

BUSINESS & ECONOMICS SOCIETY INTERNATIONAL

1999 CONFERENCE

July 22-26, 1999

Canary Islands

Las Palmas, Gran Canaria

Spain

Melia Las Palmas Hotel

SUMMARY

Wednesday July 21, '99 (11th Floor)	REGISTRATION: 3:00 PM - 4:30 PM ORIENTATION: 4:30 PM - 5:00 PM RECEPTION (Cash Bar): 5:00 PM - 6:00 PM
Thursday July 22, '99 (11th Floor)	REGISTRATION: 8:30 AM - 1:00 PM & 2:00 PM - 3:30 PM ORIENTATION: 9:00 AM - 9:20 AM SESSIONS 1 - 9: (pp 14-22) 9:30 AM - 1:00 PM & 2:00 PM - 3:30 PM

	RECEPTION (Cash Bar): 5:00 PM - 6:00 PM
Friday July 23, '99 (11th Floor)	REGISTRATION: 8:30 AM - 1:00 PM SESSIONS 10 - 16: (pp 24-31) 9:00 AM - 3:00 PM LUNCHEON: 1:00 PM - 3:00 PM
Saturday July 24, '99 (11th Floor)	REGISTRATION: 8:30 AM - 12:30 PM & 1:30 PM - 3:00 PM SESSIONS 17 - 24: (pp 33-40) 9:00 AM - 12:30 PM & 1:30 PM - 3:00 PM <u>Business Meeting</u> Open to all Conference Participants 3:15 PM - 4:15 PM, Palomas Room RECEPTION (Cash Bar): 5:00 PM - 6:00 PM
Sunday , July 25, '99 (11th Floor)	REGISTRATION: 8:30 AM - 12:30 PM & 1:30 PM - 3:00 PM SESSIONS 25 - 31: (pp 42-48) 9:00 AM - 12:30 PM & 1:30 PM - 3:00 PM
Monday , July 26, '99	EXCURSION DAY!

WEDNESDAY

July 21, 1999

REGISTRATION: 3:00 PM - 4:30 PM
11th Floor

ORIENTATION: 4:30 PM - 5:00 PM
11th Floor

RECEPTION (Cash Bar): 5:00 PM - 6:00 PM
11th Floor

THURSDAY

July 22, 1999

REGISTRATION:
8:30 AM - 1:00 PM & 2:00 PM - 3:30 PM

Orientation: 9:00 AM - 9:20 AM

SESSION [1]: Industrial Organization.
9:30 AM - 11:00 AM, Alondras Room

SESSION [2]: Risk & Finance Issues.
9:30 AM - 11:00 AM, Bardinos Room

SESSION [3]: Ethics & Workplace Empowerment.
9:30 AM - 11:00 AM, Palomas Room

SESSION [4]: The Health Care Sector.
11:30 AM - 1:00 PM, Alondras Room

SESSION [5]: Operations Research & Growth.
11:30 AM - 1:00 PM, Bardinos Room

**SESSION [6]: Management & Marketing
Applications.**
11:30 AM - 1:00 PM, Palomas Room

**SESSION [7]: Management, Marketing &
Joint Ventures.**
2:00 PM - 3:30 PM, Alondras Room

SESSION [8]: Productive Efficiency & the Law.
2:00 PM - 3:30 PM, Bardinos Room

SESSION [9]: Human Resources & Academia.
2:00 PM - 3:30 PM, Palomas Room

RECEPTION (Cash Bar): 5:00 PM - 6:00 PM

FRIDAY, July 23, 1999

**REGISTRATION:
8:30 AM - 1:00 PM**

**SESSION [10]: Education Issues: Technology
and the Knowledge Economy.
9:00 AM - 10:30 AM, Alondras Room**

**SESSION [11]: Transition in Practice.
9:00 AM - 10:30 AM, Bardinós Room**

**SESSION [12]: Globalization and the Employment
Experience.
9:00 AM - 10:30 AM, Palomas Room**

**SESSION [13]: The State, Ethnic Minorities and
Human Rights.
11:00 AM - 12:30 PM, Alondras Room**

**SESSION [14]: Information Systems, Lean
Organizations and Project-Based
Industries.
11:00 AM - 12:30 PM, Bardinós Room**

**SESSION [15]: Monetary Union, World Markets
and Non-Financial Information.
11:00 AM - 12:30 PM, Palomas Room**

**SESSION [16]: Luncheon.
KEYNOTE PANEL: POSTMODERNISM
1:00 PM - 3:00 PM, Aguilas Hall**

SATURDAY, July 24, 1999

**REGISTRATION:
8:30 AM - 1:00 PM & 2:00 PM - 3:00 PM**

**SESSION [17]: Employment Issues and Outsourcing.
9:00 AM - 10:30 AM, Alondras Room**

**SESSION [18]: Issues in the Japanese Foreign
Exchange Market.
9:00 AM - 10:30 AM, Bardinós Room**

**SESSION [19]: Environmental Business & Economics.
9:00 AM - 10:30 AM, Palomas Room**

**SESSION [20]: ROUNDTABLE I
Theme: Women Issues in Business & Economics.
11:00 AM - 12:30 PM, Alondras Room**

**SESSION [21]: Monetary & Taxation Policies.
11:00 AM - 12:30 PM, Bardinós Room**

**SESSION [22]: Endogenous Growth, Innovation
in Services & Monetary Transmission.
1:30 PM - 3:00 PM, Alondras Room**

**SESSION [23]: Microeconomics & Personnel
Management.
1:30 PM - 3:00 PM, Bardinós Room**

**SESSION [24]: The Business Firm: Management
of Information, Barriers to Entry & Agency.
1:30 PM - 3:00 PM, Palomas Room**

**Business Meeting:
Open to all Conference Participants
3:15 PM - 4:15 PM, Palomas Room**

RECEPTION (Cash Bar): 5:00 PM - 6:00 PM

SUNDAY, July 25, 1999

**REGISTRATION
8:30 AM - 1:00 PM & 2:00 PM - 3:00 PM**

SESSION [25]: EU, Multiculturalism & Child Labor.

9:00 AM - 10:30 AM, Alondras Room

SESSION [26]: Issues in Marketing & International Law.

9:00 AM - 10:30 AM, Bardinós Room

SESSION [27]: Derivatives, Interest Rate

Convergence & Neural Networks.

9:00 AM - 10:30 AM, Palomas Room

SESSION [28]: ROUNDTABLE II

Theme: Knowledge & Globalization.

11:00 AM - 12:30 PM, Alondras Room

SESSION [29]: Marketing Applications.

1:30 PM - 3:00 PM, Alondras Room

SESSION [30]: Organizational Form, Innovation

& Information Technology.

1:30 PM - 3:00 PM, Bardinós Room

SESSION [31]: International Trade & Development.

1:30 PM - 3:00 PM, Palomas Room

MONDAY

July 26, 1999

Excursion Day!

INSTRUCTIONS TO PROGRAM PARTICIPANTS

Session Time Allocations: Each session is 90 minutes long.

- Session with four papers: 10 to 13 minutes for each paper presentation, 5 to 8 minutes for each paper's discussants, remaining minutes for open discussion.

- Session with three papers: 15 to 18 minutes for each paper presentation, 8 to 10 minutes for each paper's discussants, remaining minutes for open discussion.

- Session with two papers: 20 to 22 minutes for each paper presentation, 15 to 18 minutes for each paper's discussants, remaining minutes for 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. Ask them if they have any special needs relating to their presentation and/or discussion. 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. For audio-visual equipment other than overhead projectors, which will be provided in all meeting rooms, contact the Registration Desk. You must have your session number, day, and time before equipment can be reserved. All arrangements and charges for such equipment are your responsibility. 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. Make available copies of your paper.

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.

1999 CONFERENCE

PROGRAM

Wednesday, July 21, 1999

(11th Floor)

REGISTRATION: 3:00 PM - 4:30 PM

ORIENTATION: 4:30 PM - 5:00 PM

RECEPTION (Cash Bar): 5:00 PM - 6:00 PM

Thursday, July 22, 1999

REGISTRATION:

8:30 AM - 1:00 PM & 2:00 PM - 3:30 PM

ORIENTATION: 9:00 AM - 9:20 AM

SESSIONS 1 - 9: (pp 14 - 22)

9:30 AM - 1:00 PM & 2:00 PM - 3:30 PM

RECEPTION (Cash Bar): 5:00 PM - 6:00 PM

Thursday, July 22, 1999

9:30 AM - 11:00 AM

Alondras Room

SESSION [1]: Industrial Organization.

CHAIR:

Erne Houghton, University of Sydney, Australia.

AUTHORS & TITLES:

Nigel Berkeley, Coventry Business School, UK;

David Clark, Coventry Business School, UK;

Nicola Steuer, Coventry Business School, UK.

Clothing Manufacture in Great Britain: Developing Local Strategies for a Nationally Declining Industry. 1

Helen Lawton Smith, Coventry Univ. Techn. Park, UK;
Rupert Waters, Coventry Business School, UK.
Industrial Organisation in High-Technology Clusters: The Cases of Oxfordshire and Cambridgeshire. 2

Anindya Sen, Competition Bureau, Canada;
Melvyn Fuss, University of Toronto, Canada.
An Econometric Analysis of Canadian Bank Mergers. 3

DISCUSSANTS:

1. **Simon Mowatt**, South Bank University, London, UK.
 2. **Zeynep Sozen**, Istanbul Teknik Universitesi, Turkey.
 3. **Matthew P. Warren**, Keele University, UK.
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Thursday, July 22, 1999

9:30 AM - 11:00 AM

Bardinos Room

SESSION [2]: Risk & Finance Issues

CHAIR:

Bang Nam Jeon, Drexel University, USA.

AUTHORS & TITLES:

Pedro C. Godinho, Univ. of Coimbra Univ. & INESC, Portugal;
Joao Paulo Costa, Univ. Of Coimbra & INESC, Portugal.
Incorporating Risk in a Decision Support System for Project Analysis and Evaluation. 1

Peter-Jan Engelen, UFSIA-Univ. of Antwerp Belgium;
Danny Cassimon, UFSIA-Univ. of Antwerp Belgium.
Finance and International Finance. 2

Bang Nam Jeon, Drexel University, USA;
Euiseong Lee, Drexel University, USA.

Long-Run Relationships Among Major Foreign Exchange Markets and Exchange Policy
Coordination: A Cointegration Analysis. 3

DISCUSSANTS:

1. **Jane M. Binner**, Nottingham Business School, UK.
 2. **Brian Kettell**, London Guildhall University, UK.
 3. **Saritas Ozcan**, Istanbul Teknik Universitesi, Turkey.
David Floyd, University of Sunderland, UK.
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Thursday, July 22, 1999

9:30 AM - 11:00 AM

Palomas Room

SESSION [3]: Ethics & Workplace Empowerment.

CHAIR:

P.F. Venter, Vista University, South Africa.

AUTHORS & TITLES:

D. G. Jarratt, Charles Sturt University, Australia;
David Ardagh, Charles Sturt University, Australia;
Geoffrey McLean, Charles Sturt University, Australia.
Corporate Ethics, Workplace Empowerment and Stakeholder Relationship Management. 1

George Petrochilos, Coventry Business School, UK.
The Ethical basis of Hellenic Political Economy. 2

Tom Cockburn, University of Wales Inst. Cardiff, UK;
Trefor Lewis, University of Wales Inst. Cardiff, UK
Images of Success: Tacit Knowledge Collectivised in Work-Teams. 3

DISCUSSANTS:

1. **Priscilla R. Reis**, Idaho State University, USA.

2. **Torsten Sundmacher**, Univ. of Hannover, Germany.
Louis Seagull, Pace University, USA

3. **P.F. Venter**, Vista University, South Africa.

Thursday, July 22, 1999

11:30 AM - 1:00 PM

Alondras Room

SESSION [4]: The Health Care Sector.

CHAIR:

David Floyd, University of Sunderland, UK.

AUTHORS & TITLES:

Henry Thomassen, Economic Advisor, Office of the Governor, Georgia , USA.
Costs of Using Better Health as Personal Capital. 1

Louis M. Seagull, Pace University, USA.
Health Care Transformation and Consumer Satisfaction in the U.S. 2

Keith E Gray, Coventry Business School, UK.
Deb Ghosh, Coventry Business School, UK.
Contracting, Competition and Cost-sharing in the NHS Internal Market. 3

DISCUSSANTS:

1. **Louis M. Seagull**, Pace University, USA.
 2. **Keith E. Gray**, Coventry Business School, UK.
 3. **Henry Thomassen**, Economic Advisor, Office of the Governor, Georgia, USA.
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Thursday, July 22, 1999

11:30 AM - 1:00 PM

Bardinos Room

SESSION [5]: Operations Research & Growth.

CHAIR:

Jane M. Binner, Nottingham Business School, UK.

AUTHORS & TITLES:

Erne Houghton, University of Sydney, Australia;
Victor Portougal, The Univ of Auckland, New Zealand.
Batch Clumping and the Service Level. 1

Martin Zagler, Vienna University, Austria.
The Austrian Miracle - Revisited: Eight Explanations for High Growth in Austria's Past and maybe a Ninth. 2

Jose M. Maseda, LABEIN Technological Center, Zamudio & Universidad del Pais Vasco Bilbao, Spain.
A Novel Process Management Transfer Based on Quantitative Methods. 3

DISCUSSANTS:

1. **Martin Zagler**, Vienna University, Austria.
2. **William F. O'Brien, Jr.**, Worcester State College, USA.
3. **Bang Nam Jeon**, Drexel University, USA.

Thursday, July 22, 1999

11:30 AM - 1:00 PM

Palomas Room

SESSION [6]: Management & Marketing Applications.

CHAIR:

Appa Rao Korukonda, St. Bonaventure Univ., USA

AUTHORS & TITLES:

P.F. Venter, Vista University, South Africa.

Purchasing and Materials Management for Manufacturing Business in South Africa-A Paradigm Shift. 1

Demetris Vrontis, The Manchester Metropolitan University, UK.

Standardisation or Adaptation? A Strategic Marketing Decision for Gaining Optimal Results in International Markets. 2

Robert A. Hartley, De Montfort University, UK.

Grey Markets - Unofficial Nightmare or Market Opportunity. 3

DISCUSSANTS:

1. **Thomas Benesch**, Graz Univ.of Technology, Austria

2. **Robert A. Hartley**, De Montfort University, UK.

3. **Luzia Benesch**, LT B-Veranstaltungstechnik, Austria.

Thursday, July 22, 1999

2:00 PM - 3:30 PM

Alondras Room

SESSION [7]: Management, Marketing & Joint Ventures.

CHAIR: **Priscilla R. Reis**, Idaho State University, USA.

AUTHORS & TITLES:

Simon Mowatt, South Bank University, UK;

Howard Cox, South Bank University, UK;

Martha Prevezer, South Bank University, UK.

The management of subcontracted networks as an alternative to internalisation: the shift from the standardised to the specialised in frozen and chilled foods. 1

Marcus Ling, University of Sunderland, UK;

Kevin Lawler, University of Sunderland, UK.

Hamid Seddighi, University of Sunderland, UK.

Internet Advertising. 2

Ursula F. Ott, Karl-Franzens-University Graz, Austria & London School Of Economics, UK.

Endgames in International Joint Ventures: Dealing with a Longterm Business Relationship and Its Termination scenario in the Last stage of an IJV Life Cycle. 3

DISCUSSANTS:

1. **Deb Ghosh**, Coventry Business School, UK.

2. **Erne Houghton**, University of Sydney, Australia.

3. **Marcus Ling**, University of Sunderland, UK.

Thursday, July 22, 1999

2:00 PM - 3:30 PM

Bardinos Room

SESSION [8]: Productive Efficiency & the Law.

CHAIR:

Adrian Carr, University of Western Sydney, Australia.

AUTHORS & TITLES:

Vincent Wai-kwong Mok, Hong Kong Polytechnic University, Hong-Kong.
Productive Efficiency in China's Food Industry: The Case of Guangdong Province in 1990-1997.1

Chisato Yoshida, Okayama University Japan.
The Optimal Enforcement of Immigration Law. 2

Thomas Benesch, Graz Univ. of Technology, Austria.
Thomas Patsch, Graz Univ. of Technology, Austria.
The Three Pillar Model in Austria. 3

DISCUSSANTS:

1. **Gavin C Reid**, University of St Andrews, UK.
 2. **Terrence Brathwaite**, Coventry Business School, UK
 3. **Chisato Yoshida**, Okayama University, Japan.
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Thursday, July 22, 1999

2:00 PM - 3:30 PM

Palomas Room

SESSION [9]: Human Resources & Academia.

CHAIR:

Anindya Sen, Competition Bureau, Quebec, Canada.

AUTHORS & TITLES:

Appa Rao Korukonda, St. Bonaventure Univ., USA.
Human Resource Management for the 'New' Work Place: Some Directions .1

J.Rodriguez Pinto, University of Valladolid, Spain;
M.T. Garcia Merino, University of Valladolid, Spain;
M.V.Santos Alvarez, University of Valladolid, Spain.

Comparative International Analysis of Strategic Management Journals: The Character of Spanish Journals. 2

P.F. Venter, Vista University, South Africa;

A.E. Dominicus, Vista University, South Africa.

The Development of an Integrated Strategic Management Model for Academics in South Africa.

3

DISCUSSANTS:

1. **Denise Jarratt**, Charles Sturt University, Australia.

2. **P.F. Venter**, Vista University, South Africa

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

Friday, July 23, 1999

REGISTRATION: 8:30 AM - 1:00 PM

SESSIONS 10 - 16: (pp 24 - 31)

9:00 AM - 3:00 PM

LUNCHEON: 1:00 PM - 3:00 PM

Friday, July 23, 1999

9:00 AM - 10:30 AM

Alondras Room

**SESSION [10]: Education Issues: Technology
and the Knowledge Economy.**

CHAIR:

Lisa Zanneti, University of Missouri-Columbia, USA.

AUTHORS & TITLES:

Gary Baker, Washburn University, USA.

The Perception of Writing Assignments Made in a School of Business: a Preliminary Examination. 1

Chi-kim Cheung, University of Hong Kong.

The Implementation of Information Technology in the Secondary Business Curriculum: Issues and Concerns. 2

James Smith-Canham, Economics and Projects Group
KPMG, UK.

Glynn Jones, Coventry Business School, UK.

The Knowledge Economy and the Changing Role of Higher Education Institutions in the Economic Development Process. 3

DISCUSSANTS:

1. **Chi-kim Cheung**, Univ. of Hong Kong.

2. **Lisa Zanneti**, University of Missouri, USA.

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

Friday, July 23, 1999

9:00 AM - 10:30 AM

Bardinos Room

SESSION [11]: Transition in Practice.

CHAIR: **Nesrin Okay**, Bogazici University, Turkey.

AUTHORS & TITLES:

John Marangos, Monash University, Australia.

Europe In Transition .1

Demetrios Giannaros, University of Hartford, USA.
The Economic Transformation of Central Europe: An Evaluation of the First Decade. 2

Marko Kolakovic, Darko Tipuric,
Lovorka Galetic, University of Zagreb, Croatia.
Intellectual Capital as the Basis for Achievement Sustainable Competitive Advantage of The Enterprise In Transition. 3

Gregory J. Petrakis, Univ. of Missouri - Kansas City, Univ. of Kansas, USA & Ottawa Univ., Canada.
Attracting Foreign Direct Investment into the Emerging Eastern European Republics. 4

DISCUSSANTS:

1. **Marko Kolakovic**, University of Zagreb, Croatia.
2. **Olga Kiula**, The Central and East European Economic Research Center at the Warsaw University, Poland.
3. **Rupert Waters**, Coventry Business School, UK
John Marangos, Monash University, Australia.
4. **John Marangos**, Monash University, Australia.

Friday, July 23, 1999

9:00 AM - 10:30 AM

Palomas Room

SESSION [12]: Globalization and the Employment Experience.

CHAIR:

Ulrike Muehlberger, European Univ. Institute, Italy.

AUTHORS & TITLES:

Gautam Mukerjee, Univ. of Pittsburgh / Bradford, USA.
Globalization and Inequality: US versus OECD Experience.1

Douglas M. McCabe, Georgetown University, USA.
Corporate Employment Dispute Resolution: Current Issues and Techniques. 2

Tony Mallier, Coventry Business School, UK.
Clive Collis, Coventry Business School, UK.
The Employment Experiences of Older (Third Age) Females in Britain and its Regions. 3

DISCUSSANTS:

1. **Clive Collis**, Coventry Business School, UK.
 2. **Didier Baudewyns**, CERAS-Ecole Nationale des Ponts et Chaussées, Paris, France.
 3. **Appa Rao Korukonda**, St. Bonaventure Univ., USA.
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Friday, July 23, 1999

11:00 AM - 12:30 PM

Alondras Room

SESSION [13]: The State, Ethnic Minorities and Human Rights.

CHAIR:

Chi-kim Cheung, University of Hong Kong, Hong Kong

AUTHORS & TITLES:

Braham Dabscheck, Univ. of New South Wales, Australia.
The Australian Waterfront Dispute and Theories of the State.1

Mark Bailey, Coventry Business School, UK;
Perihan Yavash, Coventry Business School, UK.
The labour market performance of ethnic minorities in the United Kingdom as a result of Higher Education. 2

Terrence Brathwaite, Coventry Business School, UK.
Confronting Indignity At Work: Medico-Legal Strategies for Achieving a Just Result. 3

DISCUSSANTS:

1. **Gautam Mukerjee**, Univ.of Pittsburgh/Bradford,USA
 2. **Ulrike Muehlberger**, European University Institute, Italy.
 3. **James Smith-Canham**, Economics and Projects Group KPMG, UK.
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**Friday, July 23, 1999
11:00 AM - 12:30 PM
Bardinos Room**

SESSION [14]: Information Systems, Lean Organizations and Project-Based Industries.

CHAIR:

Marko Kolakovic, University of Zagreb, Croatia.

AUTHORS & TITLES:

Gavin C Reid, University of St Andrews, Scotland, UK.
Information System Development in the Small Firm: A Survey of a New Research Agenda .1

Luzia Benesch, LTB-Veranstaltungstechnik, Austria.

Thomas Benesch, Graz University, Austria.

The 7C-Model: Organization Tasks of the Lean and Integrated Management. 2

Zeynep Sozen, Istanbul Teknik Universitesi, Turkey;

Olcay Kayahan, Istanbul Teknik Universitesi, Turkey.

Interorganizational Relationships in Project-Based Industries: the Role of Trust and Competition.
3

DISCUSSANTS:

1. **Nigel Berkeley**, Coventry Business School, UK.
 2. **Anindya Sen**, Competition Bureau, Quebec, Canada.
 3. **Vincent Wai-kwong Mok**, Hong Kong Polytechnic University, Kowloon, Hong Kong.
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Friday, July 23, 1999

11:00 AM - 12:30 PM

Palomas Room

**SESSION [15]: Monetary Union, World Markets
and Non-Financial Information.**

CHAIR:

Nikiforos T. Laopodis, Villa Julie College, USA.

AUTHORS & TITLES:

David Floyd, University of Sunderland, UK.

To What Extent will the North-East Region and the UK Economy Lose out from not going ahead with Monetary Union . 1

Sepideh Parsa, Middlesex University, UK.

Paul Dunne, Middlesex University, UK

Analysis of Non-Financial Information and UK Companies. 2

Nesrin Okay, Bogazici University, Turkey.

Asymmetric Volatility in the Brazilian, Turkish and the World Markets. 3

DISCUSSANTS:

1. **Demetrios Giannaros**, University of Hartford, USA.

2. **Nesrin Okay**, Bogazici University, Turkey.

3. **Brian Kettell**, London Guildhall University, UK.

Michael Rafferty, CTS, Univ. of Dalarna, Sweden.

Friday, July 23, 1999

1:00 PM - 3:00 PM

Aguilas Hall

SESSION [16]: Luncheon.

KEYNOTE PANEL: POSTMODERNISM

"In situating postmodernism it needs to be understood that the era or age of modernity that is being overtaken in time and 'thinking', and/or rejected, is one generally associated with the so-called philosophy of "Enlightenment" which can be traced to the eighteenth century. Philosophers such as Kant, saw the emancipation of the human condition through cumulative knowledge and scientific enquiry. The term Enlightenment was seen by Kant as denoting "maturation" of the human condition (Racevskis, 1993). Enlightenment was really a search for grand narratives of meaning. One theme or thread of 'the' postmodernist position is a rejection of such a view, instead putting forward contrasting epistemological and ontological claims arguing for relativism in knowledge formation and authentication, and proclaiming an end to epistemic absolutes and certainty. For postmodernists there are no grand narratives (Lyotard, 1984, p. xxiii) for reason is itself transitory and an illusionary construction of text. In the genre of Nietzsche's "perspectivism" (see Deleuze, 1983), postmodernists embrace a view where plurality of constructs by individuals becomes resolved and shared meaning emerges through the very act of discourse itself - hence the "construction" of language becomes a crucial focus for appreciating what emerges as "truth". In the tradition of poststructuralists, postmodernists view truth as merely a construction of language." **Adrian Carr**

Panel Chair:

Dr. Adrian Carr

University of Western Sydney, Australia.

Dr Adrian Carr is the Principal Research Fellow in the School of Social, Community and Organisation Studies at the University of Western Sydney, Nepean, Australia. Dr Carr's areas of research interest are psycho-sociological explanations of human behavior, critical theory, public sector reform, postmodernism and the management of change. Dr Carr is a member of a number of professional associations and editorial boards, the latter including: *The International Journal Of Organizational Analysis; Policy, Organisation & Society; the Journal of Management Development; Administrative Theory & Praxis: A Journal of Dialogue in Public Administration; Journal of Organizational Change Management* and, *Global Business & Economics Review*.

Panelists:

Dr. Grace-Ann Rosile
Management Department
New Mexico State University
Las Cruces, New Mexico, USA

Dr. Lisa Zanneti
University of Missouri - Columbia
Department of Public Administration
Columbia, Missouri, USA

Dr. David Boje
Management Department
New Mexico State University
Las Cruces, New Mexico, USA

Saturday, July 22, 1999

REGISTRATION:
8:30 AM - 12:30 PM & 1:30 PM - 3:00 PM

SESSIONS 17 - 24: (pp 33 - 40)
9:00 AM - 12:30 PM & 1:30 PM - 3:00 PM

Business Meeting
Open to all Conference Participants
3:15 PM - 4:15 PM, Palomas Room

RECEPTION (Cash Bar): 5:00 PM - 6:00 PM

Saturday, July 24, 1999

9:00 AM - 10:30 AM

Alondras Room

SESSION [17]: Employment Issues and Outsourcing.

CHAIR:

Clive Collis, Coventry Business School, UK.

