

JULY 2009
BUSINESS & ECONOMICS
SOCIETY INTERNATIONAL
CONFERENCE

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July 15-19, 2009
Kona-Hawaii, USA
Sheraton Hotel
[<http://www.sheratonkeauhou.com/>](http://www.sheratonkeauhou.com/)

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)**

**Wednesday, July 15, 2009
10:00 AM – 12:00 Noon
Mauna Kea Room**

Session [1]: Accounting, Underemployment & Investments.

CHAIR: Patricia Stanton, University of Newcastle, Australia.

AUTHORS & TITLES:

Hong Bok Ahn, Keimyung University, Daegu, Korea.

An Empirical Research of Accounting Trust after the “IMF Crisis” in South Korea. ¹

Patricia Stanton, University of Newcastle, Australia.

The Use of Photographs in Company Annual Reports: A Longitudinal Case Study. ²

Yi-Jung Chen, National Kaohsiung University of Applied Sciences, Taiwan.

Associations of Perceived Underemployment with In-Role and Organizational Citizenship Behaviors: The Beneficiary Perspective. ³

Gunjan Malhotra & Ankit Goyal, Institute of Management Technology, IMT, India.

Interrelationship between Indian and US Stock Indexes: A Cointegration Approach. ⁴

DISCUSSANTS:

1. **Patricia Stanton**, University of Newcastle, Australia.

2. **Hong Bok Ahn**, Keimyung University, Daegu, Korea.

3. **Jacqueline N. Hood**, University of New Mexico, USA.

4. **Marijana Ivanov**, University of Zagreb, Croatia.

**Wednesday, July 15, 2009
10:00 AM – 12:00 Noon
Mauna Loa Room**

Session [2]: Marketing & Strategic Education.

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

AUTHORS & TITLES:

Ayesha Bevan-Dye, Vaal University of Technology, South Africa
Practitioners' Views of Marketing Curricula in the Internet Age. ¹

Miao-Ling Chen, National Sun Yat-Sen University, Taiwan
& **Ling-Ling Wu**, National Taiwan University, Taiwan.
The Impacts of Vertical Restraints on Advertising Signaling Effects. ²

Natasha de Klerk, Vaal University of Technology, South Africa
Analysing Entrepreneurial and Marketing Development Skills for Small Tourism Enterprises. ³

Andrea Garnett, Vaal University of Technology, South Africa.
Is Strategy the Missing Link? Lessons from South African Higher Education. ⁴

DISCUSSANTS:

1. **Guilherme Pires**, University of Newcastle, Australia.
 2. **Yong Hyun Jung, Hwan Leep Yeo & Hong Woo Lee**, Kyungpook National University, Korea.
 3. **Michael Novak**, University of Massachusetts Boston, USA.
 4. **Kazuaki Yanagisawa**, Japan Atomic Energy Agency, Gunma, Japan.
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**Wednesday, July 15, 2009
10:00 AM – 12:00 Noon
Hualalai Room**

Session [3]: Roundtable

Theme: Greed, Government, and God.

MODERATOR: **Leonard R. Sorenson**, Assumption College, USA.

ROUNDTABLE PARTICIPANTS:

Robert Ashford, Syracuse University College of Law, USA.

Jamal Abu-Rashed, Xavier University, USA.

Jane M. Binner, Aston Business School, Aston University, UK.

Sandra J. Defebaugh, Eastern Michigan University, USA.

Yasumi Matsumoto, Waseda University, Tokyo, Japan.

Amit K. Maitra, Case Western Reserve University, USA.

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

John Stanton, University of Western Sydney, Australia.

**Wednesday, July 15, 2009
1:30 PM – 3:30 PM
Mauna Kea Room**

Session [4]: Leadership, Taxation & Governmental Finance.

CHAIR: Jamal Abu-Rashed, Xavier University, USA.

AUTHORS & TITLES:

Yi-Jung Chen, National Kaohsiung University of Applied Sciences, Taiwan.
A Value-Based Approach to Recognize CEOs with Ethical Leadership.¹

Leighton Vaughan Williams, Nottingham Business School, Nottingham Trent University, UK.
Betting Tax in the UK, 1926-2009: A Short History with Big Implications.²

Sittiphol Viboonthanakul, University of York, UK.
Trade via E-Commerce: Effect on Government Revenue.³

David Han-Min Wang & Tiffany Hui-Kuang Yu, Feng Chia University, Taiwan.
Convergence Test for Social Welfare Expenditures in Taiwan and OECD Countries.⁴

DISCUSSANTS:

1. **Jamal Abu Rashed**, Xavier University, USA.
 2. **Yasumi Matsumoto**, Waseda University, Tokyo, Japan.
 3. **David Han-Min Wang**, Feng Chia University, Taiwan.
 4. **Leighton Vaughan Williams**, Nottingham Trent University, UK.
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Wednesday, July 15, 2009
1:30 PM – 3:30 PM
Mauna Loa Room

Session [5]: Macroeconomics & Microeconomics Applications.

