

**MAPPING THE GLOBAL FUTURE: EVOLUTION THROUGH  
INNOVATION AND EXCELLENCE**



**FOURTEENTH ANNUAL INTERNATIONAL  
CONFERENCE**

**NEW YORK CITY, NEW YORK, U.S.A.  
JULY 10 – 14<sup>TH</sup>, 2012**



**PLATINUM SPONSORS**

- Arcadia University, U.S.A.
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- Tshwane University of Technology, South Africa

## SCHEDULE OF SPECIAL EVENTS

### **Tuesday, July 10<sup>th</sup>, 2012**

12:00 - 17:00 Registration

19:30 - 21:30 Welcoming Reception – *Courtesy of GBATA*

### **Wednesday, July 11<sup>th</sup>, 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 12<sup>th</sup>, 2012**

07:00 - 08:30 Breakfast

08:30 - 10:00 Competitive Sessions

10:00 - 10:30 Coffee Break – *Courtesy of Polytechnic 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 13<sup>th</sup>, 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 14<sup>th</sup>, 2012**

07:00 - 08:30 Breakfast

08:30 - 10:00 Competitive Sessions

10:00 - 10:30 Coffee Break – *Courtesy of Polytechnic 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<sup>nd</sup> - 6<sup>th</sup>, 2013.*

# General Program Schedule

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**Tuesday, July 10th, 2012**

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<b>Noon – 5PM</b>	<b>Lobby</b>	<b>Registration</b>
<b>7:30 PM</b>	<b>Chrysler Rooms &amp; Atrium</b>	<b>Reception</b>

**Wednesday, July 11th, 2012**

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

**Thursday, July 12th, 2012**

<b>7:00 AM</b>	<b>Met Grill</b>	<b>Breakfast</b>	
<b>8:00 AM</b>	<b>Lobby</b>	<b>Registration</b>	
<b>8:30 AM</b>	<b>Room A</b>	<b>AC1</b>	<b>Taxation Related to Financial Transactions</b>
	<b>Room B</b>	<b>EC4</b>	<b>Social Economic Concerns in a Global Context</b>
	<b>Room C</b>	<b>IS4</b>	<b>Technology and Other Modern Approaches to Address Issues of Global Concern</b>
	<b>Room D</b>	<b>MG5</b>	<b>Global Management Issues</b>
	<b>Room E</b>	<b>ST1</b>	<b>Measuring Strategic Performance</b>
<b>10:00 AM</b>	<b>Metro 1</b>	<b>Coffee</b>	
<b>10:30 AM</b>	<b>Room A</b>	<b>SP3</b>	<b>Meet the Editors</b>
	<b>Room B</b>	<b>FI5</b>	<b>Financial Management in Emerging Markets</b>
	<b>Room C</b>	<b>LA1</b>	<b>A Legal Perspective on Sustainability and Intellectual Property</b>
	<b>Room D</b>	<b>MG6</b>	<b>Innovation Management</b>
	<b>Room E</b>	<b>MK2</b>	<b>Drivers of Consumption</b>
<b>Noon</b>	<b>Lunch Room</b>	<b>SP4</b>	<b>Luncheon with Guest Speaker</b>
<b>1:30 PM</b>	<b>Room A</b>	<b>FI6</b>	<b>Measuring Performance Through Financial Analysis</b>
	<b>Room B</b>	<b>IS5</b>	<b>Technology in Education - Global Perspectives</b>
	<b>Room C</b>	<b>IS6</b>	<b>Cultural Orientation for Successful Management of Business</b>
	<b>Room D</b>	<b>MG7</b>	<b>Issues Related to Ethics and Sustainability</b>
<b>3:00 PM</b>	<b>Room A</b>	<b>IS7</b>	<b>An Interdisciplinary Approach to Global Social Issues</b>
	<b>Room B</b>	<b>MG8</b>	<b>Managing Organizations in a Volatile Environment</b>
	<b>Room C</b>	<b>MG9</b>	<b>Knowledge and Innovation Management</b>
	<b>Room D</b>	<b>MK3</b>	<b>How to Manage Customers to Retain Them?</b>
	<b>Room E</b>	<b>TO2</b>	<b>Factors Influencing Consumer Demand in the Hospitality Industry</b>
<b>5:15 PM</b>	<b>Lobby</b>	<b>Buses Depart Hotel for Hudson River Cruise</b>	
<b>7:00 PM</b>	<b>Chelsea Piers</b>	<b>Hudson River Cruise</b>	

