MAPPING THE GLOBAL FUTURE: EVOLUTION THROUGH INNOVATION AND EXCELLENCE

Fourteenth Annual International Conference

New York City, New York, U.S.A.
July 10 – 14th, 2012

PLATINUM SPONSORS
- Arcadia University, U.S.A.
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- Tshwane University of Technology, South Africa
SCHEDULE OF SPECIAL EVENTS

**Tuesday, July 10th, 2012**
12:00 - 17:00 Registration  
19:30 - 21:30 Welcoming Reception – **Courtesy of GBATA**

**Wednesday, July 11th, 2012**
07:00 - 08:30  Breakfast  
08:30 - 10:00  Competitive Sessions  
10:00 - 10:30  Coffee Break – **Courtesy of Arcadia University, U.S.A.**  
10:30 - 12:00  Plenary Session  
12:00 - 13:00  Lunch – **Courtesy of UNITEC Institute of Technology, New Zealand**  
13:00 - 14:30  Competitive Sessions  
14:30 - 15:00  Coffee Break – **Courtesy of Brno University of Technology, Czech Republic**  
15:00 - 16:30  Competitive Sessions  
16:45 - 18:15  Competitive Sessions

**Thursday, July 12th, 2012**
07:00 - 08:30  Breakfast  
08:30 - 10:00  Competitive Sessions  
10:00 - 10:30  Coffee Break – **Courtesy of Politechnic Institute of Leiria, Portugal**  
10:30 - 12:00  Competitive Sessions  
12:00 - 13:30  Lunch and Luncheon Speaker – **Courtesy of GBATA**  
13:30 - 15:00  Competitive Sessions  
15:00 - 16:30  Competitive Sessions  
**17:15 sharp**  Buses Depart from Hotel  
18:30  Boarding time, boarding at Chelsea Piers  
19:00 - 22:00  Cruise on the Hudson River – **Courtesy of GBATA**

**Friday, July 13th, 2012**
07:00 - 08:30  Breakfast  
08:30 - 10:00  Competitive Sessions  
10:00 - 10:30  Coffee Break – **Courtesy of UNITEC Institute of Technology, New Zealand**  
10:30 - 12:00  Competitive Sessions  
12:00 - 13:00  Award Luncheon – **Courtesy of GBATA & Arcadia University, U.S.A.**  
13:00 - 14:30  Competitive Sessions  
14:30 - 15:00  Coffee Break – **Courtesy of Curtin University, Australia**  
15:00 - 16:30  Competitive Sessions  
16:45 - 18:15  Competitive Sessions

**Saturday, July 14th, 2012**
07:00 - 08:30  Breakfast  
08:30 - 10:00  Competitive Sessions  
10:00 - 10:30  Coffee Break – **Courtesy of Politechnic Institute of Leiria, Portugal**  
10:30 - 12:00  Competitive Sessions  
12:00 - 13:00  Lunch - **Courtesy of GBATA**
THANK YOU

Thank you for participating in the Fourteenth Annual International Conference of the Global Business and Technology Association.

We hope that you enjoyed the Conference in New York City.

Have a safe trip home and we would love to see you at the Fifteenth Annual International Conference of the Global Business and Technology Association to be held in Helsinki, Finland, from July 2\textsuperscript{nd} - 6\textsuperscript{th}, 2013.
# General Program Schedule

**Tuesday, July 10th, 2012**

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Activity</th>
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<tbody>
<tr>
<td>Noon – 5PM</td>
<td>Lobby</td>
<td>Registration</td>
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<tr>
<td>7:30 PM</td>
<td>Chrysler Rooms &amp; Atrium</td>
<td>Reception</td>
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<td>Time</td>
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<tr>
<td>7:00 AM</td>
<td>Met Grill</td>
<td>Breakfast</td>
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<tr>
<td>8:00 AM</td>
<td>Lobby</td>
<td>Registration</td>
</tr>
<tr>
<td>8:30 AM</td>
<td>Room A CM1</td>
<td>Role of Communication in Managing Excellence</td>
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<tr>
<td></td>
<td>Room B FI1</td>
<td>Global Corporate Governance</td>
</tr>
<tr>
<td></td>
<td>Room C FI2</td>
<td>Contemporary Issues in International Finance</td>
</tr>
<tr>
<td></td>
<td>Room D IS1</td>
<td>Achieving Business Effectiveness in a Global Setting</td>
</tr>
<tr>
<td></td>
<td>Room E TO1</td>
<td>Drivers of the Tourism Industry</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>Metro 1</td>
<td>Coffee</td>
</tr>
<tr>
<td>10:30 AM</td>
<td>Plenary Room SP1</td>
<td>Plenary Session: Social Media and Networking Strategies in the Global Marketplace</td>
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<tr>
<td>Noon</td>
<td>Lunch Room Luncheon</td>
<td>Luncheon</td>
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<tr>
<td>1:00 PM</td>
<td>Room A EC1</td>
<td>Global Economic Issues Concerning Labor and Capital</td>
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<tr>
<td></td>
<td>Room B EC2</td>
<td>Challenges in Economic Development and Sustainability</td>
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<tr>
<td></td>
<td>Room C FI3</td>
<td>Market Timing, Government Regulation, and Firm Valuation</td>
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<td></td>
<td>Room D MG1</td>
<td>Globalization of Business: Challenges and Opportunities</td>
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<td></td>
<td>Room E MK1</td>
<td>Factors Influencing Customer Behavior and Market Performance</td>
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<tr>
<td>2:30 PM</td>
<td>Metro 1</td>
<td>Coffee</td>
</tr>
<tr>
<td>3:00 PM</td>
<td>Room A CM2</td>
<td>Social Media Communication and Corporate Governance</td>
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<tr>
<td></td>
<td>Room B FI4</td>
<td>Creating Shareholder Value</td>
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<td></td>
<td>Room C IT1</td>
<td>Interactive Technology and Learning Management</td>
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<tr>
<td></td>
<td>Room D IS2</td>
<td>South Africa: Challenges and Opportunities</td>
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<tr>
<td></td>
<td>Room E MG2</td>
<td>Cross Cultural Business Practices</td>
</tr>
<tr>
<td>4:45 PM</td>
<td>Room A SP2</td>
<td>Re-Emerging Global Economies: Mapping the Future</td>
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<tr>
<td></td>
<td>Room B EC3</td>
<td>Measuring Economic Performance</td>
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<tr>
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<td>Room C IS3</td>
<td>Impact of Changing World on Global Businesses</td>
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<td></td>
<td>Room D MG3</td>
<td>Employee Performance and Satisfaction</td>
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<tr>
<td></td>
<td>Room E MG4</td>
<td>Effective Career Management and the Role of Women</td>
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### Thursday, July 12th, 2012

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<thead>
<tr>
<th>Time</th>
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<tr>
<td>7:00 AM</td>
<td>Met Grill</td>
<td>Breakfast</td>
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<td>8:00 AM</td>
<td>Lobby</td>
<td>Registration</td>
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<tr>
<td>8:30 AM</td>
<td>Room A</td>
<td>AC1 Taxation Related to Financial Transactions</td>
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<tr>
<td></td>
<td>Room B</td>
<td>EC4 Social Economic Concerns in a Global Context</td>
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<td>Room C</td>
<td>IS4 Technology and Other Modern Approaches to Address Issues of Global Concern</td>
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<td>Room D</td>
<td>MG5 Global Management Issues</td>
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<td>Room E</td>
<td>ST1 Measuring Strategic Performance</td>
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<tr>
<td>10:00 AM</td>
<td>Metro 1</td>
<td>Coffee</td>
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<tr>
<td>10:30 AM</td>
<td>Room A</td>
<td>SP3 Meet the Editors</td>
</tr>
<tr>
<td></td>
<td>Room B</td>
<td>FI5 Financial Management in Emerging Markets</td>
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<td>Room C</td>
<td>LA1 A Legal Perspective on Sustainability and Intellectual Property</td>
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<td>Room D</td>
<td>MG6 Innovation Management</td>
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<td>Room E</td>
<td>MK2 Drivers of Consumption</td>
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<tr>
<td>Noon</td>
<td>Lunch Room</td>
<td>SP4 Luncheon with Guest Speaker</td>
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<tr>
<td>1:30 PM</td>
<td>Room A</td>
<td>FI6 Measuring Performance Through Financial Analysis</td>
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<td>Room B</td>
<td>IS5 Technology in Education - Global Perspectives</td>
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<td>Room C</td>
<td>IS6 Cultural Orientation for Successful Management of Business</td>
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<td>Room D</td>
<td>MG7 Issues Related to Ethics and Sustainability</td>
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<tr>
<td>3:00 PM</td>
<td>Room A</td>
<td>IS7 An Interdisciplinary Approach to Global Social Issues</td>
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<td>Room B</td>
<td>MG8 Managing Organizations in a Volatile Environment</td>
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<td>Room C</td>
<td>MG9 Knowledge and Innovation Management</td>
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<td>Room D</td>
<td>MK3 How to Manage Customers to Retain Them?</td>
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<td>Room E</td>
<td>TO2 Factors Influencing Consumer Demand in the Hospitality Industry</td>
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<tr>
<td>5:15 PM</td>
<td>Lobby</td>
<td>Buses Depart Hotel for Hudson River Cruise</td>
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<tr>
<td>7:00 PM</td>
<td>Chelsea Piers</td>
<td>Hudson River Cruise</td>
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<td>8:30 AM</td>
<td>Room A</td>
<td>AC2</td>
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<td>Room B</td>
<td>IS8</td>
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<td>Room D</td>
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<td>10:00 AM</td>
<td>Metro 1</td>
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<td>10:30 AM</td>
<td>Room A</td>
<td>FI7</td>
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<td>MG10</td>
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<td>MK5</td>
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<tr>
<td>Noon</td>
<td>Lunch</td>
<td>Award Luncheon</td>
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<td>1:00 PM</td>
<td>Room A</td>
<td>FI8</td>
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<td>MG11</td>
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<td>MK6</td>
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<td>3:00 PM</td>
<td>Room A</td>
<td>EC5</td>
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<tr>
<td>8:30 AM</td>
<td>Room A</td>
<td>EC7 Economic Concerns in Emerging Markets</td>
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<td>Room B</td>
<td>IT2 Business Applications of Novel Computing Technologies</td>
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<td>Room C</td>
<td>LA2 Legal Issues in a Digital Environment</td>
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<td>10:00 AM</td>
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<td>Coffee</td>
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<tr>
<td>10:30 AM</td>
<td>Room A</td>
<td>EC8 Global Issues Related to Economic Growth</td>
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<td>Room B</td>
<td>IS12 Technology Adoption Across Industries</td>
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<td></td>
<td>Room C</td>
<td>MG13 Organizational Strategies for the 21st Century</td>
</tr>
<tr>
<td>Noon</td>
<td>Lunch Room</td>
<td>Luncheon</td>
</tr>
</tbody>
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GLOBAL BUSINESS
&
TECHNOLOGY ASSOCIATION

The Leader in
Global Education & Research

www.gbata.org
Wednesday, July 11 8:30 AM to 10:00 AM  Room A

[CM1] ROLE OF COMMUNICATION IN MANAGING EXCELLENCE

Chairperson
Anna Putnova, Brno University of Technology, Czech Republic

Perceptions of Excellence in Reputation Management of a Public Broadcaster: A Reliability Test of the Fombrun-Harris Reputation Quotient (RQ)
De la Rey Van der Waldt, Tshwane University of Technology, South Africa
David Pieter Conradie, Tshwane University of Technology, South Africa

Non-Collateral Approach to Developing Survivalist Enterprises in South Africa: International Best Practices
Mariann Polly Mashigo, Tshwane University of Technology, South Africa

Achieving Excellence in Communicative Leadership in a Triple Context Environment: An Exploratory Study
Estelle De Beer, University of Pretoria, South Africa

Changes in Entrepreneurial Intentions of University and Vocational School Students
Elina Varamaki, Seinajoki University of Applied Sciences, Finland
Sanna Joensuu, Seinajoki University of Applied Sciences, Finland
Anmari Viljamaa, Seinajoki University of Applied Sciences, Finland
Erno Tornikoski, Grenoble Ecole de Management, France

Discussants
Helena Martins, Faculdade de Economica do Porto, Portugal (Papers 1 & 2)
Shaukat Ali, University of Wolverhampton, United Kingdom (Papers 3 & 4)
Wednesday, July 11 8:30 AM to 10:00 AM Room B

[FII] GLOBAL CORPORATE GOVERNANCE

Chairperson
Abdel K. Halabi, Monash University, Australia

How Corporate Governance and Globalization Affect the Administrative Structure of the Shipping Industry

El Thalassinos, University of Piraeus, Greece
Vicky Zampeta, University of Piraeus, Greece

The Valuation and Analysis of Mortgage Insurances with the Cyclical Property in Housing Prices

Chao-Chun Chen, Tunghai University, Taiwan

Discount Rate of Investment Projects in Colombia

Jhon Miguel Diez Benjumea, EAFIT University, Colombia
Otto Rene Burgos, EAFIT University, Colombia
Maria Bibiana Gomez, EAFIT University, Colombia
Sandra Constanza Riaño, EAFIT University, Colombia

Valuing Credit Derivatives with Frailty-Correlated Default Factors

Jui-Jane Chang, Soochow University, Taiwan

Discussants

Martin Kaggwa, Tshwane University of Technology, South Africa (Papers 1 & 2)
Oleg N. Zhilkin, People's Friendship University of Russia, Russia (Papers 3 & 4)
Wednesday, July 11 8:30 AM to 10:00 AM Room C

[F12] CONTEMPORARY ISSUES IN INTERNATIONAL FINANCE

Chairperson
Burhan Ozkan, Akdeniz University, Turkey

Measuring Capability in Export of Financial Services
Marija Lindemane, BA School of Business and Finance, Latvia

City Index Relations in Istanbul Stock Exchange
Onur Tekel, Middle East Technical University, Turkey

Internal Rate of Return to Investment Projects with Fuzzy Cash Flows
Javier Rios Valledepaz, Universidad Metropolitana, Venezuela

Pricing Average Interest Rate Options in the Libor Market Model
Ting-Pin Wu, National Central University, Taiwan

Discussants
Brames Ramesh, Goa University, India (Papers 1 & 2)
Anna N. Zhilkina, State University of Management, Russia (Papers 3 & 4)
Wednesday, July 11  8:30 AM to 10:00 AM  Room D

[IS1]  ACHIEVING BUSINESS EFFECTIVENESS IN A GLOBAL SETTING

Chairperson
Tatiana Leonova, State University of Management, Russia

Partnering Tertiary Institutions with Industry Stakeholders to Achieve Business Capability Improvement: The Case of UNITEC Institute of Technology and Rosebank Business Association

Leon de Wet Fourie, UNITEC Institute of Technology, New Zealand

E-Government Relationship with Competitiveness, Corruption Perception and Entrepreneurship Rate

Deborah Zouain, EBAPE - Fundacao Getulio Vargas, Brazil
Gustavo De Oliveira Almeida, EBAPE - Fundacao Getulio Vargas, Brazil
Emila Zouain, UNIBAN - Unidade Marte / Sao Paulo

Supply Chain Constraints in the South African Coal Mining Industry

Ken Mathu, Vaal University of Technology, South Africa
David Pooe, Vaal University of Technology, South Africa

Joint Trading Ventures between the English East India Company, the French East India Company, and Other Trading Entities: An Interdisciplinary Study of Their Collaborations in the Slave Trade and Commodity Exchanges between 1600 and 1750

Alan Parkinson, University College London, United Kingdom
Lynsie Chew, University College London, United Kingdom

Discussants

Christina Schweikert, St. John's University, U.S.A. (Papers 1 & 2)
Titos Khalo, Tshwane University of Technology, South Africa (Papers 3 & 4)
Wednesday, July 11  8:30 AM to 10:00 AM  Room E

[TO1] DRIVERS OF THE TOURISM INDUSTRY

Chairperson
Kathleen Park, Massachusetts Institute of Technology, U.S.A.

Assessing the Impacts of New Product Design on Satisfaction, Future Behavioral Intentions and the Image of a Theme Park Special Event
Joey Wu, The Hong Kong Polytechnic University, Hong Kong  
John Ap, The Hong Kong Polytechnic University, Hong Kong  
Emmy Yeung, The Hong Kong Polytechnic University, Hong Kong

Hospitality Competitiveness Measurement System
Gabriel Hector Carmona Olmos, Inst. Tec. y de Estudios Superiores de Monterrey, Mexico

Examining Core Service, Ancillary Services, and Support Services to Manage Expectations and E-quality: An Exploratory Research on American and French National Basketball Association Fans
Nicolas Lorgnier, Canisius College, U.S.A.  
Yann Abdourazakou, Canisius College, U.S.A.  
Shawn O'Rourke, Canisius College, U.S.A.

Discussants
Sergey A. Rybkin, Modern University of the Humanities, Russia (Papers 1 & 2)  
Edmir Kuazaqui, Escola Superior de Propaganda e Marketing, Brazil (Paper 3)
Wednesday, July 11  10:30 AM to Noon  Plenary Session Room

[SP1] PLENARY SESSION: SOCIAL MEDIA AND NETWORKING STRATEGIES IN THE GLOBAL MARKETPLACE

Chairperson

NJ Delener, Arcadia University, U.S.A.

Speakers

Building Better Business Relationships Through Networking

Rob Basso, Basso on Business, U.S.A.

Social Media & Cloud Computing Threats to Policy, Security and Liberty

Raj Goel, Brainlink International, Inc., U.S.A.

Discussants

Maryalice Mazzara, State University of New York - Global Center, U.S.A.

Guy Callender, Curtin University, Australia

C. Pat Obi, Purdue University Calumet, U.S.A.

Leon de Wet Fourie, UNITEC Institute of Technology, New Zealand
Wednesday, July 11 1:00 PM to 2:30 PM Room A

[EC1] GLOBAL ECONOMIC ISSUES CONCERNING LABOR AND CAPITAL

Chairperson
Abdel K. Halabi, Monash University, Australia

Southern African Greener Pastures and Deportations, Investigating the Labour Market Dynamics: Case Study of Zimbabwe and South Africa
Nqobizitha Dube, National University of Science and Technology, Zimbabwe
Peter Nkala, National University of Science and Technology, Zimbabwe
Mkhokheli Sithole, National University of Science and Technology, Zimbabwe
Nevel Tshuma, National University of Science and Technology, Zimbabwe
Zenzo Dube, National University of Science and Technology, Zimbabwe
Busisiwe Sibanda, National University of Science and Technology, Zimbabwe

Learn, Live and Leave Why Foreign Students Educate in the United States Then Leave: A Reverse Brain Drain
Ilene Fink, Pace University, U.S.A.

Venture Capital and Innovation: EU and U.S. vs Croatia
Blazenika Eror Matic, Croatian Pension Investment Company, Croatia
Ivo Druzic, University of Zagreb, Croatia
Tomislav Gelo, University of Zagreb, Croatia

Puerto Rico and the Upcoming Elections/Status Referendum: Real Change or Just More of the Same and Its Impact on Regional and Global Trade
Frank P. Le Veness, St. John's University, U.S.A.
Samuel Christian Sprunk, Catholic University of America, U.S.A.

Discussants
Dmitry Rodionov, St. Petersburg State Polytechnical University, Russia (Papers 1 & 2)
Mary Mangai Solomon, University of Nottingham, United Kingdom (Papers 3 & 4)
Wednesday, July 11 1:00 PM to 2:30 PM Room B

[EC2] CHALLENGES IN ECONOMIC DEVELOPMENT AND SUSTAINABILITY

Chairperson
Brames Ramesh, Goa University, India

Unlocking Capital Finance for Agricultural Rural Development & Economic Sustainability for the Community of Rantlapane
Tshepiso I. Ngwenya, Tshwane University of Technology, South Africa

The Emerging Strategic Power of BRIC's Economies
Oskar Kayasan, University of London, United Kingdom

Economic Development and Competitiveness in Sub-Saharan Africa: Do Culture and Colonial Legacy Really Matter?
Charles K. Addo, Catholic University College of Ghana, Ghana

Discussants
Adiqa Kiani, Federal Urdu University, Pakistan (Papers 1 & 2)
Omphemetse Sibanda, University of South Africa, South Africa (Paper 3)
Wednesday, July 11  1:00 PM to 2:30 PM  Room C

[F13] MARKET TIMING, GOVERNMENT REGULATION, AND FIRM VALUATION

Chairperson
Burhan Ozkan, Akdeniz University, Turkey

Executive Qualification and Firm Value
Sergiy Rakhmanyil, Ryerson University, Canada
Ayse Yuce, Ryerson University, Canada

Market Timing Motive of Capital Structure Choice in BRIC Countries
Maria Kokoreva, National Research University Higher School of Economics, Russia
Sergey Stefanenko, National Research University Higher School of Economics, Russia

Waste and Pollution Prevention, Environmental Management Accounting (EMA) in South African Industries
Emmanuel Obinali Obioha, Tshwane University of Technology, South Africa
Heinz Eckart Klingelhofer, Tshwane University of Technology, South Africa

An Empirical Analysis of Shareholder Value Creation as a Proxy For Measuring Corporate Performance
Nilesh Borde, Goa University, India
Purva Hedge Desai, Goa University, India

Discussants
Anna N. Zhilkina, State University of Management, Russia (Papers 1 & 2)
Chao-Chun Chen, Tunghai University, Taiwan (Papers 3 & 4)
Wednesday, July 11  1:00 PM to 2:30 PM  Room D

[MG1] GLOBALIZATION OF BUSINESS: CHALLENGES AND OPPORTUNITIES

Chairperson
Maryalice Mazzara, State University of New York - Global Center, U.S.A.

E-Services Adoption in the Telecommunications Sector in Bahrain
Amr A. Swid, New York Institute of Technology, Bahrain
Ahmed R. ElMelegy, New York Institute of Technology, Bahrain

Relational Political Strategies in the Arabian Gulf: Implications of Influence-Based Systems of Rewards for the Internationalization of Businesses from Emerging Economies
Hiroaki Izumi, Gulf University for Science and Technology, Kuwait
Kathleen Park, Massachusetts Institute of Technology, U.S.A.

Institutional Mechanism of the Innovation Development of Russian Economy
Tatiana Leonova, State University of Management, Russia
Maxim Eygel, National Research University Higher School of Economics, Russia

Forecasting and Inventory Control Strategies for TV Retailers: Infomercial and Live Shopping Companies
Leonora Fuxman, St. John's University, U.S.A.
Chiang-Nan Chao, St. John's University, U.S.A.

Discussants
Crispen Chipunza, Central University of Technology, South Africa (Papers 1 & 2)
Pawan Kumar Chugan, Nirma University, India (Papers 3 & 4)
Wednesday, July 11 1:00 PM to 2:30 PM Room E

[MK1] FACTORS INFLUENCING CUSTOMER BEHAVIOR AND MARKET PERFORMANCE

Chairperson
Elaine Sherman, Hofstra University, U.S.A.

Performance Implications of Packaging on Consumer Behaviour: Theoretical Orientation
Shirley Khor, London School of Commerce, United Kingdom
Wilson Ozuem, American InterContinental University, United Kingdom

The Relationships Among Service Training Gaps, Employees' Perceived Self-Efficacy and Service Performance
Sherriff T.K. Luk, The Hong Kong Polytechnic University, Hong Kong

Social Media and Exchange 2.0: Making Sense of B-2-B Selling in a Web 2.0 Age
Richard G. McNeill, Northern Arizona University, U.S.A.

