

**JULY 2010
BUSINESS & ECONOMICS
SOCIETY INTERNATIONAL
CONFERENCE**

[<http://www.besiweb.com>](http://www.besiweb.com)

July 15-19, 2010

Athens, Greece

Divani Caravel Hotel

[<http://www.divanis.com/caravel/photogallery-en.htm>](http://www.divanis.com/caravel/photogallery-en.htm)

PROGRAM

Sessions, Panels, Roundtables & Posters

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

Thursday, July 15, 2010
9:00 AM – 10:30 AM
Room: Mycenae

Opening Session [1] (Roundtable I): Sovereign Debt Crisis: The Case of Greece.

MODERATOR: Carolyn V. Currie
Public Private Sector Partnerships Pty Ltd., Australia.

Roundtable Participants (in alphabetical order):

Panayiotis Alexakis, University of Athens, Greece.

Jörg Borrmann, University of Vienna, Austria.

Domenico Campisi, University of Rome 'Tor Vergata', Italy.

Carolyn V. Currie, Public Private Sector Partnerships Pty Ltd., Australia.
A New Regulatory Model for the European Financial Common Market – an analysis of the Grecian crisis, causes and solutions.

Gregory Koutmos, Gerald M. Levin Professor of Finance, Fairfield University, USA.

Ioannis-Dionysios Salavrakos, University of Ioannina, Greece.
Global Economic Crisis 2007-2010: Is it really so recent? Implications for the future from the lessons of economic history.

Coffee Break: 10:30 AM – 11:00 AM

**Thursday, July 15, 2010
11:00 AM – 1:00 PM
Room: Pella**

Session [2]: Marketing, Management & Innovation.

CHAIR: Fabrice Desmarais
The University of Waikato, New Zealand.

AUTHORS & TITLES:

Fabrice Desmarais, The University of Waikato, New Zealand.
Cultural Dimensions of the Sport Endorsement Process. ¹

Ágnes Hofmeister Tóth, Kata Kelemen & Marianna Piskóti,
Cornivus University of Budapest, Hungary.
Changes in Consumer Behavior Patterns in the Light of Sustainability. ²

Apostolos Rafailidis, Panagiotis Mitropoulos & Ioannis Mitropoulos,
Technological Institute of Patras, Greece.
Capabilities for Innovation: Preliminary Results on Hellenic SMEs. ³

Somkiat Eiamkanchanalai, Chulalongkorn University, Thailand.
Service Quality Development for Medium-sized Life Insurance Companies. ⁴

Sirin Akaraputipun & Somkiat Eiamkanchanalai,
Chulalongkorn University, Thailand.
Factors Influencing Customer Experience Management and Customer Experience Value. ⁵

DISCUSSANTS:

1. **Marko Kolakovic**, University of Zagreb, Croatia.
2. **Somkiat Eiamkanchanalai**, Chulalongkorn University, Thailand.
3. **Charles O'Neill**, University of KwaZulu-Natal, South Africa.
4. **Ágnes Hofmeister Tóth**, Cornivus University of Budapest, Hungary.
5. **Fabrice Desmarais**, The University of Waikato, New Zealand.

Lunch: 1:00 PM – 2:00 PM (on your own)

**Thursday, July 15, 2010
11:00 AM – 1:00 PM
Room: Mycenae**

Session [3]: International Economics & Global Firms.

CHAIR: Ardeshir J. Dalal
Missouri State University, USA.

AUTHORS & TITLES:

Helen J. Berry, University of Brighton, UK.

EU Corporate Governance Harmonisation: Rules and Social Norms – Why Context Matters. ¹

Ardeshir J. Dalal, Missouri State University, USA.

Alpha Countries and International Economic Policy. ²

Vlatka Bilas & Sanja Franc, The University of Zagreb, Croatia.

Intra-Regional Trade and Mobility of Capital and Labor in the Mercosur. ³

Moon-Soo Kim, Hankuk University of Foreign Studies, South Korea.

The Success Factors of Globally Leading Small & Medium Enterprises of Korea. ⁴

Felipa de Mello-Sampayo, Sofia de Sousa-Vale, Francisco Camoes, ISCTE - IUL University Institute of Lisbon, Portugal & **Orlando Gomes**, ESCS - IPL Polytechnic Institute of Lisbon, Portugal.

Protectionism under R&D Policy: Innovation Rate and Welfare. ⁵

DISCUSSANTS:

1. **Vlatka Bilas**, The University of Zagreb, Croatia.

2. **Helen J. Berry**, University of Brighton, UK.

3. **Andrew Marks**, University of Western Sydney, Australia.

4. **Felipa de Mello-Sampayo**, ISCTE - IUL University Institute of Lisbon, Portugal.

5. **Moon-Soo Kim**, Hankuk University of Foreign Studies, South Korea.

Lunch: 1:00 PM – 2:00 PM (on your own)

Thursday, July 15, 2010
11:00 AM – 1:00 PM
Room: Naoussa

Session [4]: Social Exchange Theory, Community, Brands and Entrepreneurs.

CHAIR: Megha Raut
Northern Territory Government, Darwin &
Charles Darwin University, Australia.

AUTHORS & TITLES:

George Comodromos, Victoria University, Australia.
Work life factors and Social Exchange Theory. ¹

Nuttapol Assarut, Chulalongkorn University, Thailand.
Brand Benefit Measurement using Factor Analysis. ²

Sofia Daskou, Hellenic American University, Greece,
Peter Yannopoulos, Brock University, Canada &
George Koutoulas, Hellenic American University, Greece
Mental Models of Greek Entrepreneurs: Evidence from two Networks. ³

Megha Raut, Northern Territory Government, Darwin & Charles Darwin University, Australia; &
David Malone, Northern Territory Government, Darwin, Australia.
Placed Based Economics – A Community Economic Model. ⁴

Aftab Alam, JCC, King Abdul Aziz University, Jeddah, Saudi Arabia.
Shifting Paradigm of South Asian Entrepreneurial Development vis-à-vis Global and Regional
Developments. ⁵

DISCUSSANTS:

1. **Megha Raut**, Northern Territory Government, Darwin & Charles Darwin University, Australia.
2. **Megha Raut**, Northern Territory Government, Darwin & Charles Darwin University, Australia.
3. **Nuttapol Assarut**, Chulalongkorn University, Thailand.
4. **Elias Sanidas**, Seoul National University, Korea.
5. **Leonie Jooste**, Nelson Mandela Metropolitan University, South Africa.

Lunch: 1:00 PM – 2:00 PM (on your own)

**Thursday, July 15, 2010
2:00 PM – 4:00 PM
Room: Mycenae**

Session [5]: Finance & Risk Neutrality.

CHAIR: Efthymios G. Tsionas

Athens University of Economics and Business, Athens, Greece.

AUTHORS & TITLES:

Antonios Antoniou, Financial Research, Training & Consulting Founder & CEO, UK,
Gregory Koutmos, Gerald M. Levin Professor of Finance Fairfield University, USA &
Gioia Pescetto, **Canterbury Christ Church University, UK.**

Positive Feedback Trading: Evidence from Futures Markets.¹

M. Lourdes Gómez-Valle & Julia Martínez-Rodríguez, **Universidad de Valladolid, Spain.**

Term Structure of Interest Rates: Parametric Estimation of the Risk-Neutral Drift.²

Panos Priftakis & M. Ishaq Bhatti, FLM, La Trobe University, Australia.

