

**JANUARY 2009
BUSINESS & ECONOMICS
SOCIETY INTERNATIONAL
CONFERENCE**

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**January 3-6, 2009
Acapulco, Mexico
Grand Hotel Acapulco
(ex Hyatt Regency Hotel Acapulco)
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PROGRAM

Sessions, Panels & Roundtables

**(To find your assignments please point to “Edit” and then
“Find”; type in your last name and hit the Enter key)**

Saturday, January 3, 2009
10:00 AM – 11:30 AM
Huichol Room

Session [1]: Education Assessment Issues.

CHAIR: **Reza G. Hamzaee**, Missouri Western State University & Walden University, USA.

AUTHORS & TITLES:

Domenico Campisi & Guendalina Capece, University of Rome “Tor Vergata”, Italy.
Technological Change and Innovation Behaviour in High Level Education: An International Comparison between Italian and Portuguese Samples. ¹

Reza G. Hamzaee, Missouri Western State University & Walden University, USA.
An Experimental Development of an Assessment Instrument for Economic faculty & Graduating Students at a Regional University. ²

Reza G. Hamzaee, Missouri Western State University & Walden University, USA &
Kyle Joseph Barclay, USA.
Critical Thinking, a Foundation for a Better Learning, Effective Teaching, and Quality Communications Conducive to Societal Change. ³

DISCUSSANTS:

1. **Reza G. Hamzaee**, Missouri Western State University & Walden University, USA.
 2. **Domenico Campisi**, University of Rome “Tor Vergata”, Italy.
 3. **Ana Andabaka**, University of Zagreb, Croatia.
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Saturday, January 3, 2009
10:00 AM – 11:30 AM
Mixteco Room

Session [2]: Investments & Small Business.

CHAIR: **Frederick H. Wallace**, Universidad de Quintana Roo, Mexico.

AUTHORS & TITLES:

Jan Hanousek & Evžen Kočenda, CERGE-EI, Charles University and the Academy of Sciences, Prague, Czech Republic; The William Davidson Institute, Michigan; CEPR, London; and the Euro Area Business Cycle Network.
Intraday Price Discovery in Emerging European Stock Markets. ¹

Frederick H. Wallace, Universidad de Quintana Roo, Mexico.
Nonlinear Unit Root Test Evidence of PPP. ²

John Brinkman, Tomy K. Kallarakal & Jain Mathew, Christ College, Liverpool Hope University, UK.

Leader Relationships in Indian Small Businesses.³

DISCUSSANTS:

1. **John Brinkman**, Christ College, Liverpool Hope University, UK.
 2. **Gordana Kordić**, University of Zagreb, CROATIA.
 3. **Sandra Cockfield**, Monash University, Australia.
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Saturday, January 3, 2009
12:30 PM – 2:00 PM
Huichol Room

Session [3]: Debt Management, Retailing & Industrial Relations.

CHAIR: **Rajagopal**, Monterrey Institute of Technology and Higher Education, Mexico.

AUTHORS & TITLES:

Ana Andabaka, University of Zagreb, Croatia &
Marko Badurina, Volksbank d.d., Zagreb, Croatia.
Public Debt Management in Croatia.¹

Rajagopal, Monterrey Institute of Technology and Higher Education, Mexico.
Customer Loyalty Programs in Retail Stores for Sales Augmentation.²

Nini Yang, San Francisco State University, USA
Culture and Industrial Relations: A Comparison of the United States, Germany and China.³

DISCUSSANTS:

1. **Eduardo Jarque**, Kyushu University, Japan.
 2. **Jurica Pavičić**, University of Zagreb, Croatia.
 3. **Rajagopal**, Monterrey Institute of Technology and Higher Education, Mexico.
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Saturday, January 3, 2009
12:30 PM – 2:00 PM
Mixteco Room

Session [4]: Micro-Credit, Demography & Firm Performance.

CHAIR: **John Brinkman**, Christ College, Liverpool Hope University, UK.

AUTHORS & TITLES:

Edeltraud Hanappi-Egger, Anett Hermann & Roswitha Hofmann, Vienna University of Economics and Business, Austria.

More than Money: Micro-Credit-Systems: A Tool for Social Change? ¹

Gordana Kordić & Nika Sokol, University of Zagreb, CROATIA.

The Role of Fiscal Policy in Accomplishing Goals of Demographic Policy in European Union. ²

Jan Hanousek & Evžen Kočenda, CERGE-EI, Charles University and the Academy of Sciences, Prague, Czech Republic; The William Davidson Institute, Michigan; CEPR, London; and the Euro Area Business Cycle Network.

Divide and Privatize Firm Break-ups and Performance. ³

DISCUSSANTS:

1. **Milad Zarin-Nejadan**, IRENE, University of Neuchatel, Switzerland.
 2. **Evžen Kočenda**, CERGE-EI, Charles University and the Academy of Sciences, Czech Republic.
 3. **Frederick H. Wallace**, Universidad de Quintana Roo, Mexico.
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Sunday, January 4, 2009

8:00 AM – 9:30 AM

Huichol Room

Session [5]: Marketing Issues.

CHAIR: **Patrice Cailleba**, Department of Management IRMAPE Groupe ESC Pau, France.

AUTHORS & TITLES:

Patrice Cailleba & Herbert Casteran, IRMAPE Groupe ESC Pau, France.

A Quantitative Study on the Impact of Fair Trade Coffee On Consumer Behavior. ¹

M. Sinan Ergüven, Anadolu University, Turkey.

Radio Advertising: What is the Creative Potential? ²

Levent Özkoçak, Anadolu University, Turkey.

Communication Science Students Attitudes toward Brand Extensions. ³

DISCUSSANTS:

1. **M. Sinan Ergüven**, Anadolu University, Turkey.
2. **Mariana Mora Fonseca**, Monterrey Institute of Technology and Higher Education, Mexico.
3. **Patrice Cailleba**, IRMAPE Groupe ESC Pau, France.

Sunday, January 4, 2009
8:00 AM – 9:30 AM
Mixteco Room

Session [6]: Eastern Europe Airline Industry, Services & Organizational Communications.

CHAIR: Domenico Campisi, University of Rome, Italy.

AUTHORS & TITLES:

Jurica Šimurina, Josip Tica & Milivoj Marković, University of Zagreb, Croatia.
Determinants of Airline Industry in Central and Eastern Europe. ¹

Katalin Eibel-Spanyi, Eastern Connecticut State University, USA &
Susan Freeman, Monash European and EU Centre, Monash University, Australia.
Internationalization and Innovation in the Service Sector. ²

Yavuz Tuna, Anadolu University, Turkey.
Empathy Skills of Managers in the Communication Process of Organization. ³

DISCUSSANTS:

1. **Yavuz Tuna**, Anadolu University, Turkey.
2. **Rajagopal**, Monterrey Institute of Technology and Higher Education, Mexico.
3. **Marcela C. Revilla E.**, Monterrey Institute of Technology and Higher Education, Mexico.

Sunday, January 4, 2009
9:45 AM – 10:30 AM
Mixteco Room

Session [7]: Keynote Address

Keynote Speaker:

Rolf Solli, Ph.D.

Gothenburg Research Institute (GRI)
School of Business, Economics and Law.
University of Gothenburg
Street address: Övre Fogelbergsgatan 6
Postal address: Box 600, SE 405 30 Göteborg, Sweden.
Email: "Rolf Solli: <Rolf.Solli@gri.gu.se>
Web: <<http://www.gri.gu.se>>.

Dr. Solli is the Director and Professor of Management Studies at GRI, Gothenburg Research Institute, School of Business, Economics and Law at University of Gothenburg, Sweden. GRI is one of the leading research institutes in Scandinavia in the field of management. His research focuses on processes of

management, leadership and accounting in the context of public sector organizations. He has published numerous articles and books, among which "Low-voiced control. Perspective on civil finance officers in local government", a volume edited with Barbara Czarniawska "Organizing Metropolitan Space and Discourse" and "Constructing Leadership: Reflections on Film Heroes as Leaders" with Björn Rombach. Prior to his present position, Rolf Solli was for many years Head of the School of Public Administration at the University of Gothenburg.