Determinants of Mall Image in the Indian Context
Harvinder Singh, Institute of Management Technology, India
Prakash Chandra Dash, Temple City Institute of Engineering & Technology, India

Discussants
Daniel Ebb, University of Maryland University College, U.S.A. (Papers 1 & 2)
Linda Van Huyssteen, Tshwane University of Technology, South Africa (Papers 3 & 4)
Wednesday, July 11 3:00 PM to 4:30 PM Room A

[CM2] SOCIAL MEDIA COMMUNICATION AND CORPORATE GOVERNANCE

Chairperson
Anna Putnova, Brno University of Technology, Czech Republic

A Comparison of Homepage Usage of Online Social Media at Financial Institutions in First and Third World Countries
Marius Dieperink, Tshwane University of Technology, South Africa
D.L.R. Van Der Waldt, Tshwane University of Technology, South Africa

Using Six Stakeholder Relationship Management (SRM) Principles to Ensure Effective Corporate Governance
Corne Meintjes, Monash South Africa, South Africa
A.F. Grobler, University of Pretoria, South Africa

Examining Citizens' Perceptions on Impediments to Adoption of E-Government Services in South Africa
Mercy Mpinganjira, University of Johannesburg, South Africa

A Comparative Analysis of Business Ethical Orientations
Razali Bin Mat Zin, King Fahd University of Petroleum and Minerals, Saudi Arabia

Discussants
Leonora Fuxman, St. John's University, U.S.A. (Papers 1 & 2)
Gerald R. Ledlow, Georgia Southern University, U.S.A. (Papers 3 & 4)
Wednesday, July 11 3:00 PM to 4:30 PM Room B

[F14] CREATING SHAREHOLDER VALUE

Chairperson
Ayse Yuce, Ryerson University, Canada

Portfolio Creation Using Shareholder Value Creation in Indian Markets
Brames Ramesh, Goa University, India
Nilesh Borde, Goa University, India

Mapping the Governance Models Beyond Stylized Shareholder Value Creation: The Evidence from Russian Closely - Held Companies
Irina Ivashkovskaya, National Research University Higher School of Economics, Russia
Irina Dolmatova, International University in Moscow, Russia

Operational Performance and Efficiency of Commercial Banks in Taiwan: A Measure Using DEA and Malmquist Index
Lung-Tan Lu, Fo Guang University, Taiwan
Yuan-ho Lee, Fo Guang University, Taiwan

Analysis of the Effect of Exchange Rate Fluctuations on the Turkish Tourism Incomes: GARCH Approach
Ali Riza Aktas, Akdeniz University, Turkey
Burhan Ozkan, Akdeniz University, Turkey
Robin G. Brumfield, Rutgers University, U.S.A.
Fatih Kaplan, Bingol University, Turkey

Discussants
Chao-Chun Chen, Tunghai University, Taiwan (Papers 1 & 2)
El Thalassinos, University of Piraeus, Greece (Papers 3 & 4)
Wednesday, July 11 3:00 PM to 4:30 PM  Room C

[IT1] INTERACTIVE TECHNOLOGY AND LEARNING MANAGEMENT

Chairperson
Rim Jallouli, University of Mannouba, Tunisia

Interactive Technology-Based Learning: A Case Study of the University of Minnesota, Crookston Campus
Eric S. Burgess, Lincoln University, U.S.A.

Learning Management Systems' Quality on E-Learners Satisfaction: Learners' Perspective
Mpaphi Molebatsi, Tshwane University of Technology, South Africa
Ray Kekwaletswe, Tshwane University of Technology, South Africa
Kapela Morutwa, Tshwane University of Technology, South Africa
Lucy Maaka, Tshwane University of Technology, South Africa

E-Learning Technology in Improving Student Pass Rate in Higher Education System in Developing Nations: A Case Study of Botswana Accountancy College
Gibson Chengetanai, Botswana Accountancy College, Botswana

Infusing Business and Entrepreneurship Education into a Computer Science Curriculum – A Case Study
Christoph Winkler, The City University of New York at Kingsborough, U.S.A.
Christina Schweikert, St. John’s University, U.S.A.
Edgar Troudt, The City University of New York at Kingsborough, U.S.A.

Discussants
S.L. Gupta, Birla Institute of Technology, India (Papers 1 & 2)
Naz Sayari, Middle East Technical University, Turkey (Paper 3)
The Role of Ward Committees towards Enhancing Public Participation: The Case of Local Government in the Mpumalanga Province, South Africa
   E.J. van Rooyen, Tshwane University of Technology, South Africa
   Sipho Kenneth Mokoena, Tshwane University of Technology, South Africa

Some of the Snags to Crime Prevention and Policing in Nigeria and South Africa
   Adewale Olutola, Tshwane University of Technology, South Africa

Challenges in Conducting and Facilitating Research in South Africa: The Case of Female Researchers in the Field of Public Administration
   N.S. Matsiliza, Tshwane University of Technology, South Africa

A Merger of Higher Education Institutions - Reflections and Experiences of Academic Staff from Tshwane University of Technology
   David Pooe, Vaal University of Technology, South Africa

Discussants
   Grainne Oates, Swinburne University of Technology, Australia (Papers 1 & 2)
   Ahmed R. ElMelegy, New York Institute of Technology, Bahrain (Papers 3 & 4)
Wednesday, July 11 3:00 PM to 4:30 PM Room E

[MG2] CROSS CULTURAL BUSINESS PRACTICES

Chairperson
Susana Rodrigues, Polytechnic Institute of Leiria, Portugal

Project Management at School: Are Those Charged with Handling This Au Fait with What is Required?

Genesis T. Molepo, Tshwane University of Technology, South Africa
Andile Mji, Tshwane University of Technology, South Africa

Global and Cross Cultural Business Practices in Culturally Diverse U.S. Government Organizations

David A. Tenenbaum, TenenTech International, LLC, U.S.A.

Configurations, Revolutions, and Conations: Toward a New Approach of Organizational Strategies of Non-For-Profit Nautical Sport Clubs

Nicolas Lorgnier, Canisius College, U.S.A.

Discussants

Sheri L. Mackey, Luminosity Global Consulting Group, U.S.A. (Papers 1 & 2)
Hemantkumar P. Bulsara, SV National Institute of Technology, India (Paper 3)
Wednesday, July 11 4:45 PM to 6:15 PM  
Room A

[SP2] RE-EMERGING GLOBAL ECONOMIES: MAPPING THE FUTURE

Chairperson
NJ Delener, Arcadia University, U.S.A.

A Re-emerging Economic World Order and Its Implications for Global Business: The Challenges to Free Market Oriented Enterprises From the Ever Greater Role of Government and State Owned Corporations

Robert Vambery, Pace University, U.S.A.
Peter Mayer, Central European University, Hungary

Leading Across Boundaries & Borders: Why Cultural Intelligence Matters When Mapping the Global Future

Sheri L. Mackey, Luminosity Global Consulting Group, U.S.A.

Discussants

Kathleen Park, Massachusetts Institute of Technology, U.S.A. (Paper 1)
Nikolay Filinov, National Research Univ. Higher School of Economics, Russia (Paper 2)
Wednesday, July 11 4:45 PM to 6:15 PM Room B

[EC3] MEASURING ECONOMIC PERFORMANCE

Chairperson
Nilesh Borde, Goa University, India

Policy-Induced Agglomeration, R&D Spillover and Firm Performance
Kuei-Yen Liao, National Tsing Hua University, Taiwan
Yih-Luan Chyi, National Tsing Hua University, Taiwan

Methodological Approach to Assess Economic Performance of Network Franchise Companies
Irina Rudskaia, St. Petersburg State Polytechnical University, Russia
Dmitry Rodionov, St. Petersburg State Polytechnical University, Russia

E.J. van Rooyen, Tshwane University of Technology, South Africa

Discussants

Martin Kaggwa, Tshwane University of Technology, South Africa (Papers 1 & 2)
Oskar Kayasan, University of London, United Kingdom (Paper 3)
Wednesday, July 11  4:45 PM to 6:15 PM  Room C

[IS3]  IMPACT OF Changing World ON Global Businesses

Chairperson
David A. Tenenbaum, TenenTech International, LLC, U.S.A.

The Implementation of the Taxi Recapitalization Programme in South Africa: Evaluating the Future Prospects of Taxi Operators and Policy Choices
Mokoko Sebola, University of Limpopo, South Africa
Selogadi Baloyi, University of Limpopo, South Africa

Economic Recession and Indian Real Estate - Hopes and Implications
D.D. Chaturvedi, University of Delhi, India
Meenakshi Sharma, Birla Institute of Technology and Science, India

The Influence of Culture and Conflict Resolution Strategy on Role Stress of Expatriates
Lung-Tan Lu, Fo Guang University, Taiwan

Entrepreneurship Education and Entrepreneurship Barriers in South African Higher Education
Yvonne Senne, Tshwane University of Technology, South Africa
Richard Shambare, Tshwane University of Technology, South Africa

Discussants
WJL Coetzee, Tshwane University of Technology, South Africa (Papers 1 & 2)
Yamen Koubaa, Brittany School of Management, France (Papers 3 & 4)
Wednesday, July 11 4:45 PM to 6:15 PM Room D

[MG3] EMPLOYEE PERFORMANCE AND SATISFACTION

Chairperson
Hemantkumar P. Bulsara, SV National Institute of Technology, India

Employee Satisfaction: The Case of Municipal Sport Officers in South Africa
J. Surujlal, Vaal University of Technology, South Africa
C. Mafini, Vaal University of Technology, South Africa
M. Dhurup, Vaal University of Technology, South Africa

Sensemaking and Leader's Success in the United States and France: A Cross-Cultural Study
Yvette Essounga-Njan, Fayetteville State University, U.S.A.
Helisse Levine, Long Island University, U.S.A.
Nicole Jean Christian, Walden University, U.S.A.

Evaluation of the Effectiveness of a Service Quality Training Program in a Medical Institution
Li-Ping Tseng, St Martin de Porres Hospital, Taiwan
Ai-Tzu Li, National Chung Cheng University, Taiwan

The Impact of Innovation Capacity on the Cost Performance of Capital Projects
Hong Long Chen, National University of Tainan, Taiwan

Discussants
Samir R. Moussalli, Huntingdon College, U.S.A. (Papers 1 & 2)
Shaukat Ali, University of Wolverhampton, United Kingdom (Papers 3 & 4)
Wednesday, July 11  4:45 PM to 6:15 PM  Room E

[MG4] EFFECTIVE CAREER MANAGEMENT AND THE ROLE OF WOMEN

Chairperson
T. Diana L. v. A. de Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil

Working in Homogenous Versus Multicultural Work Groups: Different Perspectives on Diversity, Leader Coaching, Group Structure and Direction
Helmut Kasper, WU Vienna University of Economics, Austria
Jurgen Muhlbacher, WU Vienna University of Economics, Austria
Georg Kodydek, WU Vienna University of Economics, Austria

Increasing the Percentage of Female Corporation Board Members by Mandate
Pauline Magee-Egan, St. John's University, U.S.A.