The End of Non Tradable Shares in China: The Impact of Economic Factors.³

Mansor H. Ibrahim, Universiti Putra Malaysia, Malaysia.

Inflation Hedging Effectiveness of an Emerging Asian Market: The Case of Malaysia.⁴

Zahra Amirhosseini, Islamic Azad University, Shahre Qods Branch – Iran.

An Examination of the Relation between Share Price Index with Share Risk and Foreign Rate Risk at Tehran Stock Exchange Market.⁵

DISCUSSANTS:

1. **M. Ishaq Bhatti**, FLM, La Trobe University, Australia.

2. **Efthymios G. Tsionas**, Athens University of Economics and Business, Athens, Greece.

3. **Khawaja Amjad Saeed**, Hailey College of Banking & Finance, University of the Punjab, Pakistan &
Mansor H. Ibrahim, Universiti Putra Malaysia, Malaysia.

4. **Gregory Koutmos**, Fairfield University, USA.

5. **M. Lourdes Gómez-Valle**, Universidad de Valladolid, Spain.

Excursion: Cape Sounion, 4:30 PM – 9:30 PM, € 60 (with dinner)

Thursday, July 15, 2010
2:00 PM – 4:00 PM
Room: Naoussa

Session [6]: Education Issues.

CHAIR: **James C. McHann**
Walsh College, USA.

AUTHORS & TITLES:

James C. McHann & Laura A. Frost, Walsh College, USA.

Using “Living Case Studies” to Infuse Experiential Learning into Business Education. ¹

Maria de Lourdes Machado-Taylor, CIPES- Center for Research in Higher Education Policies, Portugal, **Virgílio Meira Soares**, Universidade de Lisboa, Portugal & **Odília Gouveia**, CIPES- Center for Research in Higher Education Policies, Portugal.

The Study of Academic Job Satisfaction and Motivation: An Ongoing Study in Portuguese Higher Education. ²

Theo Papadopoulos & Steven Wdowik, Victoria University, Australia.

Determinants of Academic Performance in Undergraduate Economics. ³

Robert Singleton, Loyola Marymount University, USA.

Using Geographic Information Systems to Teach Economics of Discrimination. ⁴

Leonie Jooste, Nelson Mandela Metropolitan University, South Africa.

A Theoretical Investigation of Intervention Methods to Change the Values of Accounting Students. ⁵

DISCUSSANTS:

1. **Robert Singleton**, Loyola Marymount University, USA.

2. **Laura A. Frost**, Walsh College, USA.

3. **James C. McHann**, Walsh College, USA.

4. **Theo Papadopoulos**, Victoria University, Australia.

5. **Theo Papadopoulos**, Victoria University, Australia.

Excursion: Cape Sounion, 4:30 PM – 9:30 PM, € 60 (with dinner)

**Thursday, July 15, 2010
2:00 PM – 4:00 PM
Room: Pella**

Session [7]: Business Challenges, Human Capital & Growth.

CHAIR: Gweneth Norris
Charles Darwin University, Australia.

AUTHORS & TITLES:

Gweneth Norris & Sivaram Vemuri, Charles Darwin University, Australia.
Challenges Affecting the Operation of Businesses in Desert Australia. ¹

Maria P. Michailidis & Nikolina Drakou, University of Nicosia, Cyprus.
Job Characteristics Model: The Redesign Process of the Medical Representatives in Cyprus. ²

Abdelhafid Belarbi, Ghaleb A. El-Refae, Azaytoonah University of Jordan, Amman-Jordan &
Jamal Abu Rashed, Xavier University, USA.
Social Capital and Education: An Islamic Perspective. ³

Rob Smorfitt, Business Consultant and Entrepreneur, South Africa &
Charles O'Neill, University of KwaZulu-Natal, Pietermaritzburg, South Africa.
How to Improve the South African government's SME Intervention Policies:
Some Empirical Evidence. ⁴

Sofia de Sousa-Vale & Felipa de Mello-Sampayo, ISCTE-IUL, Lisbon, Portugal.
Tourism-Led Growth Hypothesis: Evidence using Panel Vector Autoregressive Models. ⁵

DISCUSSANTS:

1. **Sofia Daskou**, Hellenic American University, Greece.
2. **Sofia de Sousa-Vale**, ISCTE-IUL, Lisbon, Portugal.
3. **George Petrochilos**, University of Greenwich, UK.
4. **Gweneth Norris**, Charles Darwin University, Australia.
5. **Marko Kolakovic**, University of Zagreb, Croatia.

Excursion: Cape Sounion, 4:30 PM – 9:30 PM, € 60 (with dinner)

Friday, July 16, 2010
8:30 AM – 10:30 AM
Room: Naoussa

Session [8]: Human Resources, Copyright & Credit Cards.

CHAIR: **Darcy McCormack**
Australian Catholic University, Australia.

AUTHORS & TITLES:

D. Diomidous, Democratic Labour Federation of Cyprus (DEOK), Cyprus.

A. Efstathiades & G. Boustras, European University Cyprus, Cyprus.

Non-Profit Organizations Effectiveness towards added Value Creation and Social Change –
The Beneficiaries Perspective. ¹

W. Kathy Tannous, School of Economics and Finance, University of Western Sydney, Australia.
Human Service Delivery by Non-government Organisations in Australia. ²

Andrew Marks, University of Western Sydney, Australia.

The Determinants of Investment in Export Capacity in Australia. ³

Yu-Lin Wang & Min-Liang Hsieh, National Chung Cheng University, Taiwan.

Cardholders' Motives and Price Competition in Determining Credit Card Interest Rates. ⁴

Moon Jung Kim, Korea University, South Korea.

Copyright Protection and Network Effects. ⁵

DISCUSSANTS:

1. **W. Kathy Tannous**, University of Western Sydney, Australia.

2. **Darcy McCormack**, Australian Catholic University, Australia.

3. **Yu-Lin Wang**, National Chung Cheng University, Taiwan.

4. **Andrei Alekseevich Svitich**, Bank of Russia, Russia.

5. **A. Efstathiades**, European University Cyprus, Cyprus.

Coffee Break: 10:30 AM – 11:00 AM

Friday, July 16, 2010
8:30 AM – 10:30 AM
Room: Pella

Session [9]: Entrepreneurship, Education & Management.

CHAIR: **Charles O'Neill**
University of KwaZulu-Natal, South Africa.