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

AUTHORS & TITLES:

Guglielmo Maria Caporale, Brunel University, London, UK,
Davide Ciferrib, University Tor Vergata, Rome, Italy & **Alessandro Girardib**, Institute for Economic Studies and Analyses, Rome, Italy.

Fiscal Shocks and Real Exchange Rate Dynamics: Some Evidence for Latin America. ¹

Mi Sook Lee, Kyungpook National University, Korea.

The Empirical Study about the Impact of Six Sigma Success Factors on the Performance Variables: Focus on Korean Companies. ²

Mohamed Osman, University of Dubai, United Arab Emirates.

Which Output Gap Measure Matters for the Arab Gulf Cooperation Council Countries (AGCC): The Overall GDP Output Gap or the Non-Oil Sector Output Gap? ³

Mislav Ante Omazić, University of Zagreb, Croatia.

Impact of Media on Transitional Economy: The Case of Croatia. ⁴

DISCUSSANTS:

1. **László Kónya**, La Trobe University, Australia.

2. **Guglielmo Maria Caporale**, Brunel University, London, UK.

3. **Mi Sook Lee**, Kyungpook National University, Korea.

4. **Mohamed Osman**, University of Dubai, United Arab Emirates.

Wednesday, July 15, 2009
1:30 PM – 3:30 PM
Hualalai Room

**Session [6]: Customer Selection, On-time Delivery,
Money & Education.**

CHAIR: Gunjan Malhotra, Faculty, IMT - Ghaziabad, India.

AUTHORS & TITLES:

Tae-Hoon Kim, Ji Hye Lee, Hwan Leep Yeo & Pan Soo Kim, Kyungpook National University, Korea.
A Fuzzy AHP based Customer's Selection of Home Delivery Service in Korea. ¹

Marijana Ivanov, University of Zagreb, Croatia.
Money, Liquidity and Financial Cycles. ²

Jong mun Choi, Chan kwon Park & Sung Heon Lee
Kyungpook Nation University, Daegu, Korea.
A Case Study on War Room Activity to Enhance the on-Time Delivery. ³

Yong Hyun Jung, Hwan Leep Yeo & Hong Woo Lee, Kyungpook National University, Korea.
The Effect of Education Quality to School Brand Image - Focusing on a Purpose of
Establishment on High-school in Daegu. ⁴

DISCUSSANTS:

1. **Ana Kundid**, University of Split, Croatia.
 2. **Kingsley Opoku Appiah**, Kwame Nkrumah University of Science and Technology, Kumasi, Ghana.
 3. **Reginald James**, UUNZ Institute of Business, New Zealand.
 4. **Gunjan Malhotra**, Faculty, IMT-Ghaziabad, India.
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**Thursday, July 16, 2009
8:30 AM – 10:30 AM
Mauna Kea Room**

Session [7]: Environmental Business / Economics Issues.

CHAIR: Maryam Davodi-Far, National University, La Jolla, USA.

AUTHORS & TITLES:

Maryam Davodi-Far, National University, La Jolla, USA.

In a Consumer Driven Society, Can Sustainable
Development Serve as a Vehicle to Achieve Social Equity? ¹

Anthony B Lumby & Alan P Draper, University of the Witwatersrand, South Africa.

The Search for True Economic Value: The Role of Contingent Valuation. ²

Tom Mongare Ndege, Department of EMPS, Moi University, Kenya.

Trust, Ethnic Lineages and Collective Action in the Management of Mau South Water Towers,
Kenya. ³

Wei-Ming Wang & Amy H. I. Lee & Ding-Tsair Chang, Chung-Hua University, Taiwan.