International Standardization and Organizational Learning in Complex Adaptive Systems: The Case of ISO 26000 Social Responsibility Standards
Eduardo Campos De Sao Thiago, Brazilian Association of Technical Standards - ABNT, Brazil
Maria Fatima Ludovico de Almeida, Pontifical Catholic University of Rio de Janeiro, Brazil

Discussants
Alan Parkinson, University College London, United Kingdom (Papers 1 & 2)
De la Rey Van der Waldt, Tshwane University of Technology, South Africa (Paper 3)
**Thursday, July 12 8:30 AM to 10:00 AM  Room A**

**[AC1] TAXATION RELATED TO FINANCIAL TRANSACTIONS**

**Chairperson**

*C. Pat Obi, Purdue University Calumet, U.S.A.*

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**Using Financial Statements as to Clarify the History of Australian Football**

*Abdel K. Halabi, Monash University, Australia*

**Financial Transaction Taxation: A Three-Fold Assessment**

*Auke R. Leen, Leiden University, The Netherlands*

**Comparison of Book Income and Taxable Income in Terms of Value Relevance of Earnings**

*Naz Sayari, Middle East Technical University, Turkey*

*Can Simga Mugan, Middle East Technical University, Turkey*

**Innovations in Teaching Tax Law to International Business Students**

*Paul Kenny, Flinders University, Australia*

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**Discussants**

*Nilesh Borde, Goa University, India (Papers 1 & 2)*

*Ayse Yuce, Ryerson University, Canada (Papers 3 & 4)*
Thursday, July 12 8:30 AM to 10:00 AM Room B

[EC4] SOCIAL ECONOMIC CONCERNS IN A GLOBAL CONTEXT

Chairperson
Shaukat Ali, University of Wolverhampton, United Kingdom

The Impact of Road Infrastructure Investments on Municipal Public Transport Employment: The Case of R75 Road in Polokwane Municipality
Mokoko Sebola, University of Limpopo, South Africa
Matome Modipane, University of Limpopo, South Africa

South Africa as Democratic, Developmental State: Is the Democracy Bending the Knee in the Midst of Development?
Christa De Wet, North West University, South Africa

The Curse of Distance: Explaining Entrepreneurs' Geographic Dispersion in Turkey
Burhan Can Karahasan, Okan University, Turkey

Comparative Study of Competitive Intelligence Practices between Two Retail Banks in Brazil and South Africa
Adeline Du Toit, University of Johannesburg, South Africa

Discussants

Luis Eduardo Rivera-Solis, Dowling College, U.S.A. (Papers 1 & 2)
Brames Ramesh, Goa University, India (Papers 3 & 4)
Thursday, July 12  8:30 AM to 10:00 AM  Room C

[IS4] TECHNOLOGY AND OTHER MODERN APPROACHES TO ADDRESS ISSUES OF GLOBAL CONCERN

Chairperson
Frank P. Le Veness, St. John's University, U.S.A.

Integrating the Indigenous and the Modern: Perspectives on Street Food Vending in Polokwane
Stanley Mukhola, Tshwane University of Technology, South Africa

Internet Banking Adoption in South Africa: An Exploratory Study
Richard Shambare, Tshwane University of Technology, South Africa
Patrick Ebewo, Tshwane University of Technology, South Africa
Marc Mbielue, Tshwane University of Technology, South Africa

Implementing the Uses of ICT in Agro-Products to Improve Market Information Services: Challenges and Opportunities for Tanzania
George S. Oreku, North West University, South Africa
Elizabeth G. Mtegwa, Tanzania Industrial Research Development Organization, Tanzania
Enea John, Tanzania Industrial Research Development Organization, Tanzania

Discussants
Bruno Mascitelli, Swinburne University of Technology, Australia (Papers 1 & 2)
T. Dweylan Wilson, NOVA Southeastern University, U.S.A. (Paper 3)
Thursday, July 12  8:30 AM to 10:00 AM  Room D

[MG5] GLOBAL MANAGEMENT ISSUES

Chairperson
Sheri L. Mackey, Luminosity Global Consulting Group, U.S.A.

Effective Career Management: The Relation Between Career Anchors and Work Behavioural Style
Luni Vermeulen, North West University, South Africa

Mapping Creative Spaces: On Value Creation, Innovativity, and Knowledge
Miikka J. Lehtonen, Aalto University School of Economics, Finland
A. Ainamo, Aalto University School of Economics, Finland
Rodrigo Cervantes, Aalto University School of Economics, Finland
Toni-Matti Karjalainen, Aalto University School of Economics, Finland
Mikko Koria, Aalto University School of Economics, Finland
Anna Salo, Aalto University School of Economics, Finland

Municipal Service Delivery as Key Indicator of Institutional Capacity: A Comparative Evaluation of the Core Municipal Functions of the Emalahleni Local Municipality
Willem Mostert, North West University, South Africa

Discussants
Husniye A. Badoglu, Iona College, U.S.A. (Papers 1 & 2)
Jose G. Hernandez, Universidad Metropolitana, Venezuela (Paper 3)
Thursday, July 12 8:30 AM to 10:00 AM Room E

[ST1] MEASURING STRATEGIC PERFORMANCE

Chairperson
Tatiana Leonova, State University of Management, Russia

Data Mining Recreation Values and Effective Factors in Ecotourism Willingness to Pay: A Perspective from Iran's Parks

Mahdi Kolahi, Kyoto University, Japan
Tetsuro Sakai, Kyoto University, Japan
Kazuyuki Moriya, Kyoto University, Japan
Masatoshi Yoshikawa, Kyoto University, Japan

Efficiency Assessment Tools for Credit Granting Process
Ilmars Purinsh, BA School of Business and Finance, Latvia

Cute Overload: A Japanese Subculture as a Global Consumer Segment
Paige Arruda, University of Richmond, U.S.A.
Caroline Andryc, University of Richmond, U.S.A.
Grace Bernier, University of Richmond, U.S.A.
Kevin Smyth, University of Richmond, U.S.A.

An Analysis of the MKTOR Measure of Market Orientation on Emerging Russian Market
Lantukh Maria Sergeevna, National Research University Higher School of Economics, Russia

Discussants
N.S. Matsiliza, Tshwane University of Technology, South Africa (Papers 1 & 2)
Sergey A. Rybkin, Modern University of the Humanities, Russia (Papers 3 & 4)
Thursday, July 12 10:30 AM to Noon Room A

[SP3] PANEL: MEET THE EDITORS

Moderator
NJ Delener, Editor-in-Chief, Journal of Global Business and Technology
Arcadia University, U.S.A.

Panelists

Guy Callender, Editor-in-Chief, Contemporary Issues in Business & Government
Curtin University, Australia

Luis Eduardo Rivera-Solis, Editor-in-Chief, Journal of Business & Economic Studies
Dowling College, U.S.A.

De la Rey Van der Waldt, Former Editor, African Journal of Business Management
Tshwane University of Technology, South Africa

El Thalassinos, General Editor, European Research Studies Journal
University of Piraeus, Greece
Thursday, July 12 10:30 AM to Noon  Room B

[F15] FINANCIAL MANAGEMENT IN EMERGING MARKETS

Chairperson
C. Pat Obi, Purdue University Calumet, U.S.A.

Performance Evaluation of American Depositary Receipts on Stocks from Africa and the Middle East
Onur Arugaslan, Western Michigan University, U.S.A.
Ajay Samant, University of North Florida, U.S.A.

Acceleration of the Internationalization of the Chinese National Currency Renminbi and Its Prospects of Becoming a Global Currency
Aleksandar Ivanovic, Alexander College of Arts, Business and Management, Serbia

The Determinants of Interest Rate Spread in Rwanda: Theory and Empirical Evidence
Ferdinand Niyimbanira, Vaal University of Technology, South Africa
J. Surujlal, Vaal University of Technology, South Africa

Knowledge Economy and Enterprise Financial Management
Anna N. Zhilkina, State University of Management, Russia

Discussants
Ayse Yuce, Ryerson University, Canada (Papers 1 & 2)
El Thalassinos, University of Piraeus, Greece (Papers 3 & 4)
Thursday, July 12 10:30 AM to Noon Room C

[LA1] A LEGAL PERSPECTIVE ON SUSTAINABILITY AND INTELLECTUAL PROPERTY

Chairperson
Auke R. Leen, Leiden University, The Netherlands

The Influence of Tax Preparers Upon the Compliance Behaviour of Australian Individual Taxpayers
Ken Devos, Monash University, Australia

The Constitutional Rights to Sustainable and Economic Development in South Africa: A Legal Perspective
Antoinette Marais, Tshwane University of Technology, South Africa

23 Years Since the Establishment of the Greek Patent Office: The Past, the Present and the Future
Maria Markatou, National and Kapodistrian University of Athens, Greece

A Legal Approach to Cyber-bullying in South Africa
Louise Du Preez, Tshwane University of Technology, South Africa

Discussants
Frank P. Le Veness, St. John's University, U.S.A. (Papers 1 & 2)
Linval Frazer, Berkeley College, U.S.A. (Papers 3 & 4)
Thursday, July 12 10:30 AM to Noon Room D

[MG6] INNOVATION MANAGEMENT

Chairperson
Miikka J. Lehtonen, Aalto University School of Economics, Finland

Innovation, Talent Attraction and Retention
Florinda Matos, Polytechnic Institute of Leiria, Portugal
Susana Rodrigues, Polytechnic Institute of Leiria, Portugal
Isabel Miguel, Instituto Superior de Linguas e Administracao, Portugal
Nuno Matos, Intellectual Capital Accreditation Association - ICAA, Portugal

Regional Differences of Monetary and Non-Monetary Employee Benefits in China. A Comparative Study in Beijing, Shanghai and Xi'an
Helmut Kasper, WU Vienna University of Economics, Austria
Georg Kodydek, WU Vienna University of Economics, Austria
Stefan Schilcher, WU Vienna University of Economics, Austria
Lu Dehong, Northwest A&F University, China

Techno-Innovations to Techno-Entrepreneurship Through Technology Business Incubation in India: A Comparative Study of Select Cases in Gujarat
Hemantkumar P. Bulsara, SV National Institute of Technology, India
Shailesh Gandi, Indian Institute of Management, India
P.D. Porey, SV National Institute of Technology, India

Problems of Innovation Ecosystem Maturity Application
Anna Iakovleva, National Research University Higher School of Economics, Russia

Discussants
MC Mashige, Tshwane University of Technology, South Africa (Papers 1 & 2)
Luni Vermeulen, North West University, South Africa (Papers 3 & 4)
Thursday, July 12  
10:30 AM to Noon  
Room E

[MK2] DRIVERS OF CONSUMPTION

Chairperson
Mornay Roberts-Lombard, University of Johannesburg, South Africa

The Influence of the Organic Seal on Consumer Buying Behavior: A Study of Consumption of Tea "Mate" and Juices
Andre Lacombe Penna da Rocha, Pontifical Catholic University of Rio de Janeiro, Brazil
Lara Coelho Vaccari, Pontifical Catholic University of Rio de Janeiro, Brazil
Leonardo Leal Medeiros Moreira, Pontifical Catholic University of Rio de Janeiro, Brazil

Balancing Research and Development (R&D) Expenses with Customer Innovation Demands
Daniel Ebb, University of Maryland University College, U.S.A.

China's Changing Landscape: The Case of Regina Miracle and International Protective Apparel Supply (IPAS)
Nioka Wyatt, Philadelphia University, U.S.A.
Tom Fung, Philadelphia University, U.S.A.

Programming Languages for the Next Decade
Anandasothy Vignarajah, Johns Hopkins University, U.S.A.

Discussants
Robert Vambery, Pace University, U.S.A. (Papers 1 & 2)
Sheri L. Mackey, Luminosity Global Consulting Group, U.S.A. (Papers 3 & 4)
Thursday, July 12  Noon to 1:30 PM  Lunch Room

[SP4] LUNCHEON WITH GUEST SPEAKER

Chairpersons

NJ Delener, Arcadia University, U.S.A.
Leon de Wet Fourie, UNITEC Institute of Technology, South Africa

Luncheon Speaker

Mitch Leventhal, SUNY Global Center, U.S.A.
The UCosmic Consortium - International Standards & Open Source Tools for Higher Education
Thursday, July 12          1:30 to 3:00 PM          Room A

[F16] MEASURING PERFORMANCE THROUGH FINANCIAL ANALYSIS

Chairperson
John Malindretos, IAMA, U.S.A.

Risk Management in Commercial Banks: An Analysis of Financial Risks and Management Strategies
Munish Makkad, Birla Institute of Technology, India
Pallab Sikdar, Birla Institute of Technology, India

Financial Forecasting for Stock Portfolio Selection Using Combinatorial Fusion Analysis
Christina Schweikert, St. John's University, U.S.A.
Yulian Fei, Zhejiang University, China
Manman Jiang, Zhejiang University, China
D. Frank Hsu, Fordham University, U.S.A.

Effectiveness of National Scientific Research Support in Russia
Elena Iakovleva, St. Petersburg State Polytechnical University, Russia
Era Kozlovskaya, St. Petersburg State Polytechnical University, Russia
Daniil Demidenko, St. Petersburg State Polytechnical University, Russia

Discussants
Lung-Tan Lu, Fo Guang University, Taiwan (Papers 1 & 2)
Tshepiso I. Ngwenya, Tshwane University of Technology, South Africa (Paper 3)
Thursday, July 12 1:30 to 3:00 PM Room B

[IS5] TECHNOLOGY IN EDUCATION - GLOBAL PERSPECTIVES

Chairperson
Leonora Fuxman, St. John's University, U.S.A.