AUTHORS & TITLES:

Dieter Bögenhold, Free University Bolzano School Economics and Management, Italy &
Uwe Fachinger, Vechta University, Germany.
Entrepreneurship and Innovation: Does Self-employment Matter? ¹

Hunchul Lee, University of Essex, UK, **Jinsu Kim, Youngjun Yun & Sooyun Ryoo**
Kyunpook National University, Republic of Korea.
The Announcement Effect of Technology Introduction and Joint R&D. ²

Marko Kolakovic, Boris Sisek & Bojan Moric Milovanovic,
University of Zagreb, Croatia.
Student's Business Incubator at University of Zagreb. ³

Mingyi Xie, Sun Wah International Business School, Liaoning University, China,
Robert Sims, Victoria University, Australia.
Comparing a British and an Australian Undergraduate Business Cross Border Education
Partnership with one University in China. ⁴

Marko Kolakovic, Bojan Moric Milovanovic, University of Zagreb, Croatia
& **Mladen Turu**, Intellectual Capital Center, Zagreb, Croatia.
Influence of Intellectual Capital Efficiency on the Profitability of Croatian Public Listed
Companies. ⁵

DISCUSSANTS:

1. **Charles O'Neill**, University of KwaZulu-Natal, South Africa.
2. **Uwe Fachinger**, Vechta University, Germany.
3. **Steve Bakalis**, Victoria University, Australia.
4. **Maria de Lourdes Machado-Taylor**, Center for Research in Higher Education Policies, Portugal.
5. **Maria P. Michailidis**, University of Nicosia, Cyprus.

Coffee Break: 10:30 AM – 11:00 AM

Friday, July 16, 2010
8:30 AM – 10:30 AM
Room: Mycenae

Session [10]: Regulation & Development.

CHAIR: **David Floyd**
University of Lincoln, UK.

AUTHORS & TITLES:

Gert Brunekreeft, Jacobs University Bremen, Germany &
Jörg Borrmann, University of Vienna, Austria.

The Effect of Monopoly Regulation on the Timing of Investment. ¹

Carolyn V. Currie, Public Private Sector Partnerships Pty Ltd., Australia.

A Solution to Climate Change Economics – A Carbon Swap Bank. ²

David Floyd, University of Lincoln, UK

The Car Scrappage Scheme in Europe: A Favourable and Just Economic Policy Response to the Global Slowdown? ³

Kyle Johnson, Assumption College, USA.

Private Sector Participation in Indian State Road Construction: Determining Factors and Ramifications. ⁴

Michael Thorpe, Payyazhi Jayashree & Peter Hosie, University of Wollongong in Dubai, U.A.E.

Subject Well-being and the MENA Region. ⁵

DISCUSSANTS:

1. **Carolyn V. Currie**, Managing Director, Public Private Sector Partnerships Pty Ltd., Australia.

2. **Jörg Borrmann**, University of Vienna, Austria.

3. **Victoria Wise**, Deakin Business School, Australia.

4. **Ardeshir J. Dalal**, Missouri State University, USA.

5. **Ioannis-Dionysios Salavrakos**, University of Ioannina, Greece.

Coffee Break: 10:30 AM – 11:00 AM

Friday, July 16, 2010
11:00 AM – 1:00 PM
Room: Pella

Session [11] (Panel I): Business Economics & Finance.

CHAIR: Panayiotis Alexakis
University of Athens, Department of Economics, Greece.

AUTHORS & TITLES:

Panayiotis Alexakis, University of Athens, Department of Economics, Greece
& **Leonidas Barbopoulos**, University of St Andrews, UK.

Mitigating Risks in Mergers and Acquisitions of Financial Institutions. ¹

Aristeidis Samitas, University of the Aegean, Chios, Greece
Dimitris Kenourgios, University of Athens, Athens, Greece &
Ioannis Tsakalos, University of the Aegean, Chios, Greece.

The Impact of Corporate Events on Stock Returns: Evidence from the Athens Stock Exchange. ²

Andreas Andrikopoulos, University of the Aegean, Chios, Greece.
The Capital Structure Choice and the Consumption Tax. ³

Nikolaos Konstantopoulos & Ioannis Kinias, University of the Aegean, Chios, Greece.
The Role of Financing in the Greek Renewable Sector. ⁴

DISCUSSANTS:

1. **Andreas Andrikopoulos**, University of the Aegean, Chios, Greece.
2. **Nikolaos Konstantopoulos**, University of the Aegean, Chios, Greece.
3. **Aristeidis Samitas**, University of the Aegean, Chios, Greece.
4. **Panayiotis Alexakis**, University of Athens, Department of Economics, Greece.

Lunch: 1:00 PM – 2:00 PM (on your own)

Friday, July 16, 2010
11:00 AM – 1:00 PM
Room: Mycenae

Session [12]: Management and Healthcare Issues.

CHAIR: W. Kathy Tannous
University of Western Sydney, Australia.

AUTHORS & TITLES:

Peter Demediuk, Victoria University, CTSR, Australia.

Let's do this Together: Decisions, Decision Making and Democracy in a Citizen Referendum. ¹

Katalin Eibel-Spanyi, Eastern Connecticut State University, USA &

Susan Freeman, The University of Adelaide, Australia.

Knowledge, Networks and Innovation: Professional Services Internationalization. ²

Vinko Belak, University of Zagreb, Croatia & **Krešimir Jurun**, University of Split, Croatia.

Business Excellence Perception from the Croatian Managers` and Stakeholders` Point of View. ³

A. Kleanthous, Teachers Credit Union, Cyprus,

A. Efstathiades & G. Boustras, European University Cyprus, Cyprus.

Managing Change Caused by the Mergers of Credit Unions in Cyprus. ⁴

W. Kathy Tannous, University of Western Sydney, Australia.

Economic Evaluation of Housing and Associated Supports for People with Mental Illness. ⁵

DISCUSSANTS:

1. **David Floyd**, University of Lincoln, UK.

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

3. **Katalin Eibel-Spanyi**, Eastern Connecticut State University, USA.

4. **Zahra Amirhosseini**, Islamic Azad University, Shahre Qods Branch – Iran.

5. **Juan J. DelaCruz**, Fashion Institute of Technology-SUNY New York, USA.

Lunch: 1:00 PM – 2:00 PM (on your own)

Friday, July 16, 2010
11:00 AM – 1:00 PM
Room: Naoussa

Session [13]: Industrial Organization Issues.

CHAIR: Mine Aysen Doyran
Fashion Institute of Technology-SUNY
New York, USA.

AUTHORS & TITLES:

Victoria Wise & Vijaya Thyil, Deakin Business School, Australia.
Regulatory Challenges in the Move to a Low-carbon Economy. ¹

Mine Aysen Doyran & Juan J. DelaCruz, Fashion Institute of Technology-SUNY
New York, USA.
An Introductory Analysis to the Fashion Industry in Latin America and the High Performance
Asian Economies (HPAE). ²

Irene Fafaliou, University of Piraeus, Greece & **Michael L. Polemis**, Hellenic Competition Commission
Athens, Greece.
Competitiveness of the Coastal ferry industry: Evidence from SMEs in Greece. ³

Eleonora Fendeková & Michal Fendek, University of Economics, Bratislava, Slovakia.
Protection and Formation of Competitive Environment in the Antimonopoly Office of the Slovak
Republic. ⁴

Jinsu Kim, Seokchin Kim, Kyunpook National University, Republic of Korea,
Hyunchul Lee, University of Essex, UK & **Sunghwan Kim**, Kyunpook National University,
Republic of Korea.
The Effect of Technology Innovation Activity on Firm Value. ⁵

DISCUSSANTS:

1. **Jörg Borrmann**, University of Vienna, Austria.
2. **Irene Fafaliou**, University of Piraeus, Greece.
3. **Mine Aysen Doyran**, Fashion Institute of Technology-SUNY New York, USA.
4. **Michael L. Polemis**, Hellenic Competition Commission Athens, Greece.
5. **Eleonora Fendeková**, University of Economics, Bratislava, Slovakia.