AUTHORS & TITLES:

Clive Collis, Coventry Business School, UK;
Tony Mallier, Coventry Business School, UK;
David Morris, Coventry Business School, UK.
The Changing Components of the Labour Force in Britain and its Regions. 1

Lucian P.Spataro, Ohio University, USA;
Olin L. Adams III, Ohio University, USA.
Outsourcing Activities in Higher Education Administration. 2

Ulrike Muehlberger, European Univ. Institute, Italy.
Explaining Atypical Employment: Towards an Integrated Economic and Sociological Approach.
3

DISCUSSANTS:

1. **Braham Dabscheck**, Univ. of New South Wales, Australia.

2. **Perihan Yavash**, Coventry Business School, UK.

3. **Mark Bailey**, Coventry Business School, UK.

Saturday, July 24, 1999

9:00 AM - 10:30 AM

Bardinos Room

SESSION [18]: Issues in the Japanese Foreign Exchange Market.

Panel Chair:

Nikiforos T. Laopodis, Villa Julie College, USA.

Panelists:

Nikiforos T. Laopodis, Villa Julie College, USA;

Salah Abosedra, Goldey-Beacom College, USA.

Volatility And Asymmetry: The Case Of Japanese Exchange Rates. 1

Kostas Agorastos, University of Mecedonia, Greece;

Dionysios P. Chionis, University of Thessaly, Greece.

Price Volatility and Trading Volume: Some Statistical Evidence from the Japanese Yen Market.

2

Arav Ouandlous, Savannah State Univ., Georgia, USA.

Japanese Finance And Its Impact On Corporate Size: Recent Evidence. 3

Saturday, July 24, 1999

9:00 AM - 10:30 AM

Palomas Room

SESSION [19]: Environmental Business & Economics.

CHAIR:

John Marangos, Monash University, Australia.

AUTHORS & TITLES:

Matías González, Univ. of Las Palmas, Canary Islands.

Carmelo Leon, Univ. of Las Palmas, Canary Islands.

The Adoption of Environmental Innovations in Tourism. 1

Olga Kiula, Central and East European Economic Research Center, Warsaw University, Poland.

Economic Repercussions of Environmental Regulations in Poland: The Case of the Second

Sulfur Protocol. 2

Yücel Calbay, University of Hannover, Germany.

Torsten Sundmacher, Univ. of Hannover, Germany.

Processes of Environmental Learning: The Role of Environmental Information Systems for Innovation. 3

DISCUSSANTS:

1. **Yücel Calbay**, University of Hannover, Germany.

2. **Matías González**, Univ. of Las Palmas, Canary Islands.

3. **Elena Escudero**, University of Valladolid, Spain.

Saturday, July 24, 1999

11:00 AM - 12:30 PM

Alondras Room

SESSION [20]: ROUNDTABLE I

Theme: WOMEN ISSUES IN BUSINESS & ECONOMICS

MODERATOR: Penny - Anne Cullen

University of Warwick, WMG, UK.

PARTICIPANTS:

Luzia Benesch, LTB-Veranstaltungstechnik, Austria.

Jane Binner, Nottigham University, UK.

Aruna Chandrasekaran, Ashland University, USA.

Elena Escudero, University of Valladolid, Spain.

Karen Flaherty, University of Massachusetts, USA.

Denise Jarratt (*), Charles Sturt University, Australia.

Olga Kiuala, Central and East European Economic Research Center, Warsaw University, Poland.

Ursula F. Ott, Graz Univ., Austria &

London School of Economics, UK.
Priscilla Reis, Idaho State University, USA.
Julia A. Smith, University of Oxford, UK.
Zeynep Sozen, Istanbul Teknik Universitesi, Turkey.
Cleopatra Veloutsou, Coventry Business School, UK.

(*) **Alternate Moderator**

Saturday, July 24, 1999

11:00 AM - 12:30 PM

Bardinos Room

SESSION [21]: Monetary & Taxation Policies.

CHAIR:

Pedro C.Godinho, Coimbra Univ. & INESC, Portugal

AUTHORS & TITLES:

Brian Kettell, London Guildhall University, UK.
The Faultlines that could Destroy the Euro. 1

William O'Brien, Worcester State College, USA.
Just Say No, No, No, No: Tax Policy Initiatives in Massachusetts. 2

Livio Stracca, European Central Bank Monetary Policy Division.
Money Markets And Monetary Policy Learning. 3

DISCUSSANTS:

1. **Nikiforos T. Laopodis**, Villa Julie College, USA.

2. **Henry Thomassen**, Economic Advisor, Office of the
Governor, State of Georgia, USA

3. **Gautam Mukerjee**, University of Pittsburgh at
Bradford, USA

Saturday, July 24, 1999

1:30 PM - 3:00 PM

Alondras Room

**SESSION [22]: Endogenous Growth, Innovation
in Services & Monetary Transmission.**

CHAIR:

Demetrios Giannaros, University of Hartford, USA.

AUTHORS & TITLES:

Henry Thomassen, Economic Advisor, Office of the
Governor, State of Georgia, USA.
Sapping Growth Endogenously. 1

Mehdi S. Monadjemi, University of New South Wales, Australia.
Hyeon-Seung Huh, University of Melbourne, Australia.
Monetary Transmission Mechanism: Some International Evidence. 2

Martin Zagler, Vienna University, Austria.
Brigitte Unger, Vienna University, Austria.
Innovation in the Service Sector, Development Thresholds, and the Productivity Slowdown. 3

DISCUSSANTS:

1. **Mehdi S. Monadjemi**, University of New South
Wales, Australia.

2. **Livio Stracca**, European Central Bank Monetary
Policy Division.

3. **Demetrios Giannaros**, University of Hartford, USA.

Saturday, July 24, 1999

1:30 PM - 3:00 PM

Bardinos Room

SESSION [23]: Microeconomics & Personnel Management.