Business Education and Teaching Innovations in India
S.L. Gupta, Birla Institute of Technology, India

Students' Approaches to Learning in Business Education: Exploring the Role of Technology
Mike Mimirinis, Middlesex University, United Kingdom

Exploring Environmental Pollution Awareness Among High School Students From a Coal Mining Town
Olufemi C. Adejoke, Tshwane University of Technology, South Africa
Andile Mji, Tshwane University of Technology, South Africa
Murembiwa S. Mukhola, Tshwane University of Technology, South Africa

A Thousand Mark of South African National Road Carnage: Taxi Business Violation of the National Road Traffic Regulations
K.H. Masilo, Tshwane University of Technology, South Africa

Discussants
Tatiana Leonova, State University of Management, Russia (Papers 1 & 2)
Nkhangweni Jerry Malange, University of Venda, South Africa (Papers 3 & 4)
Thursday, July 12 1:30 to 3:00 PM Room C

[IS6] CULTURAL ORIENTATION FOR SUCCESSFUL MANAGEMENT OF BUSINESS

Chairperson
Luis Eduardo Rivera-Solis, Dowling College, U.S.A.

Global VAT: A Refundable Cost of Doing International Business (An Exploratory Study of Awareness and Experiences of Exporters From Gujarat State of India)

Pawan Kumar Chugan, Nirma University, India
Amtabh Rai, Nirma University, India

Towards Manifold Approaches to Access to Affordable Essential HIV/AIDS Medicine in South Africa: uBuntu and Essential Facility Jurisprudence

Omphemetse Sibanda, University of South Africa, South Africa

Evaluating Service Delivery Performance of the Namibian Ministry of Health and Social Services

Grace Abera, Tshwane University of Technology, South Africa
Titos Khalo, Tshwane University of Technology, South Africa

Cultural Orientation and the Business of Flying

Nirvana Bechan, Cape Peninsula University of Technology, South Africa

Discussants
T. Dweylan Wilson, NOVA Southeastern University, U.S.A. (Papers 1 & 2)
Miikka J. Lehtonen, Aalto University School of Economics, Finland (Papers 3 & 4)
Thursday, July 12 1:30 to 3:00 PM Room D

[MG7] ISSUES RELATED TO ETHICS AND SUSTAINABILITY

Chairperson
Samir R. Moussalli, Huntingdon College, U.S.A.

Assessing the Strategy of Firms That Compete Globally in Alliances in the Cosmetics Industry: The Case of L’Oreal Latin America
T. Diana L. v. A. de Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil
Barbara Braga Lyra da Silva, Pontifical Catholic University of Rio de Janeiro, Brazil

Enhancing Intellectual Capital Through Business Ethics
Hwan-Yann Su, National University of Kaohsiung, Taiwan

Environmental Sustainability in the Workplace
Sandra Cockfield, Monash University, Australia

Quantification of the Ethical-Legal Decisions
Maria J. Garcia, Mini Max Consultores, Venezuela
Jose G. Hernandez, Universidad Metropolitana, Venezuela
Gilberto J. Hernandez, Mini Max Consultores, Venezuela

Discussants
Helena Martins, Faculdade de Economica do Porto, Portugal (Papers 1 & 2)
N.S. Matsiliza, Tshwane University of Technology, South Africa (Papers 3 & 4)
Thursday, July 12 3:00 to 4:30 PM  Room A

[IS7]  AN INTERDISCIPLINARY APPROACH TO GLOBAL SOCIAL ISSUES

Chairperson
Alan Parkinson, University College London, United Kingdom

Crime Prevention and Social-Capital in Nigeria and South Africa: The Nexus
Adewale Olutola, Tshwane University of Technology, South Africa

Redress Mechanisms for Over-Indebted Consumers
Nkhangweni Jerry Malange, University of Venda, South Africa

Investigating the Afterthought of Post Award Contract Management
Yang Shun Yu, Curtin University, Australia
Guy Callender, Curtin University, Australia

Discussants
S.L. Gupta, Birla Institute of Technology, India (Papers 1 & 2)
Mike Mimirinis, Middlesex University, United Kingdom (Paper 3)
Thursday, July 12  3:00 to 4:30 PM  Room B

[MG8] MANAGING ORGANIZATIONS IN A VOLATILE ENVIRONMENT

Chairperson
Leonora Fuxman, St. John's University, U.S.A.

Innovation and Collaboration in Tourism: First Empirical Evidence in Brazil
Mariana de Queiroz Brunelli, Pontifical Catholic University of Rio de Janeiro, Brazil
T. Diana L. v. A. de Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil
Roberto Farias Silva, Senac Rio University, Brazil

The Influence of Downsizing Organisational Strategies on Survivor Qualities in an Economically Volatile Environment
Crispen Chipunza, Central University of Technology, South Africa
Michael O. Samuel, Witwatersrand University, South Africa

Mentoring as an Antidote to Career Success of Proteges: Insights from Public Hospitals in South Africa
Edward Rankhumise, Tshwane University of Technology, South Africa

Discussants
Sandra Cockfield, Monash University, Australia (Papers 1 & 2)
Luni Vermeulen, North West University, South Africa (Paper 3)
Thursday, July 12  
3:00 to 4:30 PM  
Room C

[MG9] KNOWLEDGE AND INNOVATION MANAGEMENT

Chairperson
Nikolay Filinov, National Research University Higher School of Economics, Russia

Social Entrepreneurship in India: An Exploratory Study
Hemantkumar P. Bulsara, SV National Institute of Technology, India
Shailesh Gandi, Indian Institute of Management, India
Jyoti Chandwani, SV National Institute of Technology, India

The Industrial Design Manager of the LoMoBaP and Knowledge Management
Maria J. Garcia, Mini Max Consultores, Venezuela
Gilberto J. Hernandez, Mini Max Consultores, Venezuela
Jose G. Hernandez, Universidad Metropolitana, Venezuela

The Link Between Innovation and Economic Growth: How Far Can the Emerging Economies Such as China, India and Brazil Attain?
Mary Mangai Solomon, University of Nottingham, United Kingdom

Discussants
Samir R. Moussalli, Huntingdon College, U.S.A. (Papers 1 & 2)
Gerald R. Ledlow, Georgia Southern University, U.S.A. (Paper 3)
Thursday, July 12  3:00 to 4:30 PM  Room D

[MK3] HOW TO MANAGE CUSTOMERS TO RETAIN THEM?

Chairperson
Hisao Fujimoto, Osaka University of Economics, Japan

The Mediating Effects of Customer Relationship Management on Customer Retention
Mornay Roberts-Lombard, University of Johannesburg, South Africa
Munyaradzi W. Nyadzayo, Monash University, Australia

Visual Merchandising: Impact on Consumer Behavior (An Exploratory Study of Apparel Segment in Ahmedabad)
Neha P. Mehta, L.J. Insitute of Management Studies, India
Pawan Kumar Chugan, Nirma University, India

Understanding Customer Relationship Management and Customer Satisfaction in the Romanian Luxury Fashion Industry: A Theoretical Perspective
Ioana Piscanu, London School of Business and Finance, United Kingdom
Wilson Ozuem, American InterContinental University, United Kingdom

Discussants
Daniel Ebb, University of Maryland University College, U.S.A. (Papers 1 & 2)
Robert Vambery, Pace University, U.S.A. (Paper 3)
Thursday, July 12 3:00 to 4:30 PM Room E

[TO2] FACTORS INFLUENCING CONSUMER DEMAND IN THE HOSPITALITY INDUSTRY

Chairperson
George V. Priovolos, Marque Echo LLC, U.S.A.

Biographical Information, Impression Management, and Hiring Recommendations in an Interview: A Study in the Hospitality Sector
Che-Jen Su, Fu-Jen Catholic University, Taiwan

How Green is Your Hotel?
WJL Coetzee, Tshwane University of Technology, South Africa
A. Lenhard, Tshwane University of Technology, South Africa
L. Sime, Tshwane University of Technology, South Africa

Service Provision Logistics: Adding Hospitality
Edmir Kuazaqui, Escola Superior de Propaganda e Marketing, Brazil

Retirement Planning Among South African Professional Soccer Players
Johannes Maseko, Vaal University of Technology, South Africa
J. Surujlal, Vaal University of Technology, South Africa

Discussants
Gabriel Carmona Olmos, Tecnologico de Monterrey Campus Morelia, Mexico (Papers 1 & 2)
Nicolas Lorgnier, Canisius College, U.S.A. (Papers 3 & 4)
Friday, July 13 8:30 AM to 10:00 AM Room A

[AC2] BUDGETING AND INTERNAL CONTROL

Chairperson
Mariann Polly Mashigo, Tshwane University of Technology, South Africa

An Analysis of Recent Circuit Court of Appeals Cases Regarding IRC Section 1058
Maria Pirrone, St. John's University, U.S.A.
Adrian P. Fitzsimons, St. John's University, U.S.A.
Benjamin R. Silliman, St. John's University, U.S.A.

The Effect of Internal Control on the Operating Activities of Small Restaurants
Linval Frazer, Berkeley College, U.S.A.

Who Has the Powerful Effect on Audit Quality? Men or Women
Vida Mojtahedzadeh, Al - Zahra University, Iran
Seyed Hossein Alavi-Tabari, Al - Zahra University, Iran

Is Lack of Funding Driving Efficiency and Innovation? Contemporary Practice in Government Owned Entities in Australia
Grainne Oates, Swinburne University of Technology, Australia

Discussants
Paul Kenny, Flinders University, Australia (Papers 1 & 2)
Naz Sayari, Middle East Technical University, Turkey (Papers 3 & 4)
Friday, July 13 8:30 AM to 10:00 AM Room B

[IS8] ROLE OF TECHNOLOGY IN LEARNING AND KNOWLEDGE CREATION

Chairperson
Gerard Leo Danford, Haaga-Helia University of Applied Sciences, Finland

Student Frequency of Login and Student Perceived Learning from an Online Business Simulation Game
Michael J. Zhang, Sacred Heart University, U.S.A.

Collaborative Affordances in Knowledge Generation: A Study of Face to Face and Online Social Networking
Anil Pathak, Nanyang Technological University, Singapore

Innovative Technologies of the Modern University of the Humanities as the Part of the Global Education Development
Sergey A. Rybkin, Modern University of the Humanities, Russia

Cross Cultural Communication: Across India
M. Geetha, Delhi University, India

Discussants
Adewale Olutola, Tshwane University of Technology, South Africa (Papers 1 & 2)
MC Mashige, Tshwane University of Technology, South Africa (Papers 3 & 4)
Friday, July 13  8:30 AM to 10:00 AM  Room C

[MK4]  STRENGTH OF BRANDS

Chairperson  
Hisao Fujimoto, Osaka University of Economics, Japan

Structural Equation Modeling and Image Effects in Marketing Research: A Meta Analysis  
Yamen Koubaa, Brittany School of Management, France  
Rim Jallouli, University of Mannouba, Tunisia

To P or Not to P: An Internal Marketing and Branding Perspective in a Service Environment  
Elizabeth Stephanie Conradie, Companies and Intellectual Property Commission, South Africa  
Mornay Roberts-Lombard, University of Johannesburg, South Africa  
HB Klopper, Monash University, South Africa

Social Media Engagement and Effectiveness on Branding: A Theoretical Orientation  
Ekaterina Glazyrina, London School of Business and Finance, United Kingdom  
Wilson Ozuem, American InterContinental University, United Kingdom

Discussants  
Richard Shambare, Tshwane University of Technology, South Africa (Papers 1 & 2)  
Linda Van Huyssteen, Tshwane University of Technology, South Africa (Paper 3)
[ST2] LEADERSHIP AND SOCIAL RESPONSIBILITY AS STRATEGIC BUSINESS TOOLS

Chairperson
De la Rey Van der Waldt, Tshwane University of Technology, South Africa

Designing Industrial Policy
Michal Putna, Masaryk University, Czech Republic

An Empirical Investigation of the Relationship between Transformational Leadership and Work Environment
T. Dweylan Wilson, NOVA Southeastern University, U.S.A.

The Effect of State Regulations on Uninsured Motorist Claims and the Residual Market in the U.S. Automobile Insurance Industry
Arteid Memaj, Arcadia University, U.S.A.
Talal Butt, Arcadia University, U.S.A.
Zaneta Chapman, Arcadia University, U.S.A.

Discussants
Calin Gurau, Groupe Sup de Co Montpellier Business School, France (Papers 1 & 2)
Ken Devos, Monash University, Australia (Paper 3)
Friday, July 13 10:30 AM to Noon Room A

[F17] MANAGING RISK

Chairperson
Zaneta Chapman, Arcadia University, U.S.A.

The Exchange Rate Risk in the Johannesburg Stock Market: An Application of the Arbitrage Pricing Model
Ferdinand Niyimbanira, Vaal University of Technology, South Africa
Paul Francois Muzindutsi, University of Kwazulu Natal, South Africa

Does Lunacy Increase Investor Pessimism? Lunar Phases and Short Selling Relation in Stock Markets
Sevgi Eda Tuzcu, Ankara University, Turkey

The Use of Financial Ratios to Predict Bankruptcy: A Study of the Board of Directors on Corporate Performance
Lee Cheng, Capella University, U.S.A.
Luis Eduardo Rivera-Solis, Dowling College, U.S.A.

New Path to Treasury Efficiency Through Centralizing Payments: Payment Factory Trends in Europe
Aleksandar Ivanovic, Alexander College of Arts, Business and Management, Serbia

Discussants
Nilesh Borde, Goa University, India (Papers 1 & 2)
Onur Tekel, Middle East Technical University, Turkey (Papers 3 & 4)
Friday, July 13 10:30 AM to Noon

[IS9] MARKETING AND CONTEMPORARY ISSUES

Chairperson

De la Rey Van der Waldt, Tshwane University of Technology, South Africa

Investigating Consumers' Purchase Behaviour of Organic Foods in Australia

Antonio Lobo, Swinburne University of Technology, Australia
Bruno Mascitelli, Swinburne University of Technology, Australia
Jue Chen, Swinburne University of Technology, Australia

Industry- Academia Collaboration: Practices and Perceptions among Selected Stakeholders in the Sultanate of Oman

Reynaldo Gacho Segumpan, Ministry of Higher Education, Sultanate of Oman
Joanna Soraya Abu Zahari, Ministry of Higher Education, Sultanate of Oman
Omar Sultan Ghasib Al-Sharji, Ministry of Higher Education, Sultanate of Oman

The Impact of the Third Party Payment on the Insured's Right to Be Compensated by the Insurer

Terence Madzhie, Tshwane University of Technology, South Africa

Discussants

Dmitry Rodionov, St. Petersburg State Polytechnical University, Russia (Papers 1 & 2)
Mary Mangai Solomon, University of Nottingham, United Kingdom (Paper 3)
Friday, July 13 10:30 AM to Noon Room C

[MG10] EMPLOYEE BENEFITS AND ORGANIZATIONAL COMMITMENT

Chairperson
Gerard Leo Danford, Haaga-Helia University of Applied Sciences, Finland

Measuring Compatibility Gaps in Strategic Relationships
Gerald R. Ledlow, Georgia Southern University, U.S.A.
Karl Manrodt, Georgia Southern University, U.S.A.
James Stephens, Georgia Southern University, U.S.A.

Breaking from the Peloton: Outlier Driven Innovation Systems
Markus Paukku, Aalto University School of Economics, Finland
Lissa Valikangas, Aalto University School of Economics, Finland

Integrating Lean and Green Supply Chain Management Systems in Manufacturing Industry
Shatha Alabduljabbar, Curtin University, Australia
Guy Callender, Curtin University, Australia

Discussants
MC Mashige, Tshwane University of Technology, South Africa (Papers 1 & 2)
Sandra Cockfield, Monash University, Australia (Paper 3)
[MK5] MEDIA AND ITS ROLE IN MARKETING

Chairperson
Calin Gurau, Groupe Sup de Co Montpellier Business School, France

Perspectives on Digital Divide in the Bookstores Industry: A Review and Extension
Wilson Ozuem, American InterContinental University, United Kingdom
Jenny Barham, London School of Business and Finance, United Kingdom
Geoff Lancaster, London School of Commerce, United Kingdom

Understanding Factors That Influence South African Consumers to Use Online Shopping
Job Dubihlela, Vaal University of Technology, South Africa
Nobukhosi Dlodlo, Vaal University of Technology, South Africa

Crafting as a Dying Trade? Arguments for Its Value-Add
Mornay Roberts-Lombard, University of Johannesburg, South Africa
Ray Holland, Brunel University, United Kingdom
Owusu Afriyie Sasu Ebenezer, Brunel University, United Kingdom

Discussants
Nioka Wyatt, Philadelphia University, U.S.A. (Papers 1 & 2)
Andre Penna da Rocha, Pontifical Catholic University of Rio de Janeiro, Brazil (Paper 3)
Friday, July 13 1:00 PM to 2:30 PM Room A

[FI8] ISSUES IN VALUATION OF DERIVATIVES

Chairperson
Zaneta Chapman, Arcadia University, U.S.A.

Corporate Financial Architecture and Firm Performance: Comparative Study of Emerging and Developed Markets
Irina Ivashkovskaya, National Research University Higher School of Economics, Russia
Anastasia Stepanova, National Research University Higher School of Economics, Russia

A Multi Objective and Multi Constraint Approach to the Value of a Multinational Enterprise
Krishna M. Kasibhatla, NC Agricultural and Technical State University, U.S.A.
John Malindretos, IAMA, U.S.A.
Brian Maruffi, Yeshiva University, U.S.A.
Moschos Scoullis, Montclair State University, U.S.A.

A Goal Programming Approach to Resolving the U.S. Debt Crisis
C. Pat Obi, Purdue University Calumet, U.S.A.
Raida Abuizam, Purdue University Calumet, U.S.A.

A Non-Nonlinear Distributed Lag Model of United States Inflation
Manuel G. Russon, St. John's University, U.S.A.

Discussants
Maria Kokoreva, National Research Univ. Higher School of Economics, Russia (Papers 1 & 2)
Tshepiso I. Ngwenya, Tshwane University of Technology, South Africa (Papers 3 & 4)
Friday, July 13  
1:00 PM to 2:30 PM  
Room B

[HCI] TOOLS TO CREATE CUSTOMER SATISFACTION IN THE HEALTHCARE INDUSTRY

Chairperson
Gerald R. Ledlow, Georgia Southern University, U.S.A.

Study of the Influence of E-Tools on the Marketing Mix for Pharmaceutical Industry
S.L. Gupta, Birla Institute of Technology, India

The Relationship between Job Satisfaction and Management Span of Control in the Fortune 500 Pharmaceutical Industry
Domenick Fanelli, Capella University, U.S.A.
Luis Eduardo Rivera-Solis, Dowling College, U.S.A.

Patients' Perceptions and Level of Satisfaction with the Quality of Food Services in Public Hospitals in South Africa
LJ Ncube, University of Limpopo, South Africa
A.E. Nesamvuni, Tshwane University of Technology, South Africa

Discussants
Christina Schweikert, St. John’s University, U.S.A. (Papers 1 & 2)
Daniil Demidenko, St. Petersburg State Polytechnical University, Russia (Paper 3)
Friday, July 13 1:00 PM to 2:30 PM Room C

[MG11] CONTEMPORARY TRENDS IN ENTREPRENEURSHIP

Chairperson
Jose G. Hernandez, Universidad Metropolitana, Venezuela

Modern Era in Business Architecture Design
Alexander Gromoff, National Research University Higher School of Economics, Russia
Nikolay Kazantsev, National Research University Higher School of Economics, Russia
Kristina Evina, National Research University Higher School of Economics, Russia
Dmitry, Kozhevnikov, National Research University Higher School of Economics, Russia
Mikhail Ponfilenok, National Research University Higher School of Economics, Russia

Entrepreneurial Marketing Practices of Craft Business in South Africa
KM Makhitha, Vaal University of Technology, South Africa

E-Services Adoption in the Telecommunications Sector in Bahrain
Amr A. Swid, New York Institute of Technology, Bahrain
Ahmed R. ElMelegy, New York Institute of Technology, Bahrain

Discussants
MC Mashige, Tshwane University of Technology, South Africa (Paper 1 & 2)
Sheri L. Mackey, Luminosity Global Consulting Group, U.S.A. (Paper 3)
Friday, July 13  1:00 PM to 2:30 PM  Room D

[MK6]  MARKETING STRATEGIES DRIVING ORGANIZATIONAL PERFORMANCE

Chairperson
Robert Vambery, Pace University, U.S.A.

Consider the Implications of Internal Marketing on Organisational Performance: The Case of Swedish IT Firms
Katharina Sandstrom, London School of Business and Finance, United Kingdom
Wilson Ozuem, American InterContinental University, United Kingdom

The Impact of Marketing Innovation Strategies in Taiwan's Electronic Industries
Tun-Chih Kou, Fu-Jen Catholic University, Taiwan
Chiou-Fong Wei, Fu-Jen Catholic University, Taiwan
Yaonan Lin, Fu-Jen Catholic University, Taiwan
Heng-Choon Lay, Fu-Jen Catholic University, Taiwan

The Value of African Languages in South African Marketing Context
Linda Van Huyssteen, Tshwane University of Technology, South Africa

Discussants
André da Rocha, Pontifical Catholic University of Rio de Janeiro, Brazil (Papers 1 & 2)
George V. Priovolos, Marque Echo LLC, U.S.A. (Paper 3)
[EC5] ECONOMIC IMPACT OF FOREIGN INVESTMENTS

Chairperson
MC Mashige, Tshwane University of Technology, South Africa

The Impact of the Euro Zone Crisis on Australia and China
Bruno Mascitelli, Swinburne University of Technology, Australia
Mona Chung, Deakin University, Australia

Energy Prices and the Adoption of Optimal Energy Mix for Africa's Development: A Review of South Africa's Renewable Energies Prices
Martin Kaggwa, Tshwane University of Technology, South Africa

A Model for Optimization of a Regional Investment Program
S. Nikolov, St. Petersburg State Polytechnical University, Russia
L. Nikolova, St. Petersburg State Polytechnical University, Russia
Y. Radionova, St. Petersburg State Polytechnical University, Russia

Discussants
Edmir Kuazaqui, Escola Superior de Propaganda e Marketing, Brazil (Papers 1 & 2)
Burhan Can Karahasan, Okan University, Turkey (Paper 3)
Friday, July 13 3:00 PM to 4:30 PM Room B

[IS10] SOCIAL ISSUES OF GLOBAL CONCERN

Chairperson
Zaneta Chapman, Arcadia University, U.S.A.

Human Trafficking: A Comparative Study of This Phenomenon in Australia, Japan and South Africa

Louise Du Preez, Tshwane University of Technology, South Africa
Antoinette Marais, Tshwane University of Technology, South Africa

Live Performance in a Digital Age: An Exploration Analysis for Audience's Perceptions of Liveness

Tsui-Sung Wu, National United University, Taiwan

Women Farmers' Empowerment: A Case Study of New Jersey and Turkey

Burhan Ozkan, Akdeniz University, Turkey
Robin G. Brumfield, Rutgers University, U.S.A.
Jenny Carleo, Rutgers University, U.S.A.
Nick Polanin, Rutgers University, U.S.A.
Barbara O'Neill, Rutgers University, U.S.A.
Stephen J. Komar, Rutgers University, U.S.A.
Robert Mickel, Rutgers University, U.S.A.
Meredith Melendez, Rutgers University, U.S.A.