**Friday, July 13th, 2012**

<b>7:00 AM</b>	<b>Met Grill</b>	<b>Breakfast</b>	
<b>8:00 AM</b>	<b>Lobby</b>	<b>Registration</b>	
<b>8:30 AM</b>	<b>Room A</b>	<b>AC2</b>	<b>Budgeting and Internal Control</b>
	<b>Room B</b>	<b>IS8</b>	<b>Role of Technology in Learning and Knowledge Creation</b>
	<b>Room C</b>	<b>MK4</b>	<b>Strength of Brands</b>
	<b>Room D</b>	<b>ST2</b>	<b>Leadership and Social Responsibility as Strategic Business Tools</b>
<b>10:00 AM</b>	<b>Metro 1</b>	<b>Coffee</b>	
<b>10:30 AM</b>	<b>Room A</b>	<b>FI7</b>	<b>Managing Risk</b>
	<b>Room B</b>	<b>IS9</b>	<b>South Africa: Education and Contemporary Issues</b>
	<b>Room C</b>	<b>MG10</b>	<b>Employee Benefits and Organizational Commitment</b>
	<b>Room D</b>	<b>MK5</b>	<b>Media and Its Role in Marketing</b>
<b>Noon</b>	<b>Lunch Room</b>	<b>Award Luncheon</b>	
<b>1:00 PM</b>	<b>Room A</b>	<b>FI8</b>	<b>Issues in Valuation of Derivatives</b>
	<b>Room B</b>	<b>HC1</b>	<b>Tools to Create Customer Satisfaction in the Healthcare Industry</b>
	<b>Room C</b>	<b>MG11</b>	<b>Contemporary Trends in Entrepreneurship</b>
	<b>Room D</b>	<b>MK6</b>	<b>Marketing Strategies Driving Organizational Performance</b>
<b>2:30 PM</b>	<b>Metro 1</b>	<b>Coffee</b>	
<b>3:00 PM</b>	<b>Room A</b>	<b>EC5</b>	<b>Economic Impact of Foreign Investments</b>
	<b>Room B</b>	<b>IS10</b>	<b>Social Issues of Global Concern</b>
	<b>Room C</b>	<b>MG12</b>	<b>Determinants of Best Management Practices</b>
	<b>Room D</b>	<b>MK7</b>	<b>Customer Oriented Marketing Strategies</b>
	<b>Room E</b>	<b>ST3</b>	<b>Developing Successful Strategy for Organizations</b>
<b>4:45 PM</b>	<b>Room A</b>	<b>EC6</b>	<b>Volatile Environment and Its Impact on Economy</b>
	<b>Room B</b>	<b>FI9</b>	<b>Issues in Financial Management</b>
	<b>Room C</b>	<b>IS11</b>	<b>Interdisciplinary Approaches to Social Responsibility</b>
	<b>Room D</b>	<b>MK8</b>	<b>Marketing as a Change Agent?</b>

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**Saturday, July 14<sup>th</sup>, 2012**

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<b>7:00 AM</b>	<b>Met Grill</b>	<b>Breakfast</b>	
<b>8:00 AM</b>	<b>Lobby</b>	<b>Registration</b>	
<b>8:30 AM</b>	<b>Room A</b>	<b>EC7</b>	<b>Economic Concerns in Emerging Markets</b>
	<b>Room B</b>	<b>IT2</b>	<b>Business Applications of Novel Computing Technologies</b>
	<b>Room C</b>	<b>LA2</b>	<b>Legal Issues in a Digital Environment</b>
<b>10:00 AM</b>	<b>Metro 1</b>	<b>Coffee</b>	
<b>10:30 AM</b>	<b>Room A</b>	<b>EC8</b>	<b>Global Issues Related to Economic Growth</b>
	<b>Room B</b>	<b>IS12</b>	<b>Technology Adoption Across Industries</b>
	<b>Room C</b>	<b>MG13</b>	<b>Organizational Strategies for the 21st Century</b>
<b>Noon</b>	<b>Lunch Room</b>	<b>Luncheon</b>	



# GLOBAL BUSINESS & TECHNOLOGY ASSOCIATION



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**Wednesday, July 11**

**8:30 AM to 10:00 AM**

**Room A**

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**[CM1] ROLE OF COMMUNICATION IN MANAGING EXCELLENCE**

**Chairperson**

*Anna Putnova, Brno University of Technology, Czech Republic*

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**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*

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**Discussants**

*Helena Martins, Faculdade de Economica do Porto, Portugal (Papers 1 & 2)*

*Shaukat Ali, University of Wolverhampton, United Kingdom (Papers 3 & 4)*

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**Wednesday, July 11**

**8:30 AM to 10:00 AM**

**Room B**

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**[FI1] GLOBAL CORPORATE GOVERNANCE**

**Chairperson**

*Abdel K. Halabi, Monash University, Australia*

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

*El Thalassinou, 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*

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**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)*

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**Wednesday, July 11**

**8:30 AM to 10:00 AM**

**Room C**

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**[FI2] CONTEMPORARY ISSUES IN INTERNATIONAL FINANCE**

**Chairperson**

*Burhan Ozkan, Akdeniz University, Turkey*

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**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 Valledopez, Universidad Metropolitana, Venezuela*

**Pricing Average Interest Rate Options in the Libor Market Model**

*Ting-Pin Wu, National Central University, Taiwan*

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**Discussants**

*Brames Ramesh, Goa University, India (Papers 1 & 2)*

*Anna N. Zhilkina, State University of Management, Russia (Papers 3 & 4)*

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**Wednesday, July 11**

**8:30 AM to 10:00 AM**

**Room D**

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**[IS1] ACHIEVING BUSINESS EFFECTIVENESS IN A GLOBAL SETTING**

**Chairperson**

*Tatiana Leonova, State University of Management, Russia*

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**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*

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**Discussants**

*Christina Schweikert, St. John's University, U.S.A. (Papers 1 & 2)*  
*Titos Khalo, Tshwane University of Technology, South Africa (Papers 3 & 4)*

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**Wednesday, July 11**

**8:30 AM to 10:00 AM**

**Room E**

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**[TO1] DRIVERS OF THE TOURISM INDUSTRY**

**Chairperson**

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

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**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.*

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**Discussants**

*Sergey A. Rybkin, Modern University of the Humanities, Russia (Papers 1 & 2)*  
*Edmir Kuazaqui, Escola Superior de Propaganda e Marketing, Brazil (Paper 3)*

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**Wednesday, July 11**

**10:30 AM to Noon**

**Plenary Session Room**

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

**Chairperson**

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

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**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.*

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**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*



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**Wednesday, July 11**

**1:00 PM to 2:30 PM**

**Room A**

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**[EC1] GLOBAL ECONOMIC ISSUES CONCERNING LABOR AND CAPITAL**

**Chairperson**

*Abdel K. Halabi, Monash University, Australia*

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**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.*

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**Discussants**

*Dmitry Rodionov, St. Petersburg State Polytechnical University, Russia (Papers 1 & 2)*

*Mary Mangai Solomon, University of Nottingham, United Kingdom (Papers 3 & 4)*

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**Wednesday, July 11**

**1:00 PM to 2:30 PM**

**Room B**

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**[EC2] CHALLENGES IN ECONOMIC DEVELOPMENT AND SUSTAINABILITY**

**Chairperson**

*Brames Ramesh, Goa University, India*

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**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*

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**Discussants**

*Adiqa Kiani, Federal Urdu University, Pakistan (Papers 1 & 2)*

*Omphemetse Sibanda, University of South Africa, South Africa (Paper 3)*

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**Wednesday, July 11**

**1:00 PM to 2:30 PM**

**Room C**

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**[FI3] MARKET TIMING, GOVERNMENT REGULATION, AND FIRM VALUATION**

**Chairperson**

*Burhan Ozkan, Akdeniz University, Turkey*

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**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*

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**Discussants**

*Anna N. Zhilkina, State University of Management, Russia (Papers 1 & 2)*

*Chao-Chun Chen, Tunghai University, Taiwan (Papers 3 & 4)*

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**Wednesday, July 11**

**1:00 PM to 2:30 PM**

**Room D**

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**[MG1] GLOBALIZATION OF BUSINESS: CHALLENGES AND OPPORTUNITIES**

**Chairperson**

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

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**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.*

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**Discussants**

*Crispen Chipunza, Central University of Technology, South Africa (Papers 1 & 2)*

*Pawan Kumar Chugan, Nirma University, India (Papers 3 & 4)*

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**Wednesday, July 11**

**1:00 PM to 2:30 PM**

**Room E**

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**[MK1] FACTORS INFLUENCING CUSTOMER BEHAVIOR AND MARKET PERFORMANCE**

**Chairperson**

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

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**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*

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**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)*

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**Wednesday, July 11**

**3:00 PM to 4:30 PM**

**Room A**

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**[CM2] SOCIAL MEDIA COMMUNICATION AND CORPORATE GOVERNANCE**

**Chairperson**

*Anna Putnova, Brno University of Technology, Czech Republic*

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**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*

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**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)*

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**Wednesday, July 11**

**3:00 PM to 4:30 PM**

**Room B**

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**[FI4] CREATING SHAREHOLDER VALUE**