Lunch: 1:00 PM – 2:00 PM (on your own)

Friday, July 16, 2010
2:00 PM – 4:00 PM
Room: Mycenae

Session [14]: Music, Emotional Intelligence & Academic Services.

CHAIR: Steve Bakalis
Victoria University, Australia.

AUTHORS & TITLES:

Peter Alhadeff, Berklee College of Music, USA & **Caz McChrystal**, Attorney at Law Partner, Creative Legal Collective, USA.

US Music and the Devaluation of the Mechanical Right, 1976-2010. ¹

Steve Bakalis, Victoria University, Australia & **Therese Joiner**, La Trobe University, Australia.

Reflections from Building a School of International Business in Oman. ²

Amy C.M. Yeo, School of Business Studies, TAR College, Malaysia & **Steve Carter**, Leeds Business School, Leeds Metropolitan University, UK.

The Predictive Emotional Intelligence and its relationship with Academic Success. ³

Maria P. Michailidis & Dina Michaelides, University of Nicosia, Cyprus.

Managing the Human Workforce in Uncertain Times. ⁴

DISCUSSANTS:

1. **Robert Ashford**, Syracuse University, USA.
2. **Steve Carter**, Leeds Business School, Leeds Metropolitan University, UK.
3. **Maria P. Michailidis**, University of Nicosia, Cyprus.
4. **Peter Alhadeff**, Berklee College of Music, USA.

Excursion: Acropolis Museum & Greek Night, 5 PM – 12 Midnight, € 60 (with dinner)

Friday, July 16, 2010
2:00 PM – 4:00 PM
Room: Naoussa

Session [15]: Business Ethics.

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

AUTHORS & TITLES:

George Petrochilos, University of Greenwich, UK.

Ethics, Responsibility, Regulation and Economics (or Saving Capitalism from Itself).¹

George Bragues, University of Guelph-Humber, Ontario, Canada.

The Politics and Rhetoric of Financial Markets.²

Joseph A. Petrick, Wright State University, USA.

Business Ethics in North America.³

Joseph Zubcic, Australian Securities and Investment Commission, Australia.

Robert Sims, Victoria University, Australia.

Examining the Link Between Enforcement Activity and Corporate Compliance by Australian Companies and the Implications for Regulators.⁴

Athanasios Hadjimanolis, European University Cyprus, Cyprus &

Celia Hadjichristodoulou, General Manager GrantXpert Consulting Ltd, Cyprus.

Corporate Social Responsibility: Strategies and Practices used by SMEs in Cyprus.⁵

Enrique R. Carrasco, University of Iowa College of Law, USA.

An Opening for Voice in the Global Economic Order: The Global Financial Crisis and Emerging Economies.⁶

DISCUSSANTS:

1. **Joseph A. Petrick**, Wright State University, USA.

2. **George Petrochilos**, University of Greenwich, UK.

3. **George Bragues**, University of Guelph-Humber, Ontario, Canada.

4. **Celia Hadjichristodoulou**, General Manager GrantXpert Consulting Ltd, Cyprus.

5. **Robert Sims**, Victoria University, Australia.

6. **George Bragues**, University of Guelph-Humber, Ontario, Canada.

Excursion: Acropolis Museum & Greek Night, 5 PM – 12 Midnight, € 60 (with dinner)

Friday, July 16, 2010
2:00 PM – 4:00 PM
Room: Pella

Session [16] (Panel II): Economic Development Issues.

CHAIR: **Elias Sanidas**
Seoul National University, Korea.

AUTHORS & TITLES:

Buru Im & Keun Lee, Seoul National University, Korea.
Comparing the Behaviour and Performance of Firms in Korea and the U.S. ¹

Keun Lee, Young-Yoon Park & Elias Sanidas,
Seoul National University, Korea.
Big Business and National Economic Growth: Finding a Binding Constraint on Growth by a
Country Panel Analysis. ²

Dong Joon Lee, Jun-ki Park, and Keun Lee, Department of Economics,
Seoul National University, Korea.
What determines R&D FDI in Rich vs. Poor Host Countries: Country-Panel Analysis. ³

Jisun Lim & Elias Sanidas, Seoul National University, Korea.
Evaluation and Estimation of the Impact of Organizational Technology on Productivity:
The Case of Korean Firms and Sectors. ⁴

DISCUSSANTS:

1. **Mark S. Teachout**, University of the Incarnate Word, USA,
- 2.. **Michael Thorpe**, University of Wollongog in Dubai, U.A.E.
3. **Daniel Zavala Rio**, Tecnológico de Monterrey, Campus Tampico, Mexico.
4. **Michal Fendek**, University of Economics, Bratislava, Slovakia.

Excursion: Acropolis Museum & Greek Night, 5 PM – 12 Midnight, € 60 (with dinner)

Saturday, July 17, 2010

Morning Excursion: Acropolis Hill, 9:00 AM – 12:00 Noon, € 45

Saturday, July 17, 2010, 1:15 PM – 3:15 PM, Room: (please follow signs)

Session [17]: LUNCHEON KEYNOTE SPEAKER

Peter Alhadeff

Professor in Music Business / Management, Berklee College of Music, Boston, MA, USA

The Music Trade in the New Millennium

A livelihood in music has always been difficult, but it has probably never been attempted by so many as it is now. This is surprising, given that the modern cash crop of the trade, the record business, has been in decline since 2001—when sound recordings were first accessed for free online. Part of the story is that the music business involves instrument and software manufacturers, recording equipment suppliers, consumer magazine publishers, and instrument makers. These accessorial businesses have continued to thrive, and the education market for music is still strong. There is also a vibrant live music scene globally, which is providing a relatively larger piece of the revenue pie. Finally, music is a complex commodity bundled with two intellectual property rights on which musicians collect, i.e. (i) the mechanical dues paid for the right of a recording's reproduction; and (ii) its broadcasting or performance income. Here again, music publishers, and their songwriters, seem to be doing very well.

An abundance of music sellers may be connected to other factors, and notably the increased consumption of music. Something may be changing at the very core of how we perceive it too. Richer countries tend to make the act of listening to music a complement for entertainment, whereas poorer countries increasingly import genres that are popular but not necessarily based on their own cultural heritage or ethnicity. This is not bad, but it begs the question as to whether the pedestal on which music stood, and which identified it as a serious art form, is forever gone.

Recent evidence also reveals that the Internet music market is not being driven by obscure, or connoisseur, music tastes. Unlike the musings of Chris Anderson's "long tail theory", online hits seem to do much better than catalog music. Purchases of music, a poster child for a tradable in an open access market unlike any other before, again appear to be "converging towards the mean". This surely says something about who we are as a species—and the role of music in ordinary life.