Title of Talk:

Global Is Local: Recycling Familiar Components

Abstract:

We have observed that management strategies vary with spatial objectives and sometimes are set to oppose each other. At the same time, most ideas appear to be shared, throughout, by most organizations. We claim that what are normally referred to as global ideas actually represent the local recycling of old ideas. Names of management strategies and their speeds of implementation change; additionally, they are combined in different ways while global trends function as catalysts. In this talk we would summarize findings (from research carried out in the last ten years) of a comparative study on the development of reforms in Australia and Sweden.

Sunday, January 4, 2009

11 AM – 1 PM

Huichol Room

Session [8]: Panel

THEME: Globalization and Transition in Business and Human Values in Mexico.

MODERATOR: Rajagopal, Monterrey Institute of Technology and Higher Education, Mexico.

PANEL PARTICIPANTS & TITLES:

Rajagopal, Monterrey Institute of Technology and Higher Education, Mexico.

Driving through Globalization: Economic Growth and International Trade Challenges in Mexico.

Mariana Mora Fonseca, Jaina Montjean, José Luis Alvarado & Hector González López,

Monterrey Institute of Technology and Higher Education, Mexico.

Factors Affecting Overseas Business Venturing in Mexico: Analysis of Macro Perspectives.

Marcela C. Revilla E., Monterrey Institute of Technology and Higher Education, Mexico.

The Conditions of Mexico's Microeconomic Policies: The Implications of an Unfinished Agenda for the Business Environment.

Sunday, January 4, 2009

11 AM – 1 PM

Mixteco Room

Session [9]: Urbanization, Water Resources, Virtualization & Regional Development.

CHAIR: **Nancy Sutton Bell**, University of Montevallo, USA.

AUTHORS & TITLES:

Hardy Hanappi, University of Technology Vienna, Austria.

Global Cities and Global Firms? On the links between Trends in Urbanization Structures and Production Structures. ¹

Katie Flood, St. Mary's University, St. John's, Newfoundland, Canada.

The Economics of Water. ²

Marko Kolakovic, University of Zagreb, Croatia.

From Clusterization to Virtualization of Croatian Small Business. ³

Galina Timofeyeva, Russia, Volgograd State University, Russia

Innovative Structures and Infrastructure of Regional Economy. ⁴

DISCUSSANTS:

1. **Nancy Sutton Bell**, University of Montevallo, USA.

2. **Yoonsung Kim**, George Mason University, USA.

3. **Leighton Vaughan-Williams**, Nottingham Trent University, UK.

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

Monday, January 5, 2009

9:00 AM – 10:30 AM

Huichol Room

Session [10]: Trade & Corporate Responses to Climate Change.

CHAIR: **Marko Kolakovic**, University of Zagreb, Croatia.

AUTHORS & TITLES:

Sophia P. Dimelis & Sotiris K. Papaioannou, Athens University of Economics and Business, Greece.

Inter-Industry Productivity Spillovers of IT and R&D: The Case of Greece. ¹

Milad Zarin-Nejadan, IRENE, University of Neuchatel, Switzerland.

The Impact of Official Development Assistance on Donor Country Exports: Some Empirical Evidence for Switzerland. ²

Yoonsung Kim, George Mason University, USA

Corporate Responses to Climate Change: The Resource-Based View. ³

DISCUSSANTS:

1. **Ho-don Yan**, Feng Chia University, Taiwan.
 2. **Sophia P. Dimelis**, Athens University of Economics and Business, Greece.
 3. **Evžen Kočenda**, CERGE-EI, Charles University and the Academy of Sciences, Czech Republic.
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Monday, January 5, 2009
9:00 AM – 10:30 AM
Mixteco Room

Session [11]: Issues in Ethics.

CHAIR: Joseph A. Petrick Wright State University, USA.