An Integrated FA-FEAHP Approach on the Social Indicators of Taiwan's Green Building. ⁴

Chung Cheng Wei, Shu-Te University, Taiwan

A Study of the General Hotels Core Competence Construct Evaluation Criteria. ⁵

DISCUSSANTS:

1. **Alan P Draper, University of the Witwatersrand, South Africa.**
 2. **Maryam Davodi-Far, National University, La Jolla, USA.**
 3. **Juan J. DelaCruz, Lehman College, The City University of New York, USA.**
 4. **Anthony B Lumby, University of the Witwatersrand, South Africa.**
 5. **Demetri Kantarelis, Assumption College, USA.**
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Thursday, July 16, 2009
8:30 AM – 10:30 AM
Mauna Loa Room

Session [8]: Management, Finance & Development.

CHAIR: Mine Doyran, FIT-SUNY New York, USA.

AUTHORS & TITLES:

Kazuaki Yanagisawa, Japan Atomic Energy Agency, Gunma, Japan.
Economics For Managing Nuclear Science In Japan.¹

Vinko Belak, University of Zagreb, Croatia, **Željana Aljinović Barać & Tina Vuko**, University of Split, Croatia.
Stocks Selection in Capital Markets Crisis: Multi-Criteria Approach.²

Vinko Belak & Ana Bulic, University of Zagreb, Croatia.
Cost Management Model under Conditions of Global Economic Crisis.³

Judith A Clarke & Nilanjana Roy, University of Victoria, Canada.
On Statistical Inference for Inequality Measures Calculated from Complex Survey Data.⁴

DISCUSSANTS:

1. **Ana Bulic**, University of Zagreb, Croatia.
 2. **Mine Doyran**, FIT-SUNY New York, USA.
 3. **James Sawler**, Mount Saint Vincent University, Canada.
 4. **Mislav Ante Omazić**, University of Zagreb, Croatia.
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Thursday, July 16, 2009
8:30 AM – 10:30 AM
Hualalai Room

Session [9]: Ethics, Marketing & Bankruptcy Prediction.

CHAIR: William P. Cordeiro, California State University Channel Islands, USA.

AUTHORS & TITLES:

Helen Berry, University of Brighton, UK.

Corporate Governance: Beyond Convergence? A Comparative Analysis in the Wake of the Global Credit Crunch.¹

Agnes Hofmeister Toth & Agnes Neulinger, Corvinus University of Budapest, Hungary.

Generational Differences in Consumption Pattern in Hungary.²

Kandiah Jegasothy & J. Boriraj, Victoria University of Technology, Australia.

Supply and Demand Functions of Australian Wine.³

Kingsley Opoku Appiah, Kwame Nkrumah University of Science and Technology, Kumasi, Ghana.

Bankruptcy Prediction in Ghana.⁴

DISCUSSANTS:

1. **William P. Cordeiro**, California State University Channel Islands, USA.

2. **Kandiah Jegasothy**, Victoria University of Technology, Australia.

3. **Peter Demediuk**, CTSR, Victoria University, Australia.

4. **Kunle A. Akanni**, Lagos State University, Ojo, Nigeria.

**Thursday, July 16, 2009
11:00 AM – 1:00 PM
Mauna Kea Room**

Session [10]: Behavioural & Healthcare Issues.

CHAIR: **Alan P Draper**, University of the Witwatersrand, South Africa.

AUTHORS & TITLES:

Juan J. DelaCruz, Lehman College, The City University of New York, USA.
HIV/AIDS, Health Status and Economic Growth: A Survey on Health Variables
and Income Per Capita.¹

Chong-Hwan Son & Kudret Topyan, Manhattan College, USA.
The Effect of the State Excise Taxes of Different Types (spirits, wine, and beer) of the
Alcoholic Beverages on the Alcohol-Attributable Injury Mortalities.²

Pei-fang Lai, Meng-lun Yang, Ming-xiang Huang, Qiao-zhi Liao, Ching-hua Lin,
Chung Hua University, Taiwan.
Body Image Attitudes and Consciousness of College Students in Taiwan.³

Hsiao-lin Teng, Chia-ling Chen, Chiao-hsin Mai, Jin-hua Liang, Chung Hua University, Taiwan.
Exploring the Purchasing employee's price satisfaction about
Supplier's quotations.⁴

DISCUSSANTS:

1. **Anthony B Lumby**, University of the Witwatersrand, South Africa.
 2. **Juan J. DelaCruz**, Lehman College, The City University of New York, USA.
 3. **Chong-Hwan Son**, Manhattan College, USA.
 4. **Demetri Kantarelis**, Assumption College, USA
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Thursday, July 16, 2009
11:00 AM – 1:00 PM
Mauna Loa Room

Session [11]: Investing & Unemployment.