Dr. Peter Alhadeff is a founding faculty member (1992) and Professor in the Music Business/Management Department at Berklee College of Music. Dr. Alhadeff's music business articles include publications by the Recording Academy's *Grammy 2000* and *Grammy Latino*, the *Business and Economics Society International*, and the *Journal of the Music and Entertainment Educators' Association (MEIEA Journal)*. He was Conference Chair of *MEIEA at Berklee 2009*, an international gathering in Boston attended by four hundred music professionals, academics, and students. He was named Musical Coordinator at the Special Awards Presentation of the *Latin Grammys* in Las Vegas, 2007. He is the former Editor of *Recording Magazine en Español*, a part of Music Maker Publications (MMP). Also with MMP, he has been the Associate Editor of *Músico Pro* for the last thirteen years. He has served on the faculty of the Institute of Latin American Studies (ILAS) and King's College of the University of London, the Inter-American Bank at the Instituto Di Tella, and the University of Buenos Aires. Dr. Alhadeff, who has a doctorate from the University of Oxford, has published in other refereed economic journals and books, including the St. Antony's/Macmillan Series, and is the author of *Algebra de Vectores y de Matrices* (Editorial Tesis, Buenos Aires, 1989).

Saturday, July 17, 2010

4:00 PM – 6:00 PM

Room: Naoussa

Session [18]: Human Resources & Education.

CHAIR: Phil Lewis

Centre for Labour Market Research, University of Canberra, Australia.

AUTHORS & TITLES:

Jerome Choy, La Trobe University, Australia, **Darcy McCormack**, Australian Catholic University, Australia & **Nikola Djurkovic**, La Trobe University, Australia.

Leader-member Exchange and Participative Decision-making: the Perspectives of Managers and Subordinates: ¹

Phil Lewis, Centre for Labour Market Research, University of Canberra, ACT 2601, Australia

The Market for Skilled Labour and the Trade Cycle. ²

Domenico Campisi & Guendalina Capece, University of Rome 'Tor Vergata', Italy.

User Satisfaction Affecting the Acceptance of an E-Learning Platform as a Mean for the Development of the Human Capital. ³

Kosta Josifidis, Novica Supic, Emilija Beker Pucar & Sladjana Srdic

University of Novi Sad, The Faculty of Economics Subotica, Serbia.

Is Employment of Social Risk Groups the Key for Sustaining the European Welfare Regimes? ⁴

Larisa S. Shakhovskaya, Irina A. Morozova & Ekaterina I. Novakova, Volgograd State Technical University, Russia.

Institutional Support of the National Educational System. ⁵

DISCUSSANTS:

1. **Domenico Campisi**, University of Rome 'Tor Vergata', Italy.

2. **Kosta Josifidis**, University of Novi Sad, The Faculty of Economics Subotica, Serbia.

3. **Phil Lewis**, Centre for Labour Market Research, University of Canberra, ACT 2601, Australia.

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

5. **Amy C.M. Yeo**, School of Business Studies, TAR College, Malaysia.

No evening excursion planned

**Saturday, July 17, 2010
4:00 PM – 6:00 PM
Room: Mycenae**

Session [19]: Accounting, Management & Pilot Training.

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

AUTHORS & TITLES:

Katalin Eibel-Spanyi, Eastern Connecticut State University, USA &
Agnes Hofmeister –Toth, Corvinus University of Budapest, Hungary.
The Impact of Values on Consumer Behavior. ¹

Maria Italia, Victoria University, Australia.
The Multi Disciplined Skills Required of Forensic Accountants. ²

Panagiota Boura, University of Patras, Greece.
The Role of Tax-Systems on the Effectiveness of Foreign Direct Investment
(FDI) Incentives in the European Union (E.U.). ³

Akmal S. Hyder, University of Gävle, Sweden.
Strategic Alliances and Resource-based view: An Entrepreneurship Orientation Perspective. ⁴

Mark S. Teachout, University of the Incarnate Word, USA, **Erica L. Barto**, Operational Technologies Corporation, USA, **Malcolm James Ree**, Our Lady of the Lake University, USA &
Wayne Chappelle, USAF School of Aerospace Medicine, USA.
Examining the Validity of the NEO Personality Inventory for Predicting Pilot Training Success. ⁵

DISCUSSANTS:

1. **Basheer A.M. Al-Alak**, Al-Zaytoonah University of Jordan, Jordan.
2. **Vinko Belak**, University of Zagreb, Croatia.
3. **Maria Italia**, Victoria University, Australia.
4. **Peter Demediuk**, Victoria University, CTSR, Australia.
5. **Katalin Eibel-Spanyi**, Eastern Connecticut State University, USA.

No evening excursion planned

**Saturday, July 17, 2010
4:00 PM – 6:00 PM**

Room: Pella

Session [20]: Finance & Accounting, Financial Crisis & Reverse Logistics.

CHAIR: **Stella Sofocleous**
Victoria University, Australia.

AUTHORS & TITLES:

Stella Sofocleous, Victoria University, Australia.

Will Water Accounting Provide More Useful Information to Stakeholders than that Provided by General Purpose Accounting Reports? ¹

Fraydoon Rahnamay Roodposhti, Islamic Azad University-Central Branch, Tehran, Iran.

Modern Patterns for Economic Evaluation of Capital Projects. ²

Yutaka Kurihara, Aichi University, Japan.

Effects of Foreign Reserve Stock in Asian Countries. ³

Venelina G. Trifonova & Trifon B. Trifonov, University of National and World Economy, Bulgaria.

Bail-Out Policy towards the Contemporary Financial Crisis in the Light of Fundamental Economics. ⁴

Daniel Zavala Rio & Diana Salazar, Tecnológico de Monterrey, Campus Tampico, Mexico.

Reverse Logistics Practices and their Impact in Firms' Operational and Financial Performance. ⁵

DISCUSSANTS:

1. **Trifon B. Trifonov**, University of National and World Economy, Bulgaria.

2. **Yutaka Kurihara**, Aichi University, Japan.

3. **Gregory Koutmos**, Fairfield University, USA.

4. **Fraydoon Rahnamay Roodposhti**, Islamic Azad University-Central Branch, Tehran, Iran.

5. **James Sawler**, Mount Saint Vincent University, USA.

No evening excursion planned

Sunday, July 18, 2010
8:30 AM – 10:30 AM
Room: Pella

Session [21]: Marketing, Management & Education.

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

AUTHORS & TITLES:

Carmine Sellitto, Victoria University, Australia.

A Study of the Planning, Organising, Leading and Controlling Activities of the Chief Information Officer (CIO) as Reported in Contemporary Literature¹

Vasilios Th. Zoumbos, TEI of Piraeus, Greece, **Ioannis P. Gkliatis**, Brunel University, UK,

Evdokia Ch. Tsoni, Gnosis Management Consultants, London, UK,

Dimitrios N. Koufopoulos & May Seitanidi, Brunel University, UK.

The Effect of Organizational Characteristics on Board Attributes: Findings from the Greek Manufacturing Sector.²

Guilherme Pires, University of Newcastle, Newcastle, Australia,

Paulo Rita, ISCTE/IUL Business School, Lisbon, Portugal &

John Stanton, University of Western Sydney, Australia.

Assessing Relevancy of ICT Driven Consumer Empowerment for Business.³

Najim A.Najim & Basheer A.M. Al-Alak, Al-Zaytoonah University of Jordan, Jordan.

Marketing Intangibles-Based Competitive Advantage.⁴

DISCUSSANTS:

1. **Ioannis P. Gkliatis**, Brunel University, UK.
 2. **Carmine Sellitto**, Victoria University, Australia.
 3. **George Comodromos**, Victoria University, Australia.
 4. **Steve Carter**, Leeds Metropolitan University, UK.
-

Coffee Break: 10:30 AM – 11:00 AM
Sunday, July 18, 2010
8:30 AM – 10:30 AM
Room: Naoussa

Session [22]: Tourism & Development.

CHAIR: László Kónya
La Trobe University, Australia.

AUTHORS & TITLES:

Maria Cristina Ortigão Sampaio Schiller, IBMEC/ Brazil, Rio de Janeiro, Brazil.
Social Innovation and Sustainable Development. ¹

Olga V. Danilova, FGOU VPO The Academy of Finance Under the government of
Russian Federation, Moscow.
Social Business Responsibility in the System of the Market Economy. ²

Marie Ryan, Centre for Policy Studies, National University of Ireland, Cork,
Jim Deegan, National Centre for Tourism Policy Studies, University of Limerick,
Richard Moloney, Centre for Policy Studies, National University of Ireland, Cork.
A Factor Analysis of the North American Coach Tour Sector in Ireland. ³

Sarath Divisekera, Victoria University, Australia.
Regional Variations in Tourist Consumption Patterns. ⁴

Sarath Divisekera, Victoria University, Australia.
Accommodation Choice: An Analysis of Demand for Tourist Accommodation. ⁵

DISCUSSANTS:

1. **László Kónya**, La Trobe University, Australia.
2. **Sotiris K. Papaioannou**, Centre of Planning and Economic Research Athens, Greece.
3. **Sarath Divisekera**, Victoria University, Australia.
4. **Richard Moloney**, Centre for Policy Studies, National University of Ireland,
Cork, Republic of Ireland.
5. **Maria Cristina Ortigão Sampaio Schiller**, IBMEC/ Brazil, Rio de Janeiro, Brazil.

Coffee Break: 10:30 AM – 11:00 AM

Sunday, July 18, 2010
8:30 AM – 10:30 AM
Room: Mycenae

Session [23]: Bayesian Analysis, Industrial Organization & Management.

CHAIR: Mark S. Teachout
University of the Incarnate Word, USA.

AUTHORS & TITLES:

Pedro Godinho, University of Coimbra and GEMF, Portugal, **João Paulo Costa**, University of Coimbra and INESC, Portugal, **Joana Fialho**, Instituto Politécnico de Viseu and INESC, Portugal & **Ricardo Afonso**, PT Inovação, Portugal.

Some Issues about the Application of the Analytical Hierarchical Process to R&D Project Selection. ¹

Efthymios G. Tsionas, Athens University of Economics and Business, Athens, Greece.

Bayesian Analysis of Poisson Regression with Lognormal Unobserved Heterogeneity: With an Application to the Patent-R&D Relationship. ²

James Sawler, Mount Saint Vincent University, USA.

Product Differentiation and Choosing a Horizontal Acquisition Target. ³

Derek Shanahan, Assumption College, USA.

The Mystique of the Football Edge: A Statistical Look into the Factors that Win Games and Establish Dynasties. ⁴

Peter Demediuk & Stephen Burgess, Victoria University, CTSR, Australia.

Ends before Means: Unraveling the Functions of Community Engagement by Governments. ⁵

DISCUSSANTS:

1. **Efthymios G. Tsionas**, Athens University of Economics and Business, Greece.

2. **Pedro Godinho**, University of Coimbra and GEMF, Portugal.

3. **Moon-Soo Kim**, Hankuk University of Foreign Studies, South Korea.

4. **Mark S. Teachout**, University of the Incarnate Word, USA.

5. **Ilias A. Makris**, Technological Education Institute of Kalamata, Greece.

Coffee Break: 10:30 AM – 11:00 AM

Sunday, July 18, 2010
11:00 AM – 1:00 PM
Room: Pella

Session [24]: Development, Finance & Regulation.

CHAIR: Victoria Wise
Deakin Business School, Australia.

AUTHORS & TITLES:

Michael Ntalianis, Victoria University, Australia &
Victoria Wise, Deakin University, Australia.

The Australian Superannuation Framework: Implications for Retirement Savings. ¹

Dan Cheng, College of Economics, Jinan University, Guangzhou P. R. China.

The Effectiveness of Fiscal Policy in China during the Recent Global Financial Crisis. ²

Robert Ashford, Syracuse University Law School, USA.

Broadening Capital Acquisition with the Earnings of Capital: A Market Means to Economic Recovery and Sustainable Growth. ³

Nikos Astroulakis, University of Crete, Greece.

The Development Ethics Approach to Development. ⁴

Elena Vladimirovna Danilova, FGOU VPO The Academy of Finance Under the
Government of Russian Federation, Moscow.

Use of RAB as a Method of State Regulation while Developing the Electricity Supply
Network of Russia. ⁵

DISCUSSANTS:

1. **Leonidas Barbopoulos**, University of St Andrews, UK.

2. **Robert Ashford**, Syracuse University Law School, USA.

3. **Dan Cheng**, College of Economics, Jinan University, Guangzhou P. R. China.

4. **Jorge Prado C. Alfaiate**, University of Essex, UK.

5. **Victoria Wise**, Deakin University, Australia.

Lunch: 1:00 PM – 2:00 PM (on your own)

**Sunday, July 18, 2010
11:00 AM – 1:00 PM
Room: Naoussa**

Session [25]: Healthcare, Industry Studies & Corruption.

CHAIR: Christopher J. Longo
McMaster University, Ontario, Canada.

AUTHORS & TITLES:

Carmine Sellitto & Stephen Burgess, Victoria University, Australia.
A Longitudinal Study of an Australian Wine Industry Internet Portal. ¹

Juan J. DelaCruz, Department of Social Sciences, FIT – SUNY, USA.
The Fighting of the HIV Epidemic in Latin America and the Caribbean:
Prevention and Behavior Change. ²

Sotiris K. Papaioannou, Centre of Planning and Economic Research Athens, Greece.
An Empirical Investigation of Direct and Spillover Effects from Information and Communication
Technology in Greek Industries. ³

Helmi Hamdi, CAE/CERGAM, Université Paul Cézanne, France.
Is there a Relationship between E-Payment System and Economic Growth? ⁴

Marina L. Alpidovskaya, Finance Academy under the Government of the Russian Federation, Moscow.
Overcoming Corruption in Modern Russia. ⁵

DISCUSSANTS:

1. **Helmi Hamdi**, CAE/CERGAM, Université Paul Cézanne, France.
2. **Andreas Andrikopoulos**, University of the Aegean, Chios, Greece.
3. **Christopher J. Longo**, McMaster University, Ontario, Canada.
4. **Carmine Sellitto**, Victoria University, Australia.
5. **Maria Cristina Ortigão Sampaio Schiller**, IBMEC/ Brazil, Rio de Janeiro, Brazil.