**Chairperson**

*Ayşe Yuce, Ryerson University, Canada*

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**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 Malmuist 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*

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**Discussants**

*Chao-Chun Chen, Tunghai University, Taiwan (Papers 1 & 2)*

*El Thalassinou, University of Piraeus, Greece (Papers 3 & 4)*

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**Wednesday, July 11**

**3:00 PM to 4:30 PM**

**Room C**

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**[IT1] INTERACTIVE TECHNOLOGY AND LEARNING MANAGEMENT**

**Chairperson**

*Rim Jallouli, University of Mannouba, Tunisia*

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**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.*

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**Discussants**

*S.L. Gupta, Birla Institute of Technology, India (Papers 1 & 2)*

*Naz Sayari, Middle East Technical University, Turkey (Paper 3)*



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**Wednesday, July 11**

**3:00 PM to 4:30 PM**

**Room D**

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**[IS2] SOUTH AFRICA: CHALLENGES AND OPPORTUNITIES**

**Chairperson**

*Anandasothy Vignarajah, Johns Hopkins University, U.S.A.*

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**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*

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**Discussants**

*Grainne Oates, Swinburne University of Technology, Australia (Papers 1 & 2)*

*Ahmed R. ElMelegy, New York Institute of Technology, Bahrain (Papers 3 & 4)*

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**Wednesday, July 11**

**3:00 PM to 4:30 PM**

**Room E**

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**[MG2] CROSS CULTURAL BUSINESS PRACTICES**

**Chairperson**

*Susana Rodrigues, Polytechnic Institute of Leiria, Portugal*

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**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.*

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**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)*

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**Wednesday, July 11**

**4:45 PM to 6:15 PM**

**Room A**

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

**Chairperson**

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

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**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.*

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**Discussants**

*Kathleen Park, Massachusetts Institute of Technology, U.S.A. (Paper 1)*

*Nikolay Filinov, National Research Univ. Higher School of Economics, Russia (Paper 2)*

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**Wednesday, July 11**

**4:45 PM to 6:15 PM**

**Room B**

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**[EC3] MEASURING ECONOMIC PERFORMANCE**

**Chairperson**

*Nilesh Borde, Goa University, India*

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**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*

**Doing Business in Africa: Recommendations Towards Reforming the Current Technical Regulatory Policy Regime to Promote International Trade**

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

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**Discussants**

*Martin Kaggwa, Tshwane University of Technology, South Africa (Papers 1 & 2)*

*Oskar Kayasan, University of London, United Kingdom (Paper 3)*

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**Wednesday, July 11**

**4:45 PM to 6:15 PM**

**Room C**

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**[IS3] IMPACT OF CHANGING WORLD ON GLOBAL BUSINESSES**

**Chairperson**

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

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**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*

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**Discussants**

*WJL Coetzee, Tshwane University of Technology, South Africa (Papers 1 & 2)*

*Yamen Koubaa, Brittany School of Management, France (Papers 3 & 4)*

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**Wednesday, July 11**

**4:45 PM to 6:15 PM**

**Room D**

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**[MG3] EMPLOYEE PERFORMANCE AND SATISFACTION**

**Chairperson**

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

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**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*

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**Discussants**

*Samir R. Moussalli, Huntingdon College, U.S.A. (Papers 1 & 2)*

*Shaukat Ali, University of Wolverhampton, United Kingdom (Papers 3 & 4)*

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**Wednesday, July 11**

**4:45 PM to 6:15 PM**

**Room E**

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**[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*

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**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*

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**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)*

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**Thursday, July 12**

**8:30 AM to 10:00 AM**

**Room A**

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**[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)*



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**Thursday, July 12**

**8:30 AM to 10:00 AM**

**Room B**

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**[EC4] SOCIAL ECONOMIC CONCERNS IN A GLOBAL CONTEXT**

**Chairperson**

*Shaukat Ali, University of Wolverhampton, United Kingdom*

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**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*

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**Discussants**

*Luis Eduardo Rivera-Solis, Dowling College, U.S.A. (Papers 1 & 2)*

*Brames Ramesh, Goa University, India (Papers 3 & 4)*

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**Thursday, July 12**

**8:30 AM to 10:00 AM**

**Room C**

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

**Chairperson**

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

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**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*

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**Discussants**

*Bruno Mascitelli, Swinburne University of Technology, Australia (Papers 1 & 2)*

*T. Dweylan Wilson, NOVA Southeastern University, U.S.A. (Paper 3)*

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**Thursday, July 12**

**8:30 AM to 10:00 AM**

**Room D**

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**[MG5] GLOBAL MANAGEMENT ISSUES**