CHAIR: Željana Aljinović Barač, University of Split, Croatia.

AUTHORS & TITLES:

Rakesh K. Bissoondeal, Bjorn Hagstromer, Jane M. Binner

Aston Business School, Aston University, UK & **Andy Mullineux**, Birmingham Business School, UK.
Stock Market Volatility, Risk Attitude and the Demand
for Money in the UK.¹

Peter-Jan Engelen, Utrecht University, the Netherlands, Tjalling C. Koopmans Research Institute, the
Netherlands.

The Reputational Penalty for Illegal Insider Trading.²

Job Dubihlela, Vaal University of Technology, South Africa.

Equity Prices Misalignments and their Possible Effect on Monetary Policy Formulation: A Case
of Zimbabwe (1995-2005).³

Alfred Sitz, University of Economics and Business Administration, Austria.

Unemployment and International Trade: Skill Differences and Adjustment Costs in a Two
Country World.⁴

DISCUSSANTS:

1. **Gunjan Malhotra**, Institute of Management Technology, India.
 2. **David E. Allen**, Edith Cowan University, Australia.
 3. **Željana Aljinović Barač**, University of Split, Croatia.
 4. **Job Dubihlela**, Vaal University of Technology, South Africa.
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Thursday, July 16, 2009
11:00 AM – 1:00 PM
Hualalai Room

Session [12]: Capital Democratisation: Old & New Ideas.

CHAIR: **John Sae**, International University in Germany.

AUTHORS & TITLES:

Mohamed A. Ramady, King Fahd University of Petroleum and Minerals, Saudi Arabia & **Demetri Kantarelis**, Assumption College, USA.

Financial Capital Democratization: Recipes for Growth & Disaster.¹

Robert Ashford, Syracuse University College of Law, USA.

Broadening the Right to Acquire Capital with the Earnings of Capital: the Missing Link to Sustainable Economic Recovery and Growth.²

Najim A. Najim, Ghaleb A. El-Refae, Al-Zaytoonah University of Jordan, Jordan & **Jamal Abu Rashed**, Xavier University, USA.

Spirituality Dimension in Business: Empirical Study: An Islamic Approach.³

Mine Doyran, FIT-SUNY New York, USA.

Government Intervention in Financial Markets:

Political Economic Analysis of the U.S. Subprime Mortgage Meltdown 2007-2009.⁴

DISCUSSANTS:

1. **Jamal Abu Rashed**, Xavier University, USA.

2. **Judith A Clarke**, University of Victoria, Canada.

3. **Robert Ashford**, Syracuse University College of Law, USA.

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

**Friday, July 17, 2009
8:30 AM – 10:30 AM
Mauna Kea Room**

Session [13]: Management & Governmental Regulation.

CHAIR: Jeanne Aurelio, Bridgewater State College, USA.

AUTHORS & TITLES:

Peter Demediuk, CTSR, Victoria University, Australia.

Modernity and Tradition: Critical Success Factors in Small Italian Wineries.¹

Jay Hyuk Rhee, Korea University Business School, Korea

E-Business Implementation and Performance Heterogeneity:
The Moderating Role of Absorptive Capacity.²

James Kennedy Turkson, Kwame Nkrumah University of Science and Technology, Kumasi, Ghana.

Managerial Creativity and Innovation: A Panacea for Organizational Change and Development.³

Amit K. Maitra, CaseWestern Reserve University, USA.

Privatization, Liberalization and Regulatory Reform: The case of Telecommunications.⁴

DISCUSSANTS:

1. **Jeanne Aurelio**, Bridgewater State College, USA.

2. **James Kennedy Turkson**, Kwame Nkrumah University of Science and Technology, Kumasi, Ghana.

3. **Amit K. Maitra**, CaseWestern Reserve University, USA.

4. **Jay Hyuk Rhee**, Korea University Business School, Korea.

Friday, July 17, 2009
8:30 AM – 10:30 AM
Mauna Loa Room

Session [14]: Microeconomics & Industrial Organization.

CHAIR: Peter-Jan Engelen, Utrecht University, the Netherlands,
Tjalling C. Koopmans Research Institute, the Netherlands.

AUTHORS & TITLES:

Pedro J. Gutierrez, University of Valladolid, Spain.