Lunch: 1:00 PM – 2:00 PM (on your own)

Sunday, July 18, 2010
11:00 AM – 1:00 PM
Room: Mycenae

Session [26]: Macroeconomics, Quantitative Methods, Trade & Development.

CHAIR: Theo Papadopoulos
Victoria University, Australia.

AUTHORS & TITLES:

László Kónya, La Trobe University, Australia.

New Panel Data Evidence of Human Development Convergence from 1975 to 2005. ¹

Yasumi Matsumoto, Waseda University, Japan.

How was the Heisei Depression in Japan caused? ²

Stavros Stavroyiannis, Vassilis Nikolaidis & Ilias Makris, Technological Educational Institute of Kalamata, Greece.

On the High Frequency Dynamics, Local Hurst Exponent, and Local Multifractality Sensitivity Index of Euro to Japanese Yen Foreign Currency Exchange Rates. ³

Ryan Leary, Assumption College, USA.

Shadow Economies of the PIIGS: Deficit, Debt, R&D, and German Trade. ⁴

Mato Grgić, Vlatka Bilas & Sanja Franc, The University of Zagreb, Croatia.

Convergence among Countries in the Monetary Union as a Necessity Precondition for Well Functioning: The Case of the E(M)U. ⁵

DISCUSSANTS:

1. **Keun Lee**, Seoul National University, Korea.

2. **Vlatka Bilas**, The University of Zagreb, Croatia.

3. **Yasumi Matsumoto**, Waseda University, Japan.

4. **Bekzod Abdullaev**, La Trobe University, Australia.

5. **Carolyn V. Currie**, Managing Director Public Private Sector Partnerships Pty Ltd., Australia.

Lunch: 1:00 PM – 2:00 PM (on your own)

Sunday, July 18, 2010
2:00 PM – 4:00 PM
Room: Mycenae

Session [27]: Macroeconomic & Monetary Issues.

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

AUTHORS & TITLES:

Bekzod Abdullaev & László Kónya, La Trobe University, Australia.
Intertemporal Consumption Smoothing in Australia: Does Ricardian Equivalence Hold? ¹

Silvia Trifonova & Venelina Trifonova, University of National and World Economy, Bulgaria.
Empirical Evidence of the Monetary Policy Transmission Mechanism in the Euro Area. ²

Athina Zervoyianni, Athanasios Anastasiou, University of Patra, Greece &
Andreas Anastasiou, Banco Santander, London, UK.
Central Bank Independence and Macroeconomic Performance - A Bayesian Approach. ³

Nicholas Apergis & Efrosyni Alevizopoulou, University of Piraeus, Greece.
Bank Efficiency and Bank Lending Channel: Evidence from a Panel of European Banks. ⁴

Qijia Wei, University of Bath, UK
House Prices and Monetary Policy. ⁵

DISCUSSANTS:

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

2. **Athina Zervoyianni**, University of Patra, Greece.

3. **Yasumi Matsumoto**, Waseda University, Japan.

4. **Yasumi Matsumoto**, Waseda University, Japan.

5. **Efrosyni Alevizopoulou**, University of Piraeus, Greece.

**Excursion: Corinth Canal, Ancient Harbor / Hera's Temple,
Poseidon Resort, 4:30 PM – 9:30 PM, € 63 (with dinner)**

Sunday, July 18, 2010
2:00 PM – 4:00 PM
Room: Naoussa

Session [28] (Roundtable II): Xenophon, Mechanism Design & Other Contributions

MODERATOR: **George Bragues**
University of Guelph-Humber, Ontario, Canada.

Roundtable Participants (in alphabetical order):

1. **Leonidas Barbopoulos**, University of St Andrews, UK.
2. **George Bragues**, University of Guelph-Humber, Ontario, Canada.
3. **Tadeusz Gospodarek**, Walbrzych High School of Management and Entrepreneurship
Wrocławska, Polska.
4. **Demetri Kantarelis**, Assumption College, USA.
5. **George Petrochilos**, University of Greenwich, UK.
6. **James Sawler**, Mount Saint Vincent University, USA.

**Excursion: Corinth Canal, Ancient Harbor / Hera's Temple,
Poseidon Resort, 4:30 PM – 9:30 PM, € 63 (with dinner)**

**Sunday, July 18, 2010
2:00 PM – 4:00 PM
Room: Pella**

Session [29]: Finance, Development & Education.

CHAIR: Guilherme Pires
University of Newcastle, Australia.

AUTHORS & TITLES:

Dimitrios Koutmos, Durham University, U.K.

Time-Varying Beta Risk, Volatility Persistence and the Asymmetric Impact of News:
Evidence from Industry Portfolios. ¹

Ilias A. Makris, Stavros Stavroyiannis & Vassilis Nikolaidis, Technological Education Institute of
Kalamata, Greece.

Financial Performance During Economic Distress:
The Case of Food Products and Beverages Industry. ²

Ana Kundid, University of Split, Croatia & **Roberto Ercegovac**,
Société Générale Splitska banka d.d. & University of Split, Croatia.

Credit Rationing in Financial Distress: Croatia SME Finance Approach. ³

Theo Papadopoulos & Adrian Marchesani, Victoria University, Australia.

Student Run Enterprises: Rockin' in the Real World. ⁴

Khalid Mumtaz, Zhahid Mahmood & Anila Fatima, Bahria University, Islamabad, Pakistan.

Commodity Exchange - An Efficient System for Price Stabilization of Pakistan's
Agriculture Sector. ⁵

DISCUSSANTS:

1. **Stavros Stavroyiannis**, Technological Education Institute of Kalamata, Greece.
2. **Juan J. DelaCruz**, Fashion Institute of Technology-SUNY, New York, USA.
3. **Dimitrios Koutmos**, Durham University, U.K.
4. **Ekaterina I. Novakova**, Volgograd State Technical University, Russia.
5. **Ilias A. Makris**, Technological Education Institute of Kalamata, Greece.

Excursion: Corinth Canal, Ancient Harbor / Hera's Temple,

Poseidon Resort, 4:30 PM – 9:30 PM, € 63 (with dinner)
Monday, July 19, 2010
8:30 AM – 10:30 AM
Room: Pella

Session [30]: Corporate Governance, Financial System & Direct Taxation.

CHAIR: **Khurram Khan**
Riphah International University, Rawalpindi, Pakistan.

AUTHORS & TITLES:

Tarek Sadraoui & Adnen Chokri, University of Economics and Management, Sfax, Tunisia.
Corporate Governance and Technological Development: A Panel Data Analysis. ¹

Andrei Alekseevich Svitich, Bank of Russia, Russia.
The Objective Necessity of Remaking the World's Finance System and the Prospects of its Realisation. ²

AKM Matiur Rahman, American International University-Bangladesh. Banani, Dhaka, Bangladesh & **Akim M Rahman**The Ohio State University, Columbus, Ohio, USA.
Revenue Losses under Direct Taxation in Bangladesh: An Exploration of Factors and Policy Options. ³

Trifon Blagoev Trifonov & Mihail Musov, University of National and World Economy, Bulgaria.
Free to Choose Corporate Capital Structure: Some Limitations. ⁴

Khurram Khan, Riphah International University, Rawalpindi, Pakistan.
A Benchmarking Profile of Business Administration Departments of Nine (9) Private Universities in Pakistan. ⁵

DISCUSSANTS:

1. **Khurram Khan**, Riphah International University, Rawalpindi, Pakistan.
2. **Trifon Trifonov**, University of National and World Economy, Bulgaria.
3. **Adnen Chokri**, University of Economics and Management, Sfax, Tunisia.
4. **AKM Matiur Rahman**, American International University-Bangladesh. Banani, Bangladesh.
5. **Ernie G.S. Teo**, Nanyang Technological University, Singapore.

Coffee Break: 10:30 AM – 11:00 AM

Monday, July 19, 2010
8:30 AM – 10:30 AM
Room: Mycenae

Session [31]: Competitive Forces, Human Resources & Natural Disasters.

CHAIR: Ioannis Mitropoulos
Technological Institute of Patras, Greece.

AUTHORS & TITLES:

Helmi Hamdi & Gilbert Bougi, Paul Cezanne University, France.
A Microeconomic Model of Competition between Different Means of Payments. ¹

Jorge Prado C. Alfaiate, University of Essex, UK.
Mozambique and Natural Disasters: Human Capital under Threat. ²

Tadeusz Gospodarek, Walbrzych High School of Management and Entrepreneurship
Wrocławska, Polska.
Management Dilemma and the Economic Crisis. ³

Mohsen Zayanderoodi, Islamic Azad University-Kerman Branch, Iran. ⁴
Manufacturing Employment Change at the Industry Level in Iran: 1995-1999.

Moon-Koo Kim, Jong-Hyun Park, Electronics and Telecommunications Research Institute, Korea
The Industrial Strategy for ICT Convergence Capacities in Korea. ⁵

DISCUSSANTS:

1. **Nikos Astroulakis**, University of Crete, Greece; &
Angelito F. Balboa, The Philippine Women's University NCR, Philippines.
2. **Ioannis Mitropoulos**, Technological Institute of Patras, Greece.
3. **Ernie G.S. Teo**, Nanyang Technological University, Singapore.
4. **Helmi Hamdi**, Paul Cezanne University, France.
5. **Mohsen Zayanderoodi**, Islamic Azad University-Kerman Branch, Iran.

Coffee Break: 10:30 AM – 11:00 AM

Monday, July 19, 2010
11:00 AM – 1:00 PM
Room: Mycenae

Session [32]: International Finance, Fiscal Policy & Firm Performance.

CHAIR: Nikša Nikolić
University of Split, Croatia.

AUTHORS & TITLES:

Vassilis N. Nikolaidis, Ilias A. Makris & Stavros Stavroyiannis
Technological Education Institute of Kalamata, Greece.
Associating Firm Performance with Financial Data Using Supervised Classifiers. ¹

Silvia Trifonova, University of National and World Economy, Bulgaria.
Smooth and Successful Migration to the new TARGET2 Payment System:
The First two years since its Establishment. ²

Nikša Nikolić, University of Split, Croatia, **Meri Šuman Tolić**, University of Dubrovnik, Croatia
Ivica Veža, University of Split, Croatia.
Fiscal Decentralization in Croatia-Reform Process and Problems. ³

Khawaja Amjad Saeed, Hailey College of Banking & Finance, University of the Punjab, Pakistan.
International Financial Management Issues, Challenges and Way Forward. ⁴

DISCUSSANTS:

1. **Silvia Trifonova**, University of National and World Economy, Bulgaria.
2. **Ilias A. Makris**, Technological Education Institute of Kalamata, Greece.
3. **Khawaja Amjad Saeed**, Hailey College of Banking & Finance, University of the Punjab, Pakistan.
4. **Dan Cheng**, College of Economics, Jinan University, Guangzhou P. R. China.

Lunch: 1:00 PM on (on your own)
Excursion: Marathon, 4 PM – 9 PM, € 60 (with dinner)

Monday, July 19, 2010
11:00 AM – 1:00 PM
Room: Pella

Session [33]: Training, Innovation, Advertising & Entrepreneurial Labor.

CHAIR: Tiffany Hui-Kuang Yu
Feng Chia University, Taiwan.

AUTHORS & TITLES:

Mark S. Teachout, University of the Incarnate Word, USA, **Malcolm James Ree**, Our Lady of the Lake University, USA, **Erica L. Barto**, Operational Technologies Corporation, USA & **Wayne Chappelle**, USAF School of Aerospace Medicine, USA.

Examining the Validity of the Multidimensional Aptitude Battery – II for Predicting Pilot Training Success. ¹

Tiffany Hui-Kuang Yu & David Han-Min Wang, Feng Chia University, Taiwan.
The Heterogeneous Effect of Health Care Expenditure Determinants. ²

Christopher J. Longo, McMaster University, Ontario, Canada.
Encouraging Pharmaceutical Innovation: Are there Patent and Pricing Solutions that will meet the needs of both Developed and Developing Countries? ³

Ernie G.S. Teo & Tianyin Chen, Nanyang Technological University, Singapore.
Strategic Advertising Budget Allocation – A two Market Duopoly Model. ⁴

Larisa Semenovna Shakhovskaya, Olga Evgenjevna Akimova & Oxana Alexandrovna Dzhindzholiya, Volgograd State Technical University, Russia.
Motivation for the Entrepreneurial Labor and Entrepreneurship: A Comparative Analysis. ⁵

DISCUSSANTS:

1. **Ernie G.S. Teo** Nanyang Technological University, Singapore.
2. **Christopher J. Longo**, McMaster University, Ontario, Canada.
3. **Tiffany Hui-Kuang Yu**, Feng Chia University, Taiwan.
4. **Khurram Khan**, Riphah International University, Rawalpindi, Pakistan.
5. **Aftab Alam**, JCC, King Abdul Aziz University, Jeddah, Saudi Arabia.

Lunch: 1:00 PM on (on your own)
Excursion: Marathon, 4 PM – 9 PM, € 60 (with dinner)

Session [34]: POSTERS

Friday, July 16, 2010, 10:30 AM – 11:00 AM

Room: Naoussa

Antecedents and Consequences of Regional Ethnocentrism: The Case of Galicia, Spain

Pilar Fernández,

Universidad del País Vasco, Spain;

Belén Bande,

Universidad de Santiago de Compostela, Spain; &

Miguel A. Peña & Oihana Valmaseda,

Universidad del País Vasco, Spain.

Sunday, July 18, 2010, 10:30 AM – 11:00 AM

Room: Naoussa

Earnings Management during Lockup in Explaining IPO Operating Underperformance.

Chih-Jen Huang & Tsai-Ling Liao

Providence University, Taiwan.

OBSERVERS:

Santiya Eag-ark

Kasetsart University, Bangkok, Thailand

Myung Hun Kang

Bank of Korea, Seoul, Korea

The End!