AUTHORS & TITLES:

Donald E. English, Edgar Manton & Janet Walker, Texas A&M University-Commerce, USA.
Human Resource Managers' and Business Communication Students' Perception of Selected
Communication Competencies.¹

Nancy Sutton Bell, University of Montevallo, USA.
The Shift from Business for Profit to the Triple Bottom Line.²

Lijun Chen, Zhejiang University, China & **Joseph A. Petrick** Wright State University, USA.
Comparative Study of Chinese and U.S. Business Student Situational Judgment in
Decision-Making.³

DISCUSSANTS:

1. **Joseph A. Petrick**, Wright State University, USA.
 2. **Donald E. English**, Texas A&M University-Commerce, USA.
 3. **Reza G. Hamzaee**, Missouri Western State University & Walden University, USA.
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Monday, January 5, 2009
10:45 AM – 11:30 AM
Mixteco Room

Session [12]: Invited Speaker Address

Invited Speaker

Tibor R. Machan, Ph.D.
R. C. Hoiles Chair in Business & Free Enterprise
Chapman University's Argyros School of Business & Economics
Chapman University
One University Drive

Orange, CA 92866
USA

Email: "Tibor Machan" <tmachan@gmail.com>

Dr. Machan holds the R. C. Hoiles Chair in Business Ethics & Free Enterprise at Chapman University's Argyros School of B&E and is a research fellow at the Hoover Institution (Stanford University, CA). <www.Tibormachan.com>

Title of Talk:

The Virtue of Prudence as the Moral Basis of Commerce

Abstract:

There are many ways of approaching human affairs and one of these is by considering whether what people do is morally justified. Another is to consider what causes them to act or behave as they do. One may also want to focus on the overall impact their conduct has on others or on the future state of the world.

The issue I wish to address is the first one. And more specifically I want to explore first of all whether commerce and its professional arm, business, enjoy moral support. Certainly there is much debate about this. Recently, for example, Pope Benedict stated, on his visit to Australia, that consumerism is morally objectionable. Earlier one of the Pope's cardinals stated that both capitalism and communism are immoral. The idea that striving to make a profit is something morally suspect is also widely propounded, in novels, movies, songs, and political speeches. Even for those who generally consider commerce beneficial, the private pursuit of wealth is deemed to be a vice—Bernard Mandeville developed this idea in full in his essay "*Fable of the Bees: or, Private Vices, Publick Benefits.*" In popular discussions there is widespread conviction to the effect that while sharing is morally admirable, profiting is not. And, of course, the pursuit of profit—or prosperity or wealth—is widely denounced by champions of systems such as socialism, communism, and communitarianism.

Yet, at the same time, no one can dispute that most people do eagerly pursue wealth and would far more prefer to reap profits than to suffer economics losses. Indeed, the economies of most modern societies are based on this fact. Daily discussions in the media lament it when for whatever reason economies are faltering, incomes fall, businesses contract, and development is arrested. Few are the champions of economic stagnation, let alone of outright poverty.

So it would be something rather peculiar if not outright tragic for commerce, certainly a vital engine of prosperity, to lack moral standing. I will argue that it does indeed have moral standing because, ultimately, it is the institutional manifestation of the moral virtue of prudence. Furthermore, I will defend the idea that commercial and business conduct must be free, voluntary, not regimented by government, in order for it to have moral significance.

**Monday, January 5, 2009
12:30 PM – 2:00 PM
Huichol Room**

Session [13]: Employment Law in Australia, Public Sector Broadcasting & Customer Retention.

CHAIR: Katalin Eibel-Spanyi, Eastern Connecticut State University, USA.