The Influence of Political Culture, Religion, and Language on Ethical Systems: The Case of South African Local Government

VPP Disoloane, University of South Africa, South Africa

Discussants

Ken Mathu, Vaal University of Technology, South Africa (Papers 1 & 2)
Deborah Zouain, EBAPE - Fundacao Getulio Vargas, Brazil (Papers 3 & 4)
Typology, Classification, and Characterization of Firms for Management Best Practices Monitoring (Case of Russian Domestic Energy Sector)  
Irina O. Volkova, National Research University Higher School of Economics, Russia  
Nikolay Filinov, National Research University Higher School of Economics, Russia  
Valentina V. Kushova, National Research University Higher School of Economics, Russia  
Nadezhda L. Titova, National Research University Higher School of Economics, Russia

Technical and Competitive Intelligence Role in Business Model  
Leonel Cezar Rodrigues, University Nove de Julho, Brazil  
Ivan De Campos Mendes, University Nove de Julho, Brazil

When the Fat Lady Sings: Organizational Commitment in Workers of a Decaying Hospital  
Helena Martins, Escole Superior de Tec. Da Saude Do Instituto Politecnico do Porto, Portugal  
Teresa Proenca, Faculdade de Economia Do Porto, Portugal

Enhancing Executive Management Perceptions on IP Protectionism: A South African Perspective on Research  
Johannes Segone Dirane, Tshwane University of Technology, South Africa  
Nafta Mokate Lehobye, Tshwane University of Technology, South Africa

Discussants  
Sandra Cockfield, Monash University, Australia (Papers 1 & 2)  
Shaukat Ali, University of Wolverhampton, United Kingdom (Papers 3 & 4)
Friday, July 13  3:00 PM to 4:30 PM  Room D

[MK7] CUSTOMER ORIENTED MARKETING STRATEGIES

Chairperson
George V. Priovolos, Marque Echo LLC, U.S.A.

Value Co-Creation in the Service Dominant Logic: Redefining Market Interactions
Calin Gurau, Groupe Sup de Co Montpellier Business School, France

Customer Orientation in Russian Market: Empirical Evaluation
Rozhkov Alexander, National Research University Higher School of Economics, Russia

An Analysis of the Weight of Eco-labels in the Bulbs Purchasing Decision-Making Process of Brazilian Consumers
Bruno Henrique Louzada, Pontifical Catholic University of Rio Janeiro, Brazil
Andre Lacombe Penna Da Rocha, Pontifical Catholic University of Rio Janeiro, Brazil

Discussants
Grainne Oates, Swinburne University of Technology, Australia (Papers 1 & 2)
Sheri L. Mackey, Luminosity Global Consulting Group, U.S.A. (Paper 3)
[ST3] DEVELOPING SUCCESSFUL STRATEGY FOR ORGANIZATIONS

Chairperson
Richard Shambare, Tshwane University of Technology, South Africa

Determinants of Technical Efficiency in Thai Manufacturing Small and Medium Sized Enterprises
Teerawat Charoenrat, University of Wollongong, Australia
Charles Harvie, University of Wollongong, Australia
Wannapa Naburana, Central Queensland University, Australia

Designing of Management Structures in Process-Oriented Organizations
Victoria Zubareva, National Research University Higher School of Economics, Russia

Technology Foresight on Emerging Technologies: Implications for a National Innovation Initiative
Maria Fatima Ludovico de Almeida, Pontificial Catholic University of Rio Janeiro, Brazil
Carlos Augusto Caldas de Moraes, CGEE, Brazil
Maria Angela Campelo de Melo, Pontificial Catholic University of Rio Janeiro, Brazil

Entry Strategies of Transnational Corporations on the Russian and the Chinese Automobile Markets
Mikhail Chistyakov, National Research University Higher School of Economics, Russia

Discussants
Mahdi Kolahi, Kyoto University, Japan (Papers 1 & 2)
Sergey A. Rybkin, Modern University of the Humanities, Russia (Papers 3 & 4)
Friday, July 13 4:45 PM to 6:15 PM Room A

[EC6] VOLATILE ENVIRONMENT AND ITS IMPACT ON ECONOMY

Chairperson
Mariann Polly Mashigo, Tshwane University of Technology, South Africa

Regional Investment Attractiveness in an Unstable and Risky Environment
L. Nikolova, St. Petersburg State Polytechnical University, Russia
Y. Radionova, St. Petersburg State Polytechnical University, Russia
S. Nikolov, St. Petersburg State Polytechnical University, Russia

Determinants of Foreign Direct Investment in Mexico
Shaukat Ali, University of Wolverhampton, United Kingdom
Gabriela Ojeda Triulzi, University of Wolverhampton, United Kingdom

Cloud Utility Under Random Demand
Vladimir I. Soloviev, Financial University under the Government of Russia, Russia

Discussants
Oleg N. Zhilkin, People's Friendship University of Russia, Russia (Papers 1 & 2)
Ferdinand Niyimbanira, Vaal University of Technology, South Africa (Paper 3)
Friday, July 13 4:45 PM to 6:15 PM Room B

[F19] ISSUES IN FINANCIAL MANAGEMENT

Chairperson
Luis Eduardo Rivera-Solis, Dowling College, U.S.A.

Russian Practice of Financial Management of the Enterprise
Daniil Demidenko, St. Petersburg State Polytechnical University, Russia
Elena Iakovleva, St. Petersburg State Polytechnical University, Russia
Era Kozlovskaya, St. Petersburg State Polytechnical University, Russia

Study of the Volatility of Different Indices of NSE
Anurag Agnihotri, Delhi University, India
Rekha Rani, Delhi University, India

The Relationship of Inflation and Interest Rates: A Co-Integration Analysis
Krishna M. Kasibhatla, NC Agricultural and Technical State University, U.S.A.
John Malindretos, IAMA, U.S.A.

Corporate Governance and Market Value: Evidence from Turkish Banks
Banu Dincer, Galatasaray University, Turkey
Caner Dincer, Galatasaray University, Turkey

Discussants
Sevgi Eda Tuzcu, Ankara University, Turkey (Papers 1 & 2)
Martin Kaggwa, Tshwane University of Technology, South Africa (Papers 3 & 4)
Friday, July 13 4:45 PM to 6:15 PM Room C

[IS11] INTERDISCIPLINARY APPROACHES TO SOCIAL RESPONSIBILITY

Chairperson
Susana Rodrigues, Polytechnic Institute of Leiria, Portugal

E-Books Challenge Global Environment - A User Perspective
Leonora Fuxman, St. John's University, U.S.A.
Chiang-Nan Chao, St. John's University, U.S.A.
I. Hilmi Elifoglu, St. John's University, U.S.A.

Assessing the Relationship between IT-Mediated Social Capital and Social Support
Chieh-Peng Lin, National Chiao Tung University, Taiwan
Yuan Hui Tsai, Chihlee Institute of Technology, Taiwan
Yu-Hsiang Chang, National Chiao Tung University, Taiwan

E-Learning and Blended Learning Its Impact on the Students Experience: A Case Study at Coventry University
Raymond Rogers, Coventry University, United Kingdom
Sukhvir Manak, Coventry University, United Kingdom

Discussants
Frank P. Le Veness, St. John's University, U.S.A. (Papers 1 & 2)
Bruno Mascitelli, Swinburne University of Technology, Australia (Paper 3)
Friday, July 13  
4:45 PM to 6:15 PM  
Room D

[MK8] MARKETING AS A CHANGE AGENT?

Chairperson  
Mornay Roberts-Lombard, University of Johannesburg, South Africa

Can a Strong Nation Brand Survive Economic Failure?  
George V. Priovolos, Marque Echo LLC, U.S.A.  
Vincent F. Maher, Iona College, U.S.A.

The Role of Marketing in Leading Organisational Change: Prospects and Possibilities  
Alina O’Keefe, London School of Business and Finance, United Kingdom  
Wilson Ozuem, American InterContinental University, United Kingdom

Why Do People Purchase Counterfeit Luxury Goods: Evidence from Celebrity Worship, Vanity and Ethical Belief  
George C.C. Shen, National Chiayi University, Taiwan  
Szu-Yu Chou, National Cheng-Chi University, Taiwan

Discussants

Richard Shambare, Tshwane University of Technology, South Africa (Papers 1 & 2)  
Linda Van Huyssteen, Tshwane University of Technology, South Africa (Paper 3)
Predictive Modeling and Operational Aspects of Inflation Targeting in Russia
   Olga M. Pisareva, State University of Management, Russia
   Gleb V. Chernyakin, State University of Management, Russia

Increased Imports and Brazilian Industrial Stagnation: The Role of Class C in This Process
   Edmir Kuazaqui, Escola Superior de Propaganda e Marketing, Brazil
   Teresinha Covas Lisboa, Faculdade INESP, Brazil

Microfinance Strategies in Supporting Microenterprises in South African Townships - A Case Study of Gauteng
   Heinz Eckart Klingelhofer, Tshwane University of Technology, South Africa
   Mariann Polly Mashigo, Tshwane University of Technology, South Africa

Discussants
   Brames Ramesh, Goa University, India (Papers 1 & 2)
   Charles K. Addo, Catholic University College of Ghana, Ghana (Paper 3)
Saturday, July 14  8:30 AM to 10:00 AM  Room B

[IT2]  BUSINESS APPLICATIONS OF NOVEL COMPUTING TECHNOLOGIES

Chairperson
Rim Jallouli, University of Mannouba, Tunisia

Determinants of Internet Buying Behavior in India
S.L. Gupta, Birla Institute of Technology, India

Artificial Immune System-Based Neural Network Learning for Demand Forecasting
Zhen-Yao Chen, De Lin Institute of Technology, Taiwan

Credit Scoring Using Soft Computing Schemes
Oroja G. Shola, Eastern Mediterranean University, Turkey

Discussants
Gerard Leo Danford, Haaga-Helia University of Applied Sciences, Finland (Papers 1 & 2)
Titos Khalo, Tshwane University of Technology, South Africa (Paper 3)
Saturday, July 14 8:30 AM to 10:00 AM Room C

[LA2] LEGAL ISSUES IN A DIGITAL ENVIRONMENT

Chairperson
Paul Kenny, Flinders University, Australia

Exploring Conditions for Successful Mobile Governance in India
Aashish Srivastava, Monash University, Australia

Ethical Judgments and Behavior under Discriminating Circumstances: An Investigation of Ethical Violations in the Finance Profession
Muhammad M. Islam, Concord University, U.S.A.
Susan Robinett, Concord University, U.S.A.
Kendra Boggess, Concord University, U.S.A.

Establishing Legal Certainty on E - Contracts: Management and Entrepreneurial Strategy for Business Efficacy Through Nims - The Basis of Legal Precedent Using Decided High Court Judgment
Nafta Mokate Lehobye, Tshwane University of Technology, South Africa

Discussants
Auke R. Leen, Leiden University, The Netherlands (Papers 1 & 2)
Pawan Kumar Chugan, Nirma University, India (Paper 3)
[EC8] GLOBAL ISSUES RELATED TO ECONOMIC GROWTH

Chairperson
Gerald R. Ledlow, Georgia Southern University, U.S.A.

EU Enlargement 1973-2007 and Its Impact on Key Macroeconomic Indicators
Oleg N. Zhilkin, Peoples' Friendship University of Russia, Russia
Kristina A. Zaporozhchenko, Peoples' Friendship University of Russia, Russia

Intervention of South Africa Government in the Macro Game of Walmart-Massmart Merger: Impact on WTO Obligations, and Ramifications on Competition, Trade and Foreign Direct Investment
Omphemetse Sibanda, University of South Africa, South Africa

Adiqa Kiani, Federal Urdu University, Pakistan

Discussants
Anna N. Zhilkina, State University of Management, Russia (Papers 1 & 2)
E.J. van Rooyen, Tshwane University of Technology, South Africa (Paper 3)
[IS12] TECHNOLOGY ADOPTION ACROSS INDUSTRIES

Chairperson
Christina Schweikert, St. John's University, U.S.A.

