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8		Anabela Maria Bello da Silveira Baptista de Figueiredo Marcos
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12	16	Wendy Klepetar
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38		Yusnidah Ibrahim



***3rd Global Conference
on Business & Economics
2004 Program***

***Amsterdam / Netherlands, July 9-11, 2004
Nh Barbizon Palace Hotel***



Conference Schedule

Friday, July 9th:

Registration (7:30 AM - 12:00 NOON, 1:00 PM - 2:30 PM)

Coffee Break: 9:30AM – 10AM & 3:30 PM – 4PM

Sessions 1-20 (8:00 AM – 6:00 PM)

Working Lunch (12:00PM – 1:30PM) (Lunch Boxes will be available at the registration desk)

Saturday, July 10th:

Registration (7:30 AM - 12:00 NOON)

Coffee Break: 9:30AM – 10AM & 3:30 PM – 4PM

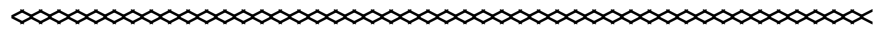
Sessions 21-44 (8:00 AM – 5:30 PM)

Working Lunch Sessions (12:00PM – 1:30PM) (Lunch Boxes will be available at the registration desk)

Wine Reception (5:30PM - 6:30 PM)

Sunday, July 11th:

Sessions 45-46 (8:00 AM – Noon)



INSTRUCTIONS TO PROGRAM PARTICIPANTS

Session Time Allocations: Each presenter should take no more than 20 minutes. Each Discussant should take no more than 5 minutes. The remaining time should be devoted to open discussion.

Session Chairs: Assume overall responsibility for your session. Make an effort to contact the session participants before the meeting. Inform them that each presentation room will be equipped with an overhead projector and flipchart. Ask them if they have any special needs relating to their presentation and/or discussion and, in collaboration with the registration desk, try to satisfy those needs. Arrive at the session room 10 minutes in advance and make sure that it is properly equipped. Welcome and introduce the participants. Start the session on time and adhere to the time schedule. Discussants should follow presenters. Moderate the open discussion to the best of your ability.

Presenters: Stay within the allotted time even though it may not be enough! Be well prepared. Please do not just read your paper. Your presentation of main points, methods, and conclusions should lead to a fruitful discussion during and after the session. Bring with you and make available several copies of your manuscript. For audio-visual equipment other than overhead projectors and flipcharts, which will be provided in all meeting rooms, contact, at least one week prior to your arrival, Ms. Hanneke van Gool, Group & Convention Manager. Her e-mail address is h.gool@nh-hotels.com. You must have your session number, day, and time before equipment can be reserved. ***ALL ARRANGEMENTS AND COSTS FOR SUCH EQUIPMENT ARE YOUR RESPONSIBILITY.***

Discussants: Be prepared to offer your “positive” remarks first. Then offer any “negative” remarks in a constructive way. Stay within the allotted time. If you cannot meet your commitment, please make an effort to find a substitute discussant, and contact the registration desk as well as the session chair immediately. Please contribute as much as you can to the discussion of all papers. If the session’s chair is absent, the last discussant listed should take on the role of the chair.

Cindy Chen, University of Iowa

Does Financial Development Cause Economic Growth? An Empirical Investigation Drawing on the Moroccan Experience.²

Fatima-Zohra Alaoui M., Lancaster University

New Approach to Causality Testing-Interest Rate Spread and GDP Growth.³

Sanya Dudukovic, Franklin College

DISCUSSANTS: 1. Sanya Dudukovic

2. Jimmy Ran

3. Fatima-Ahora Alaoui M.



Friday, July 9, 2004, 8:00 AM – 9:30 AM / Prins Hendrik Room 3

SESSION [3]: Management /Strategic Issues

CHAIR: Vincent S. Lai, The Chinese University of Hong Kong

TITLES & AUTHORS:

An evaluation of ISO 9000 registration agencies: A study of Egyptian hotels.¹

Hesham Magd,

Prince Sultan College for Tourism and Hotel Sciences

Application of Multi Attribute Analysis to the Concept of Regime Replacement.²

William E. Matthews, William Paterson University

Refining the Concept of the Virtual Enterprise and a Case Study.³

Youngsun Kwon,

Information and Communications University (ICU)

Jungsub Lee, Information and Communications University (ICU)

DISCUSSANTS: 1. Youngsun Kwon

2. Hesham Magd

3. William E. Matthews

TITLES & AUTHORS:

Dynamic Stock Market Integration in the European Monetary Union: An Empirical Analysis.¹

Fariborz Moshirian, University of New South Wales

Eliza Wu, University of New South Wales

DJIA Returns and Friday 13th.²

Thomas Mann, Lynchburg College

M. David Francis, Averett University

Sandy Glass, Lynchburg College

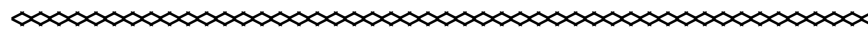
Agencification and Regulatory Reform in Brazil of Post-privatization: A Critical Approach.³

***Alketa Peci, Braziliam School of Public
and Business Administration/Getulio Vargas Foundation***

DISCUSSANTS: 1. ***Alketa Peci***

2. ***Fariborz Moshirian***

3. ***Thomas Mann***



Friday, July 9, 2004, 10:00 AM – 11:30 AM / Prins Hendrik Room 2

SESSION [6]: Economics & Finance

CHAIR: Sanya Dudukovic, Franklin College

TITLES & AUTHORS:

Alternative Methodologies for Testing CAPM in the Philippine Equities Market.¹

Pedro B. de Ocampo, Jr., University of the Philippines

A Study on the Finance of the Cooperatives in the TRNC in the Light of Expected European Union (EU) Membership.²

Okan Safakli, Near East University

An Alternative Theory for Exchange Rate Determination.³

Leonardo Fernando Cruz Basso,

Universidade Presbiteriana Mackenzie

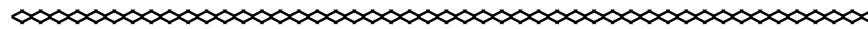
Roseli da Silva, Universidade Presbiteriana Mackenzie

Susana Chen Chang, Universidade Presbiteriana Mackenzie

DISCUSSANTS: 1. Leonardo Fernando Cruz Basso

2. Pedro B. de Ocampo, Jr.

3. Okan Safakli



Friday, July 9, 2004, 10:00 AM – 11:30 AM / Prins Hendrik Room 3

SESSION [7]: Accounting

CHAIR: Wuchun Chi, National Chengchi University

TITLES & AUTHORS:

Strategic Outsourcing: The Good and The Bad.¹

Cecily Raiborn, Loyola University New Orleans

Marc Massoud, Claremont Mckenna College

Using Costing Systems to Integrate Management Control and Continuous Improvement.²

Jim Mackey, California State University Sacramento

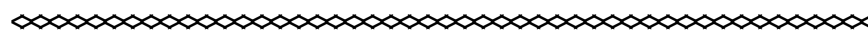
XBRL, Taxonomies, Classifications and Standards-Possible Impacts on Financial Reporting.³

Roger Collins, UCC School of Business

DISCUSSANTS: 1. Roger Collins

2. Cecily Raiborn

3. Jim Mackey



Friday, July 9, 2004, 10:00 AM – 11:30 AM / Prins Hendrik Room 4

SESSION [8]: Operations Management / Information Systems

CHAIR: Diane L. Wright, Manchester Metropolitan University

TITLES & AUTHORS:

Electronic Commerce and Electronic Marketing in the Digital Economy.¹

**Anabela Maria Bello da Silveira Baptista de Figueiredo Marcos,
Instituto Superior de Contabilidade e Administracao de Coimbra**

Determinants of Effective Website Design: Obtaining Information Via
Hyperlink Text.²

Sylnovie Merchant, California State University, Sacramento

The Global Information Systems Strategy of Foreign Affiliated: An Integration
Responsiveness Analysis.³

Vincent S. Lai, The Chinese University of Hong Kong

DISCUSSANTS: 1. Sylnovie Merchant

**2. Anabela Maria Bello da Silveira Baptista
de Figueiredo Marcos**

3. Vincent S. Lai



Friday, July 9, 2004, 12:00 PM – 1:30 PM / Prins Hendrik Room 1

SESSION [9]: Operations Management / Information Systems

CHAIR: Rodney D. Green, Howard University

TITLES & AUTHORS:

Linking Just-In-Time Manufacturing, Information Technology for
Communication and MAS Information: An Exploratory Study.¹

Lanita Winata, Satya Wacana Christian University

Lokman Mia, Griffith University

An Approach to Gas Production and Distribution.²

Jing-An Li, City University of Hong Kong

Yue Wu, City University of Hong Kong

Kin Keung Lai, City University of Hong Kong

Ke Liu, City University of Hong Kong

Information Pollution: A Disaster Waiting to Happen.³

Paul Prabhaker, Illinois Institute of Technology

DISCUSSANTS: 1. Paul Prabhaker

2. Lokman Mia

3. Kin Keung Lai



Friday, July 9, 2004, 12:00 PM – 1:30 PM / Prins Hendrik Room 2

SESSION [10]: Ethical Issues

CHAIR: K.U. Umakrishnan, National Institute of Bank Management

TITLES & AUTHORS:

Executives: What Creates or Diminishes Their Ethics?¹

Cecily Raiborn, Loyola University New Orleans

Chandra Schorg, Loyola University New Orleans

Michael Hogg, Loyola University New Orleans

Caring for their Parents.²

Paula Albuquerque, Universidade Tecnica de Lisboa

The Effect of Gender, Age, Home and Work Influences on Ethical Beliefs.³

Chris Perryer, University of Western Australia

Eva Tsahuridu, University of Greenwich

- DISCUSSANTS:** 1. *Paula Albuquerque*
2. *Chris Perryer*
3. *Cecily Raiborn*



Friday, July 9, 2004, 12:00 PM – 1:30 PM / Prins Hendrik Room 3

SESSION [11]: Marketing

CHAIR: Geir Bergvin, OMH Business School

TITLES & AUTHORS:

Relationships as a Learning Arena.¹

Geir Bergvin, OMH Business School

Magne Johannessen, NBBJ Reklamebyra AS

A Longitudinal Study of Wal-Mart's Impact on Retail Sales in Host and Neighbor Towns.²

Sharon M Davidson, Alfred University

We Are Good Buddhists: The Self and Consumption Experience of the Teenage Dhammakaya Buddhists in Thailand.³

Kritsadarat Wattanasuwan, Thammasat University

DISCUSSANTS: 1. *Sharon M Davidson*

2. *Kritsadarat Wattