung-Hua Institutuion for Economic Research, Taiwan.

Technological Upgrading under Tariffs and Equivalent Quotas. 3

DISCUSSANTS:

1. Nesrin Okay, Bogazici University, Istanbul,Turkey.

2. David Morris, Coventry Business School, England.

&

Gregory J. Petrakis, Univ. of Missouri,

Ottawa Univ. & Univ. of Kansas, USA.

3. **Khalid Mehtabdin**, The College of Saint Rose, USA.

ory J. Petrakis, Univ. of Missouri,
Ottawa Univ. & Univ. of Kansas, USA.

3. **Khalid Mehtabdin**, The College of Saint Rose, USA.