The Privacy of Public Representatives: Is There Any?
Jamwell Maswanganyi, Tshwane University of Technology, South Africa

Extending the Unified Theory of Acceptance and Use of Technology for Internet Banking
Mathews Makgopela, Tshwane University of Technology, South Africa
Billy M. Kalema, Tshwane University of Technology, South Africa
Ray Kekwaletswe, Tshwane University of Technology, South Africa

Employee Satisfaction with Performance Review and Appraisal System in the South African Social Security Agency (SASSA)
E.S. Moeng, Tshwane University of Technology, South Africa
Titkos Khalo, Tshwane University of Technology, South Africa

Value of Trade or Business Records: Would Computer Generated Print-Outs Be Legally Recognized as Documents of Probative Evidence?
Nafta Mokate Lehobye, Tshwane University of Technology, South Africa

Discussants
Deborah Zouain, EBAPE - Fundacao Getulio Vargas, Brazil (Papers 1 & 2)
K.H. Masilo, Tshwane University of Technology, South Africa (Papers 3 & 4)
Saturday, July 14  10:30 AM to Noon  Room C

[MG13] ORGANIZATIONAL STRATEGIES FOR THE 21ST CENTURY

Chairperson
Nikolay Filinov, National Research University Higher School of Economics, Russia

Understanding the Linkages between Perceived Corporate Citizenship and Organizational Commitment
Mei-Liang Chen, Hsin Sheng College of Medical Care and Management, Taiwan
Chieh-Peng Lin, National Chiao Tung University, Taiwan

Strategic Alliances in Pharmaceutical Industry
Vincent J. Calluzzo, Iona College, U.S.A.
Charles J. Cante, Iona College, U.S.A.
Husniye A. Badoglu, Iona College, U.S.A.
Andrew Luckie, Iona College, U.S.A.
Allison Mousin, Iona College, U.S.A.

Perceived Ease of Use and Perceived Usefulness and Their Influence on the Adoption of Whatsapp
Richard Shambare, Tshwane University of Technology, South Africa
Althea Mvula, Tshwane University of Technology, South Africa

Estimating Destination Switching and Market Share by Markov Chains
Jeong-Gil Choi, Kyung-Hee University, Korea
Shanshan Zhai, Kyung-Hee University, Korea
Jong-II Ahn, Kyung-Hee University, Korea
Sung-Auk Jo, Kyung-Hee University, Korea
SuhJin Lee, Kyung-Hee University, Korea
SoonAe Hwang, Kyung-Hee University, Korea

Discussants
Leonora Fuxman, St. John's University, U.S.A. (Papers 1 & 2)
Ilene Fink, Pace University, U.S.A. (Papers 3 & 4)
### Alphabetical Index of Program Participants

Key:
- **A:** Author
- **P:** Panel participant
- **C:** Session Chair
- **D:** Discussant

(The participation symbol is followed by the Session Page Number)

<table>
<thead>
<tr>
<th>Name</th>
<th>Participation</th>
<th>Page Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abdourazakou, Yann</td>
<td>A:5</td>
<td></td>
</tr>
<tr>
<td>Abera, Grace</td>
<td>A:35</td>
<td></td>
</tr>
<tr>
<td>Abuizam, Raida</td>
<td>A:50</td>
<td></td>
</tr>
<tr>
<td>Addo, Charles K.</td>
<td>A:8, D:63</td>
<td></td>
</tr>
<tr>
<td>Adejoke, Olufemi C.</td>
<td>A:34</td>
<td></td>
</tr>
<tr>
<td>Agnihotri, Anurag</td>
<td>A:60</td>
<td></td>
</tr>
<tr>
<td>Ahn, Jong-Il</td>
<td>A:48</td>
<td></td>
</tr>
<tr>
<td>Ainamo, A.</td>
<td>A:25</td>
<td></td>
</tr>
<tr>
<td>Aktas, Ali Riza</td>
<td>A:13</td>
<td></td>
</tr>
<tr>
<td>Al-Sharji, Omar Sultan Ghasib</td>
<td>A:47</td>
<td></td>
</tr>
<tr>
<td>Alabduljabbar, Shatha</td>
<td>A:68</td>
<td></td>
</tr>
<tr>
<td>Alavi-Tabari, Seyed Hossein</td>
<td>A:42</td>
<td></td>
</tr>
<tr>
<td>Alexander, Rozhkov</td>
<td>A:57</td>
<td></td>
</tr>
<tr>
<td>Ali, Shaukat</td>
<td>D:1, D:20, C:23, D:56, A:59, C:63</td>
<td></td>
</tr>
<tr>
<td>Almeida, Gustavo De Oliveira</td>
<td>A:4</td>
<td></td>
</tr>
<tr>
<td>Amin, Muazzam</td>
<td>A:66</td>
<td></td>
</tr>
<tr>
<td>Andryc, Caroline</td>
<td>A:26</td>
<td></td>
</tr>
<tr>
<td>Ap, John</td>
<td>A:5</td>
<td></td>
</tr>
<tr>
<td>Arruda, Paige</td>
<td>A:26</td>
<td></td>
</tr>
<tr>
<td>Arugaslan, Onur</td>
<td>A:28</td>
<td></td>
</tr>
<tr>
<td>Badoglu, Husniye A.</td>
<td>D:25, A:68</td>
<td></td>
</tr>
<tr>
<td>Baloyi, Selogadi</td>
<td>A:19</td>
<td></td>
</tr>
<tr>
<td>Barham, Jenny</td>
<td>A:49</td>
<td></td>
</tr>
<tr>
<td>Barjaktarovic, Miljana</td>
<td>A:33</td>
<td></td>
</tr>
<tr>
<td>Basso, Rob</td>
<td>A:6</td>
<td></td>
</tr>
<tr>
<td>Bechan, Nirvana</td>
<td>A:35</td>
<td></td>
</tr>
<tr>
<td>Beer, Estelle De</td>
<td>A:1</td>
<td></td>
</tr>
<tr>
<td>Benjumea, Jhon Miguel Diez</td>
<td>A:2</td>
<td></td>
</tr>
<tr>
<td>Bernier, Grace</td>
<td>A:26</td>
<td></td>
</tr>
<tr>
<td>Boggess, Kendra</td>
<td>A:65</td>
<td></td>
</tr>
<tr>
<td>Bojovic, Petar</td>
<td>A:33</td>
<td></td>
</tr>
<tr>
<td>Borde, Nilesh</td>
<td>A:9, A:13, C:18, D:22, D:46</td>
<td></td>
</tr>
<tr>
<td>Brumfield, Robin G.</td>
<td>A:13, A:55</td>
<td></td>
</tr>
<tr>
<td>Brunelli, Mariana de Queiroz</td>
<td>A:38</td>
<td></td>
</tr>
<tr>
<td>Bulsara, Hemantkumar P.</td>
<td>D:16, C:20, A:30, A:39</td>
<td></td>
</tr>
<tr>
<td>Burgess, Eric S.</td>
<td>A:14</td>
<td></td>
</tr>
<tr>
<td>Burgos, Otto Rene</td>
<td>A:2</td>
<td></td>
</tr>
<tr>
<td>Butt, Talal</td>
<td>A:45</td>
<td></td>
</tr>
</tbody>
</table>
Global Business & Technology Association’s Fourteenth Annual International Conference, July 10-14th, 2012, U.S.A.
Global Business & Technology Association's Fourteenth Annual International Conference, July 10-14th, 2012, U.S.A.
<table>
<thead>
<tr>
<th>Author Name</th>
<th>Page Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soloviev, Vladimir I.</td>
<td>A:59</td>
</tr>
<tr>
<td>Sprunk, Samuel Christian</td>
<td>A:7</td>
</tr>
<tr>
<td>Srivastava, Aashish</td>
<td>A:65</td>
</tr>
<tr>
<td>Stefanenko, Sergey</td>
<td>A:9</td>
</tr>
<tr>
<td>Stepanova, Anastasia</td>
<td>A:50</td>
</tr>
<tr>
<td>Stephens, James</td>
<td>A:48</td>
</tr>
<tr>
<td>Su, Che-Jen</td>
<td>A:41</td>
</tr>
<tr>
<td>Su, Hwan-Yann</td>
<td>A:36</td>
</tr>
<tr>
<td>Swid, Amr A.</td>
<td>A:52</td>
</tr>
<tr>
<td>Tekel, Onur</td>
<td>A:3, D:46</td>
</tr>
<tr>
<td>Tenenbaum, David A.</td>
<td>A:16, C:19</td>
</tr>
<tr>
<td>Thalassinos, El</td>
<td>A:2, P:27, D:28, D:13</td>
</tr>
<tr>
<td>Thiago, Eduardo Campos De Sao</td>
<td>A:21</td>
</tr>
<tr>
<td>Titova, Nadezhda L</td>
<td>A:56</td>
</tr>
<tr>
<td>Tornikoski, Erno</td>
<td>A:1</td>
</tr>
<tr>
<td>Triulzi, Gabriela Ojeda</td>
<td>A:59</td>
</tr>
<tr>
<td>Trout, Edgar</td>
<td>A:14</td>
</tr>
<tr>
<td>Tsai, Yuan Hui</td>
<td>A:61</td>
</tr>
<tr>
<td>Tseng, Li-Ping</td>
<td>A:20</td>
</tr>
<tr>
<td>Tshuma, Nevel</td>
<td>A:7</td>
</tr>
<tr>
<td>Tuzcu, Sevgi Eda</td>
<td>A:46, D:60</td>
</tr>
<tr>
<td>Ud-din, Kashif</td>
<td>A:66</td>
</tr>
<tr>
<td>Usama, Abdur Rauf</td>
<td>A:54</td>
</tr>
<tr>
<td>Vaccari, Lara Coelho</td>
<td>A:31</td>
</tr>
<tr>
<td>Valikangas, Lissa</td>
<td>A:48</td>
</tr>
<tr>
<td>Valledepaz, Javier Rios</td>
<td>A:3</td>
</tr>
<tr>
<td>Vampery, Robert</td>
<td>A:17, D:31, D:40, C:53</td>
</tr>
<tr>
<td>Van Der Waldt, D.L.R.</td>
<td>A:1, A:12, D:21, P:27, C:45, C:47</td>
</tr>
<tr>
<td>Varamaki, Elina</td>
<td>A:1</td>
</tr>
<tr>
<td>Vermeulen, Luni</td>
<td>A:25, D:30, D:38</td>
</tr>
<tr>
<td>Vignarajah, Anandasothy</td>
<td>C:15, A:31</td>
</tr>
<tr>
<td>Viljamaa, Anamari</td>
<td>A:1</td>
</tr>
<tr>
<td>Volkova, Irina O.</td>
<td>A:56</td>
</tr>
<tr>
<td>Wei, Chiou-Fong</td>
<td>A:53</td>
</tr>
<tr>
<td>Wilson, T. Dweyland</td>
<td>D:24, D:35, A:45</td>
</tr>
<tr>
<td>Winkler, Christoph</td>
<td>A:14</td>
</tr>
<tr>
<td>Wu, Joey</td>
<td>A:5</td>
</tr>
<tr>
<td>Wu, Ting-Pin</td>
<td>A:3</td>
</tr>
<tr>
<td>Wu, Tsui-Sung</td>
<td>A:55</td>
</tr>
<tr>
<td>Wyatt, Nioka</td>
<td>A:31, D:49</td>
</tr>
<tr>
<td>Yeung, Emmy</td>
<td>A:5</td>
</tr>
<tr>
<td>Yoshikawa, Masatoshi</td>
<td>A:26</td>
</tr>
<tr>
<td>Yuce, Ayse</td>
<td>A:9, C:13, D:22, D:28</td>
</tr>
<tr>
<td>Zafar, Rabbia</td>
<td>A:66</td>
</tr>
</tbody>
</table>
Zahari, Joanna Soraya Abu .............................................................. A:47
Zampeta, Vicky ................................................................. A:2
Zaporozhchenko, Kristina A .......................................................... A:66
Zhai, Shanshan .............................................................. A:48
Zhang, Michael J .............................................................. D:2, D:59, A:66
Zhilkin, Oleg N ................................................................. D:3, D:9, A:28, D:66
Zin, Razali Bin Mat ............................................................... A:12
Zivkovic, Slobodan ................................................................. A:33
Zouain, Deborah ................................................................. A:4, D:55, D:67
Zouain, Emilia ................................................................. A:4
Zubareva, Victoria ................................................................. A:58