A Simple Model to Test the Role of Sentiments in
Market Selection.¹

Yasumi Matsumoto, Waseda University, Tokyo, Japan.

Multi-Dimensional Approach toward Collective Choice.²

James Sawler, Mount Saint Vincent University, Canada.

Product Differentiation and the Choice of Alliance Partners.³

Ivan Pavić & Maja Pervan, University of Split, Croatia.

Effects of Corporate Diversification on its Performance: The Case of Croatian Non-Life
Insurance Industry.⁴

DISCUSSANTS:

1. **Yasumi Matsumoto**, Waseda University, Tokyo, Japan.

2. **Pedro J. Gutierrez**, University of Valladolid, Spain.

3. **Kandiah Jegasothy**, Victoria University of Technology, Australia.

4. **László Kónya**, La Trobe University, Australia.

**Friday, July 17, 2009
10:45 AM – 11:30 AM
Hualalai Room**

Session [15]: 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

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) USA. (www.Tibormachan.com) "Tibor Machan" <tmachan@gmail.com>.

Title of Talk:

Has Capitalism Been Invalidated?

Abstract:

Nicholas Sarkozy, born Nicolas Paul Stéphane Sarközy de Nagy-Bocsa and now the president of France, made headlines a while back by announcing that "Le laissez-faire, c'est fini," meaning that free market capitalism is finished.

One thing that's ironic about Sarkozy having said this is that the term "laissez-faire" refers to how the French king was responded to when he asked French farmers "So what do you want?" He was told: "Leave us alone." Accordingly, laissez-faire came to refer to a system of economics, also defended by Adam Smith and the classical liberal and libertarian political economy tradition, in which the government plays the sole role the American Founders assigned to it, namely, "to secure [our] rights." Just as referees do at games, government has the important role of making sure the rules are followed and violators are punished. In the case of a society, including its economic system, the rules are that the rights to private property and freedom of contract are strictly respected and protected.

This idea has never, ever been fully implemented but here and there, especially in America, it has gained some inroad in public affairs. Certain compared to the rest of human history and the rest of the globe, America's economy has often been relatively free. But as with most democracies, which may not ban the input of even undemocratic ideas, the best that has been achieved is a mixed economy, one with socialist, capitalist, fascist, theocratic and even communist features, a fully free market never existed in America.

Still, whenever some upheaval with economic implications does occur in America and other mixed economies, defenders of some variation of the ancient regime of mercantilism—which include champions of all kinds of statist economic systems such as socialism, fascism, etc.—quickly announce what Sarkozy said, namely, that free enterprise is now dead, proven to have failed. In the current financial fiasco this is all too evident. Day after day one can read this bunk, in The New York Times, The New Republic, letters to various magazines and newspapers, you name it. A regular feature of this glee, exhibited by folks who have never shown the slightest sympathy for free enterprise, is to mention that people in the business world are often complicit in promoting statism. But that's no news at all, of course. Adam Smith already observed it back in the 18th century. As he warned:

"The proposal of any new law or regulation which comes from [businessmen], ought always to be listened to with great precaution, and ought never to be adopted till after having been long and carefully examined, not only with the most scrupulous, but with the most suspicious attention. It comes from an order of men, whose interest is never exactly the same with that of the public, who have generally an interest to deceive and even to oppress the

public, and who accordingly have, upon many occasions, both deceived and oppressed it." *The Wealth of Nations*, vol. 1, pt. xi, p.10 (at the conclusion of the chapter) (1776).

The bottom line is that in mixed economies it is somewhat difficult to detect the source of economic problems. The chattering classes—many of whose members would love to rule the world since they tend to believe (following the lead of a certain reading of Plato) that only they are qualified to do so—jump at the chance to blame freedom, including free enterprise, since that is the main obstacle to their being in charge. My simple plea is, do not fall for this ruse. The current—as all human produce—economic fiasco is the fault of statisticians who routinely distort the natural ways of an economy. (In this case it had to do with massive amounts of easy money doled out in the name of helping the poor, minorities, and so forth.) As usual, such interference results in disaster.

And those who are responsible have no intention to confessing their guilt in making it happen and one effective way to hide that fact is to point the finger at the innocent party, human liberty.

Saturday, July 18, 2009

8:30 AM – 10:30 AM

Mauna Kea Room

**Session [16]: Human Resources, Management,
Governance & Finance.**

CHAIR: Johnnie E.V. Johnson, School of Management, University of Southampton, UK.

