

23RD BUSINESS & ECONOMICS SOCIETY INTERNATIONAL (B&ESI) CONFERENCE

Under the Patronage of

*His Excellency Sheikh Nahayan Mubarak Al Nahayan
Minister of Culture, Youth, and Development, UAE,*

the Business & Economics Society International (B&ESI) cordially invites
you to attend (participate in) its 23rd 2014 Conference to be held in Abu
Dhabi, UAE, January 15-18, at the National Center for Documentation &
Research (January 15) and the UAE Academy (January 16-18)



أكاديمية الإمارات UAE ACADEMY

Business in
Abu Dhabi 

PROGRAM

Wednesday, January 15, 2014
National Center for Documentation & Research, 13th Street, Abu Dhabi

9:00 AM: Registration & Reception

Session [1]: Opening of the Conference
10:00 AM-11:20 AM

Opening Remarks:

His Excellency Sheikh Nahayan Mubarak Al Nahayan, Minister of Culture, Youth, and Development, UAE
&
Demetri Kantarelis, 2014 B&ESI Conference Chair

Opening Session Speakers:

Abdullah A. Abonamah, (Guest Speaker), CEO, UAE Academy
Integrating Innovation and Entrepreneurship in Business Education – ADSM Case Study

Tahir Hakim (Guest Speaker), Energy Institute
Energy Issues

Husam Sultan Al Ulam (Guest Speaker), UAE's National Research Foundation
The Research Agenda subject to Globalization

Paulo Drummond (Invited Speaker), International Monetary Fund
Africa's Rising Exposure to China: How Large Are Spillovers through Trade?

11.20 AM: Coffee Break

Wednesday, January 15, 2014
National Center for Documentation & Research, 13th Street, Abu Dhabi

Session [2] – Invited Panel:
Higher Education Issues and University - Industry Collaborations
11:30 AM-12:30 PM

Panel Moderator:

Jamal Abu Rashed, College of Mount St. Joseph, USA

Panelists:

Jamal Abu Rashed, College of Mount St. Joseph, USA

Ghaleb El Refae, Al Ain University, UAE

Obaid AlMotairy, Qassim University, Saudi Arabia

Abdulmunim Alabdulmunim, Qassim University, Saudi Arabia

Husam Sultan Al Ulam & Ahmed Alosi National Research Foundation, UAE
University-Industry Collaboration in Health

12:30 PM: Lunch

Wednesday, January 15, 2014
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Session [3] – Roundtable:
Capital Markets & Economic Development
1:30 PM – 2:30 PM

Moderator:

Paulo Drummond, International Monetary Fund

Roundtable Participants:

Rashed Al-Baloushi, CEO, Abu Dhabi Stock Exchange

Ali Al-Moulani, National Bank of Bahrain & Cranfield University, UK

Jane M. Binner, University of Birmingham, UK

Taufik Bouraoui, ESC Rennes School of Business, France

Does Capital Structure Affect Firm Value: Evidence from Chinese Publicly Listed Companies

M A Moustafa, Al Ain University of Science and Technology Al Ain - UAE

Measuring and Explaining the IPOs Underpricing in Egypt

Wednesday, January 15, 2014
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Session [4]: Business Strategies, Ethics & International Trade
2:30 PM-4:30 PM

CHAIR: Leslie E. Sekerka, Menlo College, USA

Iyad Mourtada, Managing Director, Open Thinking, UAE

Modern Business Strategies: How to achieve outstanding growth in the global market ¹

Leslie E. Sekerka, Marianne Marar Yacobian and Derek Stimel, Menlo College, USA

Ethical Decision-making in a Transnational Economy: Embracing the Tribal-Collectivist Perspective ²

Guilherme Pires, University of Newcastle, Australia

John Stanton, University of Western Sydney, Australia

Paulo Rita, Lisbon Business School, ISCTE, Portugal

Revisiting Ethnic Marketing Ethics ³

Ghaleb El Refae, Abdefhafid Belarbi, Loay Alnaji, Al Ain University, UAE

Diversity and Business Performance: A Middle East Study ⁴

Alafeefi Adeeb, Director, Foreign Trade & Exports - Abu Dhabi Department of Economic Development

Foreign Trade & Exports Issues ⁵

Discussants:

1. **Guilherme Pires**, University of Newcastle, Australia
 2. **Guilherme Pires**, University of Newcastle, Australia
 3. **Leslie E. Sekerka**, Menlo College, USA
 4. **Iyad Mourtada**, Managing Director, Open Thinking, UAE
 5. **Hisham Saghbini**, UAE Academy, UAE
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Thursday, January 16, 2014
UAE Academy, Sheikh Zayed Street, Abu Dhabi

Session [5]: Management & Entrepreneurship

9:00AM-11:00AM, Villa I

CHAIR: Marko Kolakovic, University of Zagreb, Croatia

Katarzyna Piórkowska, Wroclaw University of Economics, Poland

Managing Occupational Stress as one of the Endogenous Determinants of Managers' Loyalty ¹

Marko Kolakovic, University of Zagreb, Croatia

Strategic Entrepreneurship in Croatia: A New Resolution for an Economy in Crisis ²

Robert Zacca and Mumin Dayan, United Arab Emirates University, Al Ain, UAE

The Impact of Managerial Competence on Small Enterprise Performance ³

David Han-Min Wang and Quang Linh Huynh, Feng Chia University Taichung, Taiwan

Examining the Causal Relationship among Corporate Governance, Management Accounting Systems and Firm Performance: A Directed Graphs Approach ⁴

Zina Houhamdi & Belkacem Athamena, Al Ain University of Science and Technology, UAE

Information Quality Framework ⁵

Hisham Saghbini, UAE Academy, UAE

Overcoming the Challenges of the Private Sector in the Emirate of Abu Dhabi for More Success ⁶

Discussants:

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

2. **Zina Houhamdi**, Al Ain University of Science and Technology, UAE

3. **David Han-Min Wang**, Feng Chia University Taichung, Taiwan

4. **Robert Zacca**, United Arab Emirates University, Al Ain, UAE &

Marko Kolakovic, University of Zagreb, Croatia

5. **Katarzyna Piórkowska**, Wroclaw University of Economics, Poland

6. **Afaf Mubarak**, Alhosn University, Abu Dhabi, UAE

11:00 AM: Coffee Break

Thursday, January 16, 2014
UAE Academy, Sheikh Zayed Street, Abu Dhabi

Session [6]: Inventory Management, Private vs. Public & Accounting

9:00AM-11:00AM, Villa II

CHAIR: Afaf Mubarak, Alhosn University, Abu Dhabi, UAE

Sobhy Elkhatib, Al Ain University, UAE
Just-In Time Inventory System: UAE Industry Case ¹

Patricia Stanton, University of Newcastle, Australia
The Effectiveness of Thai Local Government Internal Auditing Mechanisms ²

Afaf Mubarak, Alhosn University, Abu Dhabi, UAE
Accounting on Cloud Computing basis for Small Businesses in UAE ³

Joseph N. Heiney, Elmhurst College, USA
Community Size and Public Sector Salaries ⁴

Discussants:

1. Augustin Suessmair, University of Lueneburg, Germany

2. Jurica Šimurina, University of Zagreb & University of Zadar, Croatia

3. Patricia Stanton, University of Newcastle, Australia

4. Sobhy Elkhatib, Al Ain University, UAE

11:00 AM: Coffee Break

Thursday, January 16, 2014
UAE Academy, Sheikh Zayed Street, Abu Dhabi

Session [7]: Intercultural Differences, Firm Performance & Education

11:15AM-1:15 PM, Villa I

CHAIR: Augustin Suessmair, University of Lueneburg, Germany

Tim Dorn, University of Cologne, Germany &
Augustin Suessmair, University of Lueneburg, Germany
Is It Really Worth It? Intercultural differences of influencing factors in the context of pay-what-you-want decision making ¹

Jurica Šimurina, University of Zagreb & University of Zadar, Croatia &
Nika Šimurina, University of Zagreb, Croatia
Are Environmental Taxes Solving Environmental Problems? ²

Saeed Badghish, King Abdulaziz University, Saudi Arabia
John Stanton & Jonathon Hu, University of Western Sydney, Australia
A Comparison of Guest Worker and Saudi Customer Complaint Behavior within Saudi Arabia ³

Amer Qasim, Al-Ain University of Science and Technology, UAE
The Impact of Corporate Governance on Firm Performance: Evidence from the UAE ⁴

Abdelghani Remache, Al Ain University of Science and Technology ⁵
The Impact of Authentic Materials on the Quality of Education

Discussants:

1. **P. J. Stanton**, University of Western Sydney, Australia
2. **Dieter Bögenhold**, University of Klagenfurt, Austria
3. **Hanan Atef Kamal al-Din**, Emirates College of Technology, UAE
4. **Nika Šimurina**, University of Zagreb, Croatia
5. **Abdullah Bin Junaid**, New Delhi, India

1:15 PM: Lunch

Thursday, January 16, 2014
UAE Academy, Sheikh Zayed Street, Abu Dhabi

Session [8]: Labour, Education & Development

11:15 AM-1:15 PM, Villa II

CHAIR: Yoshihiko Fukushima, Waseda University, Japan

Yoshihiko Fukushima, Waseda University, Japan
Technological Progress and Labour Market Outcomes ¹

Abdelhafid K. Belarbi, Ghaleb A. El Refae, Al Ain, United Arab Emirates &
Jamal Abu Rashed, Saint Joseph College, USA
Internationalization and Quality of Higher Education: A GCC Paradox ²

Mokhtar Maazouz, CEMM, Msila University, Algeria & (CEMAFI) University of Nice Sophia –Antipolis, France
Return to Investment in Human Capital and Policy of Labor Market:
Empirical analysis of developing countries ³

Alexandre Munoz, Aix-Marseille University, France
Issues of a new Governance of Public Policies to Develop Sustainable Investment in the Mediterranean and the
Middle East ⁴

Saddiq Sani Abubakar and **Musa Kallamu Hassan**
Abubakar Tatari Ali Polytechnic, Bauchi- Bauchi State, Nigeria
Contributions of the Informal Sector towards the Development of Entrepreneurship in
Bauchi Metropolis Bauchi State, Nigeria ⁵

Discussants:

1. **Mokhtar Maazouz**, CEMM, Msila University, Algeria
2. **Yoshihiko Fukushima**, Waseda University, Japan

3. **Abdelhafid K. Belarbi**, Al Ain, United Arab Emirates
4. **Saddiq Sani Abubakar**, Abubakar Tatari Ali Polytechnic, Bauchi- Bauchi State, Nigeria
5. **Olajumoke FAMILONI**, Leads City University, Ibadan, Nigeria

1:15 PM: Lunch

Friday, January 17, 2014
UAE Academy, Sheikh Zayed Street, Abu Dhabi

Session [9]: Marketing, Online Shopping, Forecasting & FDI

9:00AM-11:00AM, Villa I

CHAIR: Guilherme Pires, University of Newcastle, Newcastle, Australia

Rachel Shuk Yee Cheung, University of Newcastle, Newcastle, Australia

Guilherme Pires, University of Newcastle, Newcastle, Australia

The Application of Relationship Marketing Orientation to the Internal Business Environment- Preliminary Findings ¹

Leighton Vaughan Williams, Nottingham Trent University, UK

Forecasting the outcome of closed-door decisions: the Supreme Court and 'Obamacare' ²

Yasmin Hosam-Eldin Mohamed Anwar, German University, Cairo, Egypt; and

Mariam Abou-Youssef, Emirates College of Technology, UAE

The Effect of Religion on Muslim Consumer Behavior in Egypt ³

Mazin E. Abusin, SOMMAR Consultancy, UAE

Constructing, Implementing and Managing a Nation Branding Framework to attract FDI for Countries Experiencing Political and Economic Crisis ⁴

Hanan Atef Kamal al-Din and **Ajayeb Abu-Daibes**, Emirates College of Technology, UAE

Challenges Facing Brand Identity during Online Shopping:
The Customer Point of View ⁵

Discussants:

1. **Mariam Abou-Youssef**, Emirates College of Technology, UAE

2. **Joseph N. Heiney**, Elmhurst College, USA

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

4. **Hanan Atef Kamal al-Din**, Emirates College of Technology, UAE

5. **Rachel Shuk Yee Cheung**, University of Newcastle, Newcastle, Australia

11:00 AM: Coffee Break

Friday, January 17, 2014
UAE Academy, Sheikh Zayed Street, Abu Dhabi

Session [10]: Money, Stock Market Efficiency & Quantitative Applications

9:00AM-11:00AM, Villa II

CHAIR: Jane M. Binner, University of Birmingham, UK

Rakesh K. Bissoondeal, Michail Karoglou, Aston University, UK &
Jane M. Binner, University of Birmingham, UK
A Direct Role for Money in the IS curve? ¹

Stavros Stavroyiannis, Technological Educational Institute of Peloponnese, Greece
On a GJR-GARCH model with the Pearson type-IV distribution ²

Suhaib Walid Sharaiyra, College of Law, Al Ain University of Science and Technology, Abu Dhabi, UAE
The Element of “Qabd” in Commodity–Based Islamic Financing ³

Rafiq Hamed Hijazi, Al-Ain University of Science and Technology, Al-Ain, UAE
Business Statistics Education in GCC Business Schools ⁴

Sameer Elbarghouthi, Al-Ain University of Science and Technology, Al-Ain, UAE
The Efficiency of Amman Stock Exchange ⁵

Discussants:

1. **Stavros Stavroyiannis**, Technological Educational Institute of Peloponnese, Greece

2. **Jane M. Binner**, University of Birmingham, UK

3. **Khawaja Amjad Saeed**, University of the Punjab, Pakistan

4. **Jane M. Binner**, University of Birmingham, UK

5. **Stavros Stavroyiannis**, Technological Educational Institute of Peloponnese, Greece

11:00 AM: Coffee Break

Friday, January 17, 2014
UAE Academy, Sheikh Zayed Street, Abu Dhabi

Session [11]: Self-employment, Labour & the Knowledge Economy

11:15AM-1:15PM, Villa I

CHAIR: Anna Frankus, FFC Consulting, Germany

Uwe Fachinger, University of Vechta, Germany
Income development of self-employed people – Imperceptible precarisation ¹

Anna Frankus, FFC Consulting, Germany
The Development of a Knowledge and Service Society: An Increase in New Professions? ²

Dieter Bögenhold, University of Klagenfurt, Austria
Entrepreneurship and Self-employment: The True Facts of the Matter ³

Jürgen Faik, FaMa – Neue Frankfurter Sozialforschung, Germany;
Uwe Fachinger, University of Vechta, Germany
The Well-being of Self-employed Persons – Empirical Evidence for Germany ⁴

Katalin Liptak, University of Miskolc, Hungary
Cyclicity on the Central-Eastern-European Labour Market ⁵

Discussants:

1. **Joseph N. Heiney**, Elmhurst College, USA
2. **Katalin Liptak**, University of Miskolc, Hungary
3. **John Stanton**, University of Western Sydney, Australia
4. **Leighton Vaughan Williams**, Nottingham Trent University, UK
5. **Paulo Drummond**, International Monetary Fund, USA

1:15 PM: Lunch

Friday, January 17, 2014
UAE Academy, Sheikh Zayed Street, Abu Dhabi

Session [12] - Roundtable:
Banking: Discontent & Contentment

11:15AM-1:15PM, Villa II

Moderator:

Khawaja Amjad Saeed, Principal FCMA, FCA, Hailey College of Banking & Finance,
University of the Punjab, Pakistan

Roundtable Participants:

Ali Al-Moulani, National Bank of Bahrain & Cranfield University, UK

Jane M. Binner, University of Birmingham, UK

Ghaleb El Refae, Al Ain University, UAE

Patricia Stanton, University of Newcastle, Australia

1:15 PM: Lunch

Saturday, January 18, 2014
UAE Academy, Sheikh Zayed Street, Abu Dhabi

Session [13] - Management Trends: New Theories and the Race for Knowledge Hubs

9:00AM-11:00AM, Villa I

Moderator:

Demetri Kantarelis, Assumption College, USA

Roundtable Participants:

Constantinos Alexiou, Cranfield University, UK

Katarzyna Piórkowska, Wroclaw University of Economics, Poland

Roberta Provasi, University di Milano – Bicocca, Italy

Augustin Suessmair, University of Lueneburg, Germany

David Han-Min Wang, Feng Chia University Taichung, Taiwan

11:00 AM: Coffee Break

Saturday, January 18, 2014
UAE Academy, Sheikh Zayed Street, Abu Dhabi

Session [14]: SMEs, Trade, Banking & Human Capital

9:00AM-11:00 AM, Villa II

CHAIR: Nadia Goucha, Emirates College of Technology, UAE

Felicitas Evangelista, John Stanton and Syed Rahman, University of Western Sydney, Australia
Market Characteristics, Firm Capabilities and International Involvement of Australian SMEs ¹

Nicole Metcalf, David Desplaces and Norman Levine, College of Charleston, USA
The Geography of Trade in the South East: 2004 to 2008 ²

Adnan Ghecham, Al Ain University of Science and Technology-Abu Dhabi, UAE
Could Trade Liberalization Diversify the Algerian Economy? ³

Nadia Goucha, Tarek Oshan, Emirates College of Technology, UAE
Wafed Salem Ahmed Tharwan Al Harthi, Budget Control Department
Factors influencing the profitability of Private and State-owned Indian banks in the Post-Liberalization Era ⁴

Olajumoke Familoni, Leads City University, Ibadan, Nigeria
Trends in Human Capital Management: The Role of Leadership in Emerging Economies:
A Case Study of Nigeria ⁵

Discussants:

1. **Nadia Goucha**, Emirates College of Technology, UAE
2. **John Stanton**, University of Western Sydney, Australia
3. **Alexandre Munoz**, Aix-Marseille University, France
4. **Jane M. Binner**, University of Birmingham, UK
5. **Adnan Ghecham**, Al Ain University of Science and Technology-Abu Dhabi, UAE

11:00 AM: Coffee Break

Saturday, January 18, 2014
UAE Academy, Sheikh Zayed Street, Abu Dhabi

Session [15]: Women, Poverty, Consumption Behaviour & Growth

11:15AM-1:15 PM, Villa I

CHAIR: Constantinos Alexiou, Cranfield University, UK

Caroline Upchurch & David Desplaces, College of Charleston, USA
Microfinance, a Means to End Poverty: The Case of Fouban, Cameroon ¹

Patrizia Riva, Piemonte Orientale University, Italy &
Roberta Provasi, University di Milano – Bicocca, Italy
Women in the boardroom. The Italian experience: Law against Embedded Tradition ²

Ali Al-Moulani, National Bank of Bahrain & Cranfield University, UK &
Constantinos Alexiou, Cranfield University, UK
The Role of the Banking Sector Development in Economic Growth and Stability in the
Gulf Cooperation Council Countries ³

Olajumoke Familoni, Leads City University, Ibadan, Nigeria
Entrepreneurship and the Nigerian Cultural Context ⁴

Hussain Ali Bekhet, Universiti Tenaga Nasional (UNITEN), Malaysia;
Awad El-Refae and Tahira Yasmin, Al-Ain University of Science and Technology, Al-Ain, UAE
Comparative Study of Environmental Kuznets Curve and CO₂-integration between Saudi Arabia and UAE
Economies: Time Series Analysis ⁵

Abdullah Bin Junaid, Reshma Nasreen, Jamia Hamdard, New Delhi, India
Cosmeceutical Consumption Behaviour amongst Males in Indian Market-
Analysis of Determinants and Influencing Factors ⁶

Discussants:

1. **Roberta Provasi**, University di Milano – Bicocca, Italy
2. **Constantinos Alexiou**, Cranfield University, UK
3. **Khawaja Amjad Saeed**, University of the Punjab, Pakistan
4. **Hussain Ali Bekhet**, Universiti Tenaga Nasional (UNITEN), Malaysia;
5. **Ali Al-Moulani**, National Bank of Bahrain & Cranfield University, UK &
6. **Khawaja Amjad Saeed**, University of the Punjab, Pakistan

1:15 PM: Lunch

POSTERS

Thursday, January 16, 2014

Session [16]: 11:10AM-1:15 PM, Villa II

UAE Academy, Abu Dhabi

University of Iowa Posters

Edgar Bellow, Gaëlle Le Guirriec, NEOMA Business School – Campus Reims59, France

The Impacts of Economic Recession and Resource Constraints on Corporate Entrepreneurship

1:15 PM: Lunch

The End!