**Chairperson**

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

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**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*

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**Discussants**

*Husniye A. Badoglu, Iona College, U.S.A. (Papers 1 & 2)*

*Jose G. Hernandez, Universidad Metropolitana, Venezuela (Paper 3)*

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**Thursday, July 12**

**8:30 AM to 10:00 AM**

**Room E**

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**[ST1] MEASURING STRATEGIC PERFORMANCE**

**Chairperson**

*Tatiana Leonova, State University of Management, Russia*

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**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*

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**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)*

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**Thursday, July 12**

**10:30 AM to Noon**

**Room A**

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**[SP3] PANEL: MEET THE EDITORS**

**Moderator**

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

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**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*

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**Thursday, July 12**

**10:30 AM to Noon**

**Room B**

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**[FI5] FINANCIAL MANAGEMENT IN EMERGING MARKETS**

**Chairperson**

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

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**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*

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**Discussants**

*Ayse Yuce, Ryerson University, Canada (Papers 1 & 2)*

*El Thalassinou, University of Piraeus, Greece (Papers 3 & 4)*

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**Thursday, July 12**

**10:30 AM to Noon**

**Room C**

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**[LA1] A LEGAL PERSPECTIVE ON SUSTAINABILITY AND INTELLECTUAL PROPERTY**

**Chairperson**

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

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**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*

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**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)*

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**Thursday, July 12**

**10:30 AM to Noon**

**Room D**

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**[MG6] INNOVATION MANAGEMENT**

**Chairperson**

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

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**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 Gandhi, 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*

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**Discussants**

*MC Mashige, Tshwane University of Technology, South Africa (Papers 1 & 2)*

*Luni Vermeulen, North West University, South Africa (Papers 3 & 4)*



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**Thursday, July 12**

**10:30 AM to Noon**

**Room E**

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**[MK2] DRIVERS OF CONSUMPTION**

**Chairperson**

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

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**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.*

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**Discussants**

*Robert Vambery, Pace University, U.S.A. (Papers 1 & 2)*

*Sheri L. Mackey, Luminosity Global Consulting Group, U.S.A. (Papers 3 & 4)*

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**Thursday, July 12**

**Noon to 1:30 PM**

**Lunch Room**

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**[SP4] LUNCHEON WITH GUEST SPEAKER**

**Chairpersons**

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

*Leon de Wet Fourie, UNITEC Institute of Technology, South Africa*

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**Luncheon Speaker**

*Mitch Leventhal, SUNY Global Center, U.S.A.*

*The UCosmic Consortium - International Standards & Open Source Tools for Higher Education*

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**Thursday, July 12**

**1:30 to 3:00 PM**

**Room A**

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**[FI6] MEASURING PERFORMANCE THROUGH FINANCIAL ANALYSIS**

**Chairperson**

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

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**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*

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**Discussants**

*Lung-Tan Lu, Fo Guang University, Taiwan (Papers 1 & 2)*

*Tshepiso I. Ngwenya, Tshwane University of Technology, South Africa (Paper 3)*

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**Thursday, July 12**

**1:30 to 3:00 PM**

**Room B**

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**[IS5] TECHNOLOGY IN EDUCATION - GLOBAL PERSPECTIVES**

**Chairperson**

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

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**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*

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**Discussants**

*Tatiana Leonova, State University of Management, Russia (Papers 1 & 2)*

*Nkhangweni Jerry Malange, University of Venda, South Africa (Papers 3 & 4)*

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**Thursday, July 12**

**1:30 to 3:00 PM**

**Room C**

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**[IS6] CULTURAL ORIENTATION FOR SUCCESSFUL MANAGEMENT OF BUSINESS**

**Chairperson**

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

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**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*

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**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)*

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**Thursday, July 12**

**1:30 to 3:00 PM**

**Room D**

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**[MG7] ISSUES RELATED TO ETHICS AND SUSTAINABILITY**

**Chairperson**

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

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**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*

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**Discussants**

*Helena Martins, Faculdade de Economica do Porto, Portugal (Papers 1 & 2)*

*N.S. Matsiliza, Tshwane University of Technology, South Africa (Papers 3 & 4)*

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**Thursday, July 12**

**3:00 to 4:30 PM**

**Room A**

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**[IS7] AN INTERDISCIPLINARY APPROACH TO GLOBAL SOCIAL ISSUES**

**Chairperson**

*Alan Parkinson, University College London, United Kingdom*

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**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*