AUTHORS & TITLES:

James Kennedy Turkson, Kwame Nkrumah University of Science and Technology, Kumasi, Ghana.
Succession Planning: A Strategic Tool for Human Resource Planning in Small and Medium Enterprises (SMES) in Ghana.¹

Johnnie E.V. Johnson, Raymond O'Brien & Ming Chien Sung
School of Management, University of Southampton, UK.
An Examination of the Manner in Which Evolving Information is Accounted for by Traders in a Financial Market.²

Darko Tipurić, Mislav Ante Omazić & Domagoj Hruška University of Zagreb, Croatia.
Building a Corporate Governance Index in Croatia – In Search for an Appropriate Framework.³

Ana Kundid, University of Split, Croatia, **Roberto Ercegovic**, University of Split; Société Générale Splitska banka d.d., Croatia. & **Ivica Klinac**, Hypo Alpe Adria Bank d.d., Croatia.
Bank Liquidity Distress Transfer Toward Real Economy Ahead of Financial Crisis.⁴

DISCUSSANTS:

1. **Mislav Ante Omazić**, University of Zagreb, Croatia.
 2. **Ana Kundid**, University of Split, Croatia.
 3. **Chanyoung Lee**, Bank of Korea, Korea..
 4. **Johnnie E.V. Johnson**, University of Southampton, UK.
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Saturday, July 18, 2009
8:30 AM – 10:30 AM
Mauna Loa Room

Session [17]: Trade, Labour & Finance.

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

AUTHORS & TITLES:

Maja Pervan, Ivica Pervan, University of Split, Croatia, **Antonia Guadagnino**, University bacc.oec.,
University of Split, Croatia.

Market Structure and Profitability of Croatian Commercial Banks.¹

Mohsen Zayanderoody, Islamic Azad University, Iran.

Study the Effect of Tax (Income-Wage) on Labor Supply (Special Jobs).²

Kandiah Jegasothy, Victoria University of Technology, Australia.

Causality of Trade and Employment in Australia between 1988 to 2006.³

John Sae, School of Business Administration International University in Germany.

Australia as a Destination Country for Foreign Direct Investment: Prospects, Challenges and
Strategic Responses for the European Transnational Corporations.⁴

DISCUSSANTS:

1. **Jane M. Binner**, Aston University, UK.

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

3. **John Sae**, School of Business Administration International University in Germany.

4. **Alfred Sitz**, University of Economics and Business Administration, Austria.

Saturday, July 18, 2009
8:30 AM – 10:30 AM
Hualalai Room

Session [18]: Human Resources, Entrepreneurship & Development.

CHAIR: Agnes Hofmeister Toth, Corvinus University of Budapest, Hungary.

AUTHORS & TITLES:

László Kónya, La Trobe University, Australia.

Immigration, Economic Growth and Unemployment in Australia, 1972-2007.¹

Michael Novak, University of Massachusetts Boston, USA.

WII: A Disruptive Innovation?²

Maria Cristina Ortigão Sampaio Schiller, IBMEC/ Brazil.

The Challenges of Innovation in Local Development.³

Ruanthi De Silva & Patricia Stanton, University of Newcastle, Australia &

John Stanton, University of Western Sydney, Australia.

The Importance of Managing Intellectual Capital in Retaining Officer- Seafarers.⁴

DISCUSSANTS:

1. **Maria Cristina Ortigão Sampaio Schiller**, IBMEC/ Brazil.

2. **Agnes Hofmeister Toth**, Corvinus University of Budapest, Hungary.

3. **John Stanton**, University of Western Sydney, Australia.

4. **Mine Doyran**, FIT-SUNY New York, USA.

Saturday, July 18, 2009

11:00 AM – 1:00 PM

Mauna Kea Room

Session [19]: Government & Regional Development.

CHAIR: Megha Raut, Department of Regional Development, Primary Industry, Fisheries and Resources, Northern Territory, Australia.

AUTHORS & TITLES:

Peter Demediuk, CTSR, Victoria University, Australia.

Recipes for Community Engagement in Swedish Local Government.¹

Cora Sio Kuan Lai, Macao Polytechnic Institute, Macao PRC

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

Influences on Macao's E-Government Portal Adoption.²

Megha Raut, Department of Regional Development, Primary Industry, Fisheries and Resources, Northern Territory, Australia.

“Inventive Economic Modelling” – The Alice Springs Case Study.³

Ke-Chin Yen, Chung Hua University, Taiwan.