AUTHORS & TITLES:

Sandra Cockfield, Donna Buttigieg, Marjorie Jerrard,
Monash University, Australia & **Al Rainnie,** University of Leicester, United Kingdom.
Employment Law and Low Paid Workers in Australia. ¹

Leighton Vaughan-Williams, Nottingham Trent University, UK.
Productivity Growth and the Funding of Public Service Broadcasting in the UK. ²

Yeo Hwan-Leep, Kim Tae-Hoon, Jung Yong-Hyun & Lee Ji-Hye
Kyungpook National University, Korea.
Analysis on the Effect of Service Quality, Customer Satisfaction, Switching Barrier at Ski Resort
for Customer Retention. ³

DISCUSSANTS:

1. **Nini Yang,** San Francisco State University, USA.
2. **Jurica Šimurina,** Faculty of Economics and Business, University of Zagreb, Croatia.
3. **Katalin Eibel-Spanyi,** Eastern Connecticut State University, USA.

Monday, January 5, 2009
12:30 PM – 2:00 PM
Mixteco Room

Session [14]: Capital Inflows, Investment Policy in Russia & Chain Management.

CHAIR: **Sophia P. Dimelis,** Athens University of Economics and Business, Greece.

AUTHORS & TITLES:

Chia-chia Lin, Ho-don Yan, and Cheng-lang Yang, Feng Chia University, Taiwan.
Foreign Capital Inflows and Current Account Imbalance – Is There Two-Way Causal
Relationship? ¹

Yuriy Timofeyev, Volgograd State University, Russia
Methods and Instruments of Effective Investment Policy in Russian Regions. ²

Sung-Heon Lee, Chan-Kwan Park, Jong-Mun Choi & Chae-Bogk Kim, Kyungpook Nation
University, Daegu, Korea.
A Case Study on Global Supply Chain Management to Enhance on Time Delivery. ³

DISCUSSANTS:

1. **Sophia P. Dimelis,** Athens University of Economics and Business, Greece.
2. **Jumi Familoni,** Covenant University, Nigeria.
3. **Nika Sokol,** University of Zagreb, Croatia.

Monday, January 5, 2009
2:15 PM – 3:45 PM
Huichol Room

Session [15]: Roundtable I

THEME: Financial Crisis & Deflation.

MODERATOR: Demetri Kantarelis, Assumption College, USA.

ROUNDTABLE PARTICIPANTS:

Jumi Familoni, Covenant University, Nigeria.

Demetri Kantarelis, Assumption College, USA.

Joseph Petrick, Wright State University, USA.

Leighton Vaughan-Williams, Nottingham Trent University, UK.

Ho-don Yan, Feng Chia University, Taiwan.

Tuesday, January 6, 2009
9:30 AM – 11:30 AM
Huichol Room

Session [16]: Ethnography, Consumer Involvement & Productivity Spillovers.

CHAIR: Nini Yang, San Francisco State University, USA.

AUTHORS & TITLES:

Jumi Familoni, Covenant University, Nigeria.

An Ethnographic study of the Applied Scholastic Intervention in Ekiti State,
South West of Nigeria. ¹

Jurica Pavičić, University of Zagreb, Croatia,
Nikša Alfrević, University of Split, Croatia &
Morana Fudurić, University of Zagreb, Croatia.

Lobbying in Croatia: Perspectives for the Nonprofit Sector. ²

Sofia Daskou, Hellenic American University, Greece.

Re-Conceptualizing Consumer Involvement In The Context of Commercial Relationships,
Volume II: Empirical Findings. ³

Filippo Reganati, Rosanna Pittiglio, Edgardo Sica, Department of SEMS, University of Foggia, Italy.
Foreign Direct Investments and Productivity Spillovers: Do the Italian Firms Benefit From the
Presence of Multinational Enterprises? ⁴

DISCUSSANTS:

1. **Edgardo Sica**, Department of SEMS, University of Foggia, Italy.
 2. **Sofia Daskou**, Hellenic American University, Greece.
 3. **Morana Fudurić**, University of Zagreb, Croatia.
 4. **Zhang Qing**, School of Public Finance and Administration of Hubei University of Economics, China.
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Tuesday, January 6, 2009
9:30 AM – 11:30 AM
Mixteco Room

Session [17]: Emerging Markets, Clusters, Decision-Making & Insider Trading.

CHAIR: **Peter-Jan Engelen**, Utrecht University, the Netherlands.

AUTHORS & TITLES:

Eduardo Jarque, & Kiyooki Shiotsugu, Kyushu University, Japan.