CHAIR:

Lucian P. Spataro, Ohio University, USA.

AUTHORS & TITLES:

Penny-Anne Cullen, University of Warwick, UK. Innovation, Co-operation and Inter - Firm Relations: Towards the Optimum Boundary of the Firm. 1

Robert Singleton, Loyola Marymount University, USA.
College Enrollment and the Alchian-Allen Theorem.2

Thomas Benesch, Graz Univ. of Technology, Austria.
A Model for Personnel Management. 3

DISCUSSANTS:

1. **Jay Schrock**, Department of Hospitality Management,
San Francisco State University, USA.

2. **Tom Cockburn**, UWIC (University of Wales Institute
Cardiff), UK.

3. **Lucian P.Spataro**, Ohio University, USA.
Victor Portougal, The University of Auckland,
New Zealand

Saturday, July 24, 1999

1:30 PM - 3:00 PM

Palomas Room

SESSION [24]: The Business Firm: Management of Information, Barriers to Entry & Agency.

CHAIR: **George Petrochilos**, Coventry Business School, UK.

AUTHORS & TITLES:

Julia A. Smith, University of Oxford, UK.

Information Technology in the Small Business: establishing the basis for a management information system.1

Jane M. Binner, Nottingham Business School, UK;

C.B. Lee, W.D. Murphy, University of Derby, UK;

J.M. Fletcher, University of Salford, UK.

The Application of a Dynamic Game-theoretic Model for Evaluating Investment in Strategic Barriers to Entry. 2

Ursula F. Ott, Karl-Franzens-University Graz, Austria & London School Of Economics, UK.

International Joint Ventures: A Special Multiprincipal -Agent or Common Agency Problem in a Three Player Game. 3

DISCUSSANTS:

1. **George Petrochilos**, Coventry Business School, UK.

Zeynep Sozen, Istanbul Teknik Universitesi, Turkey.

2. **Ursula F. Ott**, Karl-Franzens-University Graz,

Austria & London School Of Economics, UK.

Mei-Chiun Tseng, National Sun Yat-Sen University,

Taiwan.

3. **Denise G. Jarratt**, Charles Sturt University, Australia.

Sunday, July 25, 1999

REGISTRATION:

8:30 AM - 12:30 PM & 1:30 PM - 3:00 PM

SESSIONS 25 - 31: (pp 42 - 48)
9:00 AM - 12:30 PM & 1:30 PM - 3:00 PM

Sunday, July 25, 1999

9:00 AM - 10:30 AM

Alondras Room

**SESSION [25]: EU, Multiculturalism &
Child Labor.**

CHAIR:

Khalid Mehtabdin, The College of Saint Rose, USA.

AUTHORS & TITLES:

Sailesh Tanna, Coventry Business School, UK;
Hayriye Atik, Erciyes University, Turkey.
Informatisation in the European Union: An Empirical Analysis .1

Priscilla R. Reis, Robert R. Picard,
Steven Byers, Idaho State University, USA.
Managing Across Borders: Culture and Control Systems Design. 2

Khalid Mehtabdin, Donald Dean,
Barry Hughes, The College of Saint Rose, USA;
John Quinn, University of Dayton, USA.
The Ethics of Child Labor Practices. 3

DISCUSSANTS:

1. **Gary Baker**, Washburn Univ., Topeka, Kansas, USA.
2. **Trefor Lewis**, UWIC (University of Wales Institute Cardiff), UWIC Business School, UK.
3. **Keith E. Gray**, Coventry Business School, UK.

Sunday, July 25, 1999

9:00 AM - 10:30 AM

Bardinos Room

SESSION [26]: Issues in Marketing & International Law.

CHAIR: Campbell Fraser, Griffith University, Australia.

AUTHORS & TITLES:

Guilherme D.Pires, University of Newcastle, Australia;

P.J. Stanton, University of Newcastle, Australia.

Ethnic Consumers in culturally Diverse Markets: Challenges and Opportunities for Services Marketing. 1

Luzia Benesch, LTBVeranstaltungstechnik, Austria;

Thomas Benesch, Graz Univ. of Technology, Austria.

Customer Service of Banks: An Empirical Study. 2

Jay Schrock, San Francisco State University, USA;

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

Ekaterina D. Annaraud, St. Petersburg State University.

The Helms - Burton Law's Jurisdiction in International Law. 3

Campbell Fraser, Griffith University, Australia.

An Investigation Into Relationships Of Management Performance And Individual Attributes. 4

DISCUSSANTS

1. **Cleopatra Veloutsou**, Coventry Business School, UK.

2. **Demetris Vrontis**, Manchester Metropolitan Univ., UK.

3. **Karen Flaherty**, University of Massachusetts, USA.

Penny-Anne Cullen, University of Warwick, UK.

4. **James M. Pappas**, University of Massachusetts, USA.

Pedro C. Godinho, Univ. of Coimbra & INESC, Portugal.

Sunday, July 25, 1999

9:00 AM - 10:30 AM

Palomas Room

SESSION [27]: Derivatives, Interest Rate Convergence & Neural Networks.

CHAIR:

Ho-don Yan, Feng Chia University, Taiwan, ROC.

AUTHORS & TITLES:

Michael Rafferty, CTS, University of Dalarna, Sweden .

Some Implications of the Development of Derivatives Markets in Scandinavia and the Baltic Region .1

Livio Stracca, European Central Bank - Monetary Policy Division, Germany.

Economics and Politics: Interest Rate Convergence in Europe and EMU. 2

M. Pilar Perez, University of Valladolid, Spain.

M. Concepcion Gonzalez, Univ. of Oviedo, Spain.

Testing for Chaos in Madrid Stock Market using Neural Networks. 3

DISCUSSANTS:

1. **Livio Stracca**, European Central Bank - Monetary Policy Division, Germany.

2. **M. Pilar Perez**, University of Valladolid, Spain.

3. **Ho-don Yan**, Feng Chia University, Taiwan, ROC.

Sunday, July 25, 1999

11:00 AM - 12:30 PM

Alondras Room

SESSION [28]: ROUNDTABLE II

Theme: KNOWLEDGE & GLOBALIZATION

MODERATOR: Michael Rafferty

The Centre for Banking and Finance
(CEFIN) Sodertorn University
Stockholm, Sweden.

PARTICIPANTS:

Thomas Benesch, Graz Univ. of Technology, Austria.

Chi-kim Cheung, University of Hong Kong.

Braham Dabscheck, Univ. of New South Wales,
Australia.

Peter-Jan Engelen, UFSIA-Univ. of Antwerp Belgium.

Matias Gonzalez, Univ. of Las Palmas, Canary Islands,
Spain.

Marko Kolakovic, University of Zagreb, Croatia.

Appa Rao Korukonda, St. Bonaventure Univ., USA

Ursula F. Ott, Karl-Franzens-University Graz, Austria
& London School Of Economics, UK.

George Petrochilos, Coventry Business School, UK.

Gavin C. Reid (*), University of St Andrews, UK.

Priscilla Reis, Idaho State University, USA.

Ozcan Saritas, Istanbul Teknik Universitesi, Turkey.

Robert Singleton, Loyola Marymount Univ., USA.

Livio Stracca, European Central Bank - Monetary Policy
Division, Germany.

Henry Thomassen, Economic Advisor, Office of the Governor, State of Georgia, USA.

Matthew P. Warren, Keele University, UK.

Perihan Yavash, Coventry Business School, UK.

(*) Alternate Moderator

Sunday, July 25, 1999

1:30 PM - 3:00 PM

Alondras Room

SESSION [29]: Marketing Applications.

CHAIR:

Ursula F. Ott, Karl-Franzens-University Graz, Austria & London School Of Economics, UK.

AUTHORS & TITLES:

Cleopatra Veloutsou, Coventry University, UK. The Brand Management System: Past, Present and Future . 1

James M. Pappas, University of Massachusetts, USA.

Karen Flaherty, University of Massachusetts, USA.

More Than Just Selling Cars: Using An Ethnographic Approach To Understand Sales Performance. and Satisfaction. 2

Myung-Su Chae, Hankuk Univ./Foreign Studies, Korea;

Hyun-Sik Lee, Kangnung National Univ., Korea.

Global Strategic Marketing Planning and Performance: The Case of Korea. 3

DISCUSSANTS:

1. **Ursula F. Ott**, Karl-Franzens-University Graz,
Austria & London School Of Economics, UK.

2. **Hyun-Sik Lee**, Kangnung National University, Korea.

3. **Guilherme D. Pires**, University of Newcastle,
Australia.

Campbell Fraser, Griffith University, Australia.

Sunday, July 25, 1999

1:30 PM - 3:00 PM

Bardinos Room

SESSION [30]: Organizational Form, Innovation & Information Technology.

CHAIR:

Jay Schrock, Department of Hospitality Management,
San Francisco State University, USA.

AUTHORS & TITLES:

Mei-Chiun Tseng, National Sun Yat-Sen Univ., Taiwan.
Organizational Form and Strategic Managerial Delegation . 1

Matthew P.Warren, Keele University, UK.
Looking Through The Crystal Ball Of Innovation - The Role Of Technology Foresight In The
Industrial Organization . 2

Young Soo Lee, Hankook Aviation University, Korea;
Pilky Hong, Ministry of Information, Communication &
National Computerization Agency, Korea.
How does Information Technology affect the Industrial Structure of the Economy?. 3

DISCUSSANTS:

1. **Luzia Benesch**, LTBVeranstaltungstechnik, Austria.

2. **Young Soo Lee**, Hankook Aviation Univ., Korea.
Pilky Hong, Ministry of Information, Communication
& National Computerization Agency, Korea.

3. **Matthew P.Warren**, Keele University, UK.

Sunday, July 25, 1999

1:30 PM - 3:00 PM

Palomas Room

SESSION [31]:
International Trade & Development.

CHAIR: **Khalid Mehtabdin**, College of Saint Rose, USA

AUTHORS & TITLES:

F. Cabo, University of Valladolid, Spain;
Elena Escudero, University of Valladolid, Spain;
G. Martin-Herran, University of Valladolid, Spain.
Ecological Technologies and Sustainable Development in a North-South Trade Model.1

Ho-Don Yan, Feng Chia University, Taiwan, ROC.
Intertemporal Current Account Balance and the Current Crisis.2

Özcan Saritas, Istanbul Teknik Universitesi, Turkey.
Expatriation In Turkey. 3

Aruna Chandrasekaran, Ashland University, USA;
Mark A. Nadler, Ashland University, USA.
The Great Indian Middle Class: Mirage or Reality.4

DISCUSSANTS:

1. **Carmelo León**, Univ. of Las Palmas, Gran Canaria.
Özcan Saritas, Istanbul Technical University, Turkey.
2. **Elena Escudero**, University of Valladolid, Spain.
3. **Aruna Chandrasekaran**, Ashland University, USA.
Marcus Ling, University of Sunderland, UK.
4. **John Marangos**, Monash University, Australia.

Monday, July 26, 1999

Excursion Day!