An Integrated Approach for the Spatial Studies on Coastal Land Use in Taiwan.⁴

DISCUSSANTS:

1. **James Kennedy Turkson**, Kwame Nkrumah University of Science and Technology, Ghana.

2. **Megha Raut**, Department of Regional Development, Primary Industry, Fisheries and Resources, Northern Territory, Australia.

3. **Ke-Chin Yen**, Chung Hua University, Taiwan.

4. **Peter Demediuk**, CTSR, Victoria University, Australia.

Saturday, July 18, 2009
11:00 AM – 1:00 PM
Mauna Loa Room

Session [20]: Business Ethics.

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

AUTHORS & TITLES:

William P. Cordeiro, California State University Channel Islands, USA.
Entrepreneurial Business Ethics: A Special Case or Business as Usual? ¹

Sandra J. Defebaugh, Eastern Michigan University, USA.
The Role of Professionalism and Ethics for the Small Business. ²

Jacqueline N. Hood, Kathryn Jacobson & Harry Van Buren III, University of New Mexico, USA.
Creating Ethical Organizational Cultures by Managing the
Aggressive and the Narcissistic Bully. ³

Joseph A. Petrick, Wright State University, USA.
Global Business Integrity Capacity: Responsible Financial Risk Management. ⁴

DISCUSSANTS:

1. **Jacqueline N. Hood**, University of New Mexico, USA.
 2. **Joseph A. Petrick**, Wright State University, USA.
 3. **Helen Berry**, University of Brighton, UK.
 4. **William P. Cordeiro**, California State University Channel Islands, USA.
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Saturday, July 18, 2009
11:00 AM – 1:00 PM
Hualalai Room

Session [21]: Advertising & Banking, Betting & Finance.

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

AUTHORS & TITLES:

Gunjan Malhotra, Abhinav Khemka, Dhrubojyoti Sinha, IMT-Ghaziabad, India.
Mobile Advertisement: Indian Consumers' Perspective.¹

Ana Kundid, University of Split, Croatia, **Roberto Ercegovic**, University of Split, Croatia; Société Générale Splitska banka d.d., Croatia & **Ivica Klinac**, Hypo Alpe Adria Bank d.d., Croatia.
Bank System Structure Influence on Performance and Fragility Contingent toward Financial Crisis – Case Study Croatia.²

Ming-Chien Sung & Johnnie E. V. Johnson, University of Southampton, United Kingdom.
An Exploration of Profitable Betting Strategies Based on Knowledge of the Proportion of Informed and Noise Traders Operating in a Horserace Betting Market.³

Chanyoung Lee, Bank of Korea, Korea.
The Effects of Household Financial System on Private Tutoring Expenses in Korea.⁴

DISCUSSANTS:

1. **John Stanton**, University of Western Sydney, Australia.
 2. **Kingsley Opoku Appiah**, Kwame Nkrumah University of Science and Technology, Ghana.
 3. **Maja Pervan**, University of Split, Croatia.
 4. **Mohsen Zayanderoody**, Islamic Azad University - Yazd Branch, Iran.
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Saturday, July 18, 2009
1:15 – 3:15 PM
Room (To be Announced)

Session [22]: Luncheon

Keynote Speaker

David E. Allen, Ph.D.

School of Accounting, Finance and Economics
Edith Cowan University, Australia
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Dr. Allen is a Professor of Finance at Edith Cowan University, Perth, Western Australia. He is the author and co-author of three books and monographs and over 70 refereed publications on a diverse range of topics covering corporate financial policy decisions, asset pricing, business economics, funds management and performance bench-marking, volatility modeling and hedging, and market microstructure and liquidity.

Title of Talk:

Measuring and Modeling Risk

Abstract:

I will examine some commonly adopted approaches to the measurement of risk in finance and the various shortcomings implicit in the underpinnings of these approaches. Early views on the nature of risk and uncertainty; Knight, Keynes, Ramsey. The adoption of a mean variance decision choice criteria as a central foundation in financial economics and its accompanying limitations. The Basel agreements and convention of modeling risk in a Value at Risk (VaR) framework. The attractions of Conditional Value at Risk (CVaR) as an alternative metric. The modeling of volatility in the GARCH and the realized volatility literature and empirical attempts to capture 'tail risk'. The measurement of risk implicit in applications of option pricing models. The shortcomings of these various approaches when faced with a system wide shock as recently experienced in the Global Financial Crisis.