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**Discussants**

*S.L. Gupta, Birla Institute of Technology, India (Papers 1 & 2)*  
*Mike Mimirinis, Middlesex University, United Kingdom (Paper 3)*

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**Thursday, July 12**

**3:00 to 4:30 PM**

**Room B**

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**[MG8] MANAGING ORGANIZATIONS IN A VOLATILE ENVIRONMENT**

**Chairperson**

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

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**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*

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**Discussants**

*Sandra Cockfield, Monash University, Australia (Papers 1 & 2)*  
*Luni Vermeulen, North West University, South Africa (Paper 3)*



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**Thursday, July 12**

**3:00 to 4:30 PM**

**Room C**

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**[MG9] KNOWLEDGE AND INNOVATION MANAGEMENT**

**Chairperson**

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

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**Social Entrepreneurship in India: An Exploratory Study**

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

*Shailesh Gandhi, 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*

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**Discussants**

*Samir R. Moussalli, Huntingdon College, U.S.A.(Papers 1 & 2)*

*Gerald R. Ledlow, Georgia Southern University, U.S.A. (Paper 3)*

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**Thursday, July 12**

**3:00 to 4:30 PM**

**Room D**

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**[MK3] HOW TO MANAGE CUSTOMERS TO RETAIN THEM?**

**Chairperson**

*Hisao Fujimoto, Osaka University of Economics, Japan*

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**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*

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**Discussants**

*Daniel Ebb, University of Maryland University College, U.S.A. (Papers 1 & 2)*

*Robert Vambery, Pace University, U.S.A. (Paper 3)*

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**Thursday, July 12**

**3:00 to 4:30 PM**

**Room E**

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**[TO2] FACTORS INFLUENCING CONSUMER DEMAND IN THE HOSPITALITY INDUSTRY**

**Chairperson**

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

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**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*

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**Discussants**

*Gabriel Carmona Olmos, Tecnologico de Monterrey Campus Morelia, Mexico (Papers 1 & 2)*

*Nicolas Lorgnier, Canisius College, U.S.A. (Papers 3 & 4)*

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**Friday, July 13**

**8:30 AM to 10:00 AM**

**Room A**

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**[AC2] BUDGETING AND INTERNAL CONTROL**

**Chairperson**

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

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**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*

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**Discussants**

*Paul Kenny, Flinders University, Australia (Papers 1 & 2)*

*Naz Sayari, Middle East Technical University, Turkey (Papers 3 & 4)*

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**Friday, July 13**

**8:30 AM to 10:00 AM**

**Room B**

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**[IS8] ROLE OF TECHNOLOGY IN LEARNING AND KNOWLEDGE CREATION**

**Chairperson**

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

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**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*

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**Discussants**

*Adewale Olutola, Tshwane University of Technology, South Africa (Papers 1 & 2)*

*MC Mashige, Tshwane University of Technology, South Africa (Papers 3 & 4)*

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**Friday, July 13**

**8:30 AM to 10:00 AM**

**Room C**

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**[MK4] STRENGTH OF BRANDS**

**Chairperson**

*Hisao Fujimoto, Osaka University of Economics, Japan*

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**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*

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**Discussants**

*Richard Shambare, Tshwane University of Technology, South Africa (Papers 1 & 2)*

*Linda Van Huyssteen, Tshwane University of Technology, South Africa (Paper 3)*

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**Friday, July 13**

**8:30 AM to 10:00 AM**

**Room D**

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**[ST2] LEADERSHIP AND SOCIAL RESPONSIBILITY AS STRATEGIC BUSINESS TOOLS**

**Chairperson**

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

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**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.*

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**Discussants**

*Calin Gurau, Groupe Sup de Co Montpellier Business School, France (Papers 1 & 2)*

*Ken Devos, Monash University, Australia (Paper 3)*

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**Friday, July 13**

**10:30 AM to Noon**

**Room A**

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**[FI7] MANAGING RISK**

**Chairperson**

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

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**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*

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**Discussants**

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

*Onur Tekel, Middle East Technical University, Turkey (Papers 3 & 4)*



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**Friday, July 13**

**10:30 AM to Noon**

**Room B**

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**[IS9] MARKETING AND CONTEMPORARY ISSUES**

**Chairperson**

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

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**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*

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**Discussants**

*Dmitry Rodionov, St. Petersburg State Polytechnical University, Russia (Papers 1 & 2)*  
*Mary Mangai Solomon, University of Nottingham, United Kingdom (Paper 3)*

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**Friday, July 13**

**10:30 AM to Noon**

**Room C**

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**[MG10] EMPLOYEE BENEFITS AND ORGANIZATIONAL COMMITMENT**

**Chairperson**

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

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**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*

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**Discussants**

*MC Mashige, Tshwane University of Technology, South Africa (Papers 1 & 2)*

*Sandra Cockfield, Monash University, Australia (Paper 3)*

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**Friday, July 13**

**10:30 AM to Noon**

**Room D**

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**[MK5] MEDIA AND ITS ROLE IN MARKETING**

**Chairperson**

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

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**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*

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**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)*

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**Friday, July 13**

**1:00 PM to 2:30 PM**

**Room A**

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**[F18] ISSUES IN VALUATION OF DERIVATIVES**

**Chairperson**

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

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**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.*

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**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)*

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**Friday, July 13**

**1:00 PM to 2:30 PM**

**Room B**

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**[HC1] TOOLS TO CREATE CUSTOMER SATISFACTION IN THE HEALTHCARE INDUSTRY**

**Chairperson**

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

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**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*

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**Discussants**

*Christina Schweikert, St. John's University, U.S.A. (Papers 1 & 2)*

*Daniil Demidenko, St. Petersburg State Polytechnical University, Russia (Paper 3)*

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**Friday, July 13**

**1:00 PM to 2:30 PM**

**Room C**

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**[MG11] CONTEMPORARY TRENDS IN ENTREPRENEURSHIP**

**Chairperson**

*Jose G. Hernandez, Universidad Metropolitana, Venezuela*

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**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*

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**Discussants**

*MC Mashige, Tshwane University of Technology, South Africa (Paper 1 & 2)*

*Sheri L. Mackey, Luminosity Global Consulting Group, U.S.A. (Paper 3)*

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**Friday, July 13**

**1:00 PM to 2:30 PM**

**Room D**

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**[MK6] MARKETING STRATEGIES DRIVING ORGANIZATIONAL PERFORMANCE**

**Chairperson**

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

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**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*

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**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)*

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**Friday, July 13**

**3:00 PM to 4:30 PM**

**Room A**

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**[EC5] ECONOMIC IMPACT OF FOREIGN INVESTMENTS**

**Chairperson**

*MC Mashige, Tshwane University of Technology, South Africa*

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**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*

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**Discussants**

*Edmir Kuazaqui, Escola Superior de Propaganda e Marketing, Brazil (Papers 1 & 2)*

*Burhan Can Karahasan, Okan University, Turkey (Paper 3)*



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**Friday, July 13**

**3:00 PM to 4:30 PM**

**Room B**

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**[IS10] SOCIAL ISSUES OF GLOBAL CONCERN**

**Chairperson**

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

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**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*

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**Discussants**

*Ken Mathu, Vaal University of Technology, South Africa (Papers 1 & 2)  
Deborah Zouain, EBAPE - Fundacao Getulio Vargas, Brazil (Papers 3 & 4)*

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**Friday, July 13**

**3:00 PM to 4:30 PM**

**Room C**

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**[MG12] DETERMINANTS OF BEST MANAGEMENT PRACTICES**

**Chairperson**

*Pawan Kumar Chugan, Nirma University, India*

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**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, Escola 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*

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**Discussants**

*Sandra Cockfield, Monash University, Australia (Papers 1 & 2)*

*Shaukat Ali, University of Wolverhampton, United Kingdom (Papers 3 & 4)*

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**Friday, July 13**

**3:00 PM to 4:30 PM**

**Room D**

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**[MK7] CUSTOMER ORIENTED MARKETING STRATEGIES**

**Chairperson**

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

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**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*

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**Discussants**

*Grainne Oates, Swinburne University of Technology, Australia (Papers 1 & 2)*

*Sheri L. Mackey, Luminosity Global Consulting Group, U.S.A. (Paper 3)*

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**Friday, July 13**

**3:00 PM to 4:30 PM**

**Room E**

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**[ST3] DEVELOPING SUCCESSFUL STRATEGY FOR ORGANIZATIONS**

**Chairperson**

*Richard Shambare, Tshwane University of Technology, South Africa*

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**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, Pontifical Catholic University of Rio Janeiro, Brazil*

*Carlos Augusto Caldas de Moraes, CGEE, Brazil*

*Maria Angela Campelo de Melo, Pontifical 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*

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**Discussants**

*Mahdi Kolahi, Kyoto University, Japan (Papers 1 & 2)*

*Sergey A. Rybkin, Modern University of the Humanities, Russia (Papers 3 & 4)*

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**Friday, July 13**

**4:45 PM to 6:15 PM**

**Room A**

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**[EC6] VOLATILE ENVIRONMENT AND ITS IMPACT ON ECONOMY**

**Chairperson**

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

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**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*

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**Discussants**

*Oleg N. Zhilkin, People's Friendship University of Russia, Russia (Papers 1 & 2)*

*Ferdinand Niyimbanira, Vaal University of Technology, South Africa (Paper 3)*

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**Friday, July 13**

**4:45 PM to 6:15 PM**

**Room B**

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**[FI9] ISSUES IN FINANCIAL MANAGEMENT**

**Chairperson**

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

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**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*

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**Discussants**

*Sevgi Eda Tuzcu, Ankara University, Turkey (Papers 1 & 2)*

*Martin Kaggwa, Tshwane University of Technology, South Africa (Papers 3 & 4)*

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**Friday, July 13**

**4:45 PM to 6:15 PM**

**Room C**

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**[IS11] INTERDISCIPLINARY APPROACHES TO SOCIAL RESPONSIBILITY**

**Chairperson**

*Susana Rodrigues, Polytechnic Institute of Leiria, Portugal*

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**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*

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**Discussants**

*Frank P. Le Veness, St. John's University, U.S.A. (Papers 1 & 2)  
Bruno Mascitelli, Swinburne University of Technology, Australia (Paper 3)*

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**Friday, July 13**

**4:45 PM to 6:15 PM**

**Room D**

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**[MK8] MARKETING AS A CHANGE AGENT?**

**Chairperson**

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

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**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*

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**Discussants**

*Richard Shambare, Tshwane University of Technology, South Africa (Papers 1 & 2)*

*Linda Van Huyssteen, Tshwane University of Technology, South Africa (Paper 3)*



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**Saturday, July 14**

**8:30 AM to 10:00 AM**

**Room A**

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**[EC7] ECONOMIC CONCERNS IN EMERGING MARKETS**

**Chairperson**

*Shaukat Ali, University of Wolverhampton, United Kingdom*

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**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*

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**Discussants**

*Brames Ramesh, Goa University, India (Papers 1 & 2)*

*Charles K. Addo, Catholic University College of Ghana, Ghana (Paper 3)*

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**Saturday, July 14**

**8:30 AM to 10:00 AM**

**Room B**

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**[IT2] BUSINESS APPLICATIONS OF NOVEL COMPUTING TECHNOLOGIES**

**Chairperson**

*Rim Jallouli, University of Mannouba, Tunisia*

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**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*

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**Discussants**

*Gerard Leo Danford, Haaga-Helia University of Applied Sciences, Finland (Papers 1 & 2)*

*Titos Khalo, Tshwane University of Technology, South Africa (Paper 3)*

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**Saturday, July 14**

**8:30 AM to 10:00 AM**

**Room C**

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**[LA2] LEGAL ISSUES IN A DIGITAL ENVIRONMENT**

**Chairperson**

*Paul Kenny, Flinders University, Australia*

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**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*

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**Discussants**

*Auke R. Leen, Leiden University, The Netherlands (Papers 1 & 2)*

*Pawan Kumar Chugan, Nirma University, India (Paper 3)*

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**Saturday, July 14**

**10:30 AM to Noon**

**Room A**

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**[EC8] GLOBAL ISSUES RELATED TO ECONOMIC GROWTH**

**Chairperson**

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

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**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*

**Gender Disparity in Education and Employment and Its Impact on Economic Growth (1970-2009)**

*Adiqa Kiani, Federal Urdu University, Pakistan*

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**Discussants**

*Anna N. Zhilkina, State University of Management, Russia (Papers 1 & 2)*  
*E.J. van Rooyen, Tshwane University of Technology, South Africa (Paper 3)*

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**Saturday, July 14**

**10:30 AM to Noon**

**Room B**

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**[IS12] TECHNOLOGY ADOPTION ACROSS INDUSTRIES**

**Chairperson**

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

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**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*

*Titos 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*

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**Discussants**

*Deborah Zouain, EBAPE - Fundacao Getulio Vargas, Brazil (Papers 1 & 2)*

*K.H. Masilo, Tshwane University of Technology, South Africa (Papers 3 & 4)*

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**Saturday, July 14**

**10:30 AM to Noon**

**Room C**

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**[MG13] ORGANIZATIONAL STRATEGIES FOR THE 21ST CENTURY**

**Chairperson**

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

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**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-Il Ahn, Kyung-Hee University, Korea*

*Sung-Auk Jo, Kyung-Hee University, Korea*

*SuhJin Lee, Kyung-Hee University, Korea*

*SoonAe Hwang, Kyung-Hee University, Korea*

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**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

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**C: Session Chair, D: Discussant**

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