Industry-firm Strategic Resources and the Formation of Business Groups in Emerging Markets:
An Empirical Approach. ¹

Mirjana Dragičević & Alka Obadić, University of Zagreb, Croatia

Influence of Clusters on Competitiveness Growth – Some Experiences in EU and Post-Transition
Countries. ²

Hasan Durucasu & Şenay Lezki, University of Anadolu, Turkey.

A Curious Decision Tree Analysis of a Real Life Data: A Purchase of 100 Vans. ³

Peter-Jan Engelen, Utrecht University, the Netherlands.

The Reputational Penalty for Illegal Insider Trading. ⁴

DISCUSSANTS:

1. **Alka Obadić**, University of Zagreb, Croatia.
 2. **Peter-Jan Engelen**, Utrecht University, the Netherlands.
 3. **Milad Zarin-Nejadan**, IRENE, University of Neuchatel, Switzerland.
 4. **Hasan Durucasu**, University of Anadolu, Turkey.
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Tuesday, January 6, 2009
12:30 PM – 2:00 PM
Huichol Room

Session [18]: Roundtable II

THEME: Footprint & The Natural Environment.

MODERATOR: Demetri Kantarelis, Assumption College, USA.

ROUNDTABLE PARTICIPANTS:

Nancy Sutton Bell, Tommy J. Sanders, University of Montevallo, USA.

Katie Flood, St. Mary's University, Canada.

Demetri Kantarelis, Assumption College, USA.

Evžen Kočenda, CERGE-EI, Charles University and the Academy of Sciences, Prague, Czech Republic; The William Davidson Institute, Michigan; CEPR, London; and the Euro Area Business Cycle Network.

Yoonsung Kim, Department of Environmental Science and Policy, George Mason University, USA.

Rolf Solli, University of Gothenburg, Sweden.

Tuesday, January 6, 2009

2:15 PM – 3:45 PM

Huichol Room

Session [19]: Management, Finance & Development.

CHAIR: Alka Obadić, University of Zagreb, Croatia.

AUTHORS & TITLES:

Federica Cucchiella & Massimo Gastaldi, University of L'Aquila, Italy.
Strategic Manufacturing Management. ¹

Mario Gómez & José Carlos Rodríguez, Instituto de Investigaciones Económicas y Empresariales Universidad Michoacana de San Nicolás de Hidalgo, Mexico.
Technology Transfer and Financial Funding of University Spin-Off Companies in the United States: A Panel Data Approach. ²

Zhang Qing, School of Public Finance and Administration of Hubei University of Economics, China.
A Model of Local Revenue Mobilization: China's Perspective. ³

DISCUSSANTS:

1. **Alka Obadić**, University of Zagreb, Croatia.

2. **Federica Cucchiella & Massimo Gastaldi**, University of L'Aquila, Italy.

3. **José Carlos Rodríguez**, Instituto de Investigaciones Económicas y Empresariales Universidad

Michoacana de San Nicolás de Hidalgo, Mexico.

Tuesday, January 6, 2009
2:15 PM – 3:45 PM
Hospitality Room

Session [20]: Posters

Fikret Er & Senay Lezki, Anadolu University, 26470, Eskisehir, Turkey.

A Review of Graphical Techniques in Decision Analysis: Some Applications.

Gema Pastor Agustín, Manuel Espitia Escuer & Marisa Ramírez Alesón, Facultad de Ciencias Económicas y Empresariales, Universidad de Zaragoza, Spain.

The Effect of Highly Liquid Assets on Investment: A New Approach.

L.S.Shakhovskaya, Volgograd State Technical University and Bureau of International Economic Communications, Bureau of International Loyalty programme, Russia &

I.V. Arakelova (Prazyan), Volgograd State University, Bureau of International Loyalty Programme, Russia.

Society, Power, Business, Science, Education, Culture: Social Partnership.

Gilbert Bougi & Helmi Hamdi, Paul Cézanne University, France.

Does Monetary Innovation Affect the Central Bank's Credibility?

The End!