Sunday, July 19, 2009
8:30 AM – 10:30 AM
Mauna Kea Room

Session [23]: Manufacturing, Labour, & Management.

CHAIR: **Kunle A. Akanni**, Lagos State University, Ojo, Nigeria.

AUTHORS & TITLES:

Mohammad Ali Feizpour, University of Yazd, Iran & **Colin Wren**, University of Newcastle upon Tyne, UK.

Firm Size and Firm Growth: Evidence from Manufacturing Industry in Iran. ¹

Mohammad Ali Feizpour, Islamic Azad University, Iran, **Reza Jamali & Hanieh Poushdouz**, Employees Gender Composition and Labor Productivity: A Study of Iranian Manufacturing Small Business. ²

Kunle A. Akanni, Lagos State University, Ojo, Nigeria.

Private Entrepreneurship and Employment Generation in Urban Centres in Nigeria: A Nexus Analysis. ³

Ray Hingst, University of Southern Queensland, Australia & **Reginald James**, UUNZ Institute of Business, New Zealand.

Comparative Case Studies of Management and Leadership in New Zealand and Australian Contact Centres. ⁴

Mehdi Zaribaf & Bayrami Hamid, Islamic Azad University of Iran, Firoozkuh Branch, Iran.

A Model of Factors Affecting Implementation of Strategic Plans. ⁵

DISCUSSANTS:

1. **Bonginkosi Giftus Mamba**, University of Birmingham, UK.

2. **Kunle A. Akanni**, Lagos State University, Nigeria.

3. **Mohammad Ali Feizpour**, University of Yazd, Iran.

4. **Mehdi Zaribaf**, Islamic Azad University of Iran, Firoozkuh Branch, Iran.

5. **Reginald James**, UUNZ Institute of Business, New Zealand.

Sunday, July 19, 2009
8:30 AM – 10:30 AM
Mauna Loa Room

Session [24]: Monetary & Financial Issues.

CHAIR: **Silvia Trifonova**, University of National and World Economy, Bulgaria.

AUTHORS & TITLES:

Silvia Trifonova, University of National and World Economy, Bulgaria & **Angel Ivanov**, “Culture” Directorate, Financial expert Sofia Municipality, Bulgaria.
An Evaluation of the European Community Support Framework. ¹

Kingsley Opoku Appiah, **James Kennedy Turkson**, Kwame Nkrumah University of Science and Technology, Ghana & **Phaustina Hagan**, Bank of Ghana, Ghana.
The Role of Micro Financial Institutions in Ghana: The Small and Medium Enterprise Perspective. ²

Trifon Trifonov & Venelina Trifonova
University of National and World Economy, Bulgaria.
Financial Risk Management in Southeastern European Economies: The Case of Bulgaria. ³

Garba Ibrahim Sheka, Bayero University, Kano, Nigeria.
Nigeria and the Global Financial Crisis: What needs to be done? ⁴

DISCUSSANTS:

1. **Garba Ibrahim Sheka**, Bayero University, Kano, Nigeria.
 2. **Trifon Trifonov**, University of National and World Economy, Bulgaria.
 3. **Kingsley Opoku Appiah**, Kwame Nkrumah University of Science and Technology, Ghana.
 4. **Silvia Trifonova**, University of National and World Economy, Bulgaria.
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**Wednesday (July 15) to Sunday (July 19), 2009
(Specific dates and times to be announced)**

Registration / Hospitality Area

Session [25]: Posters

AUTHORS & TITLES:

Maryam Davodi-Far, National University, La Jolla, USA

In a Consumer Driven Society, Can Sustainable Development Serve as a Vehicle to Achieve Social Equity?

Yi-Min Tu, National Sun Yat-sen University, Taiwan, **Yi-Shun Wang**, National Changhua University of Education, Taiwan & **Yi-Wen Liao**, National Sun Yat-sen University, Taiwan.

Investigating the Impact of Corporate IT Investment Strategy on Market Performance in Information-intensive Service Industries:
A System Dynamics Approach.

Yi-Shun Wang, National Changhua University of Education, Taiwan,

Hsiu-Yuan Wang, ChungChou Institute of Technology, Taiwan.

Investigating the Mediating Role of Perceived Playfulness in the Acceptance of Hedonic Information Systems.

Hsin-Hui Lin, National Taichung Institute of Technology, Taiwan.

Developing an Instrument for Measuring Buyer Perceived Value Toward Auction Websites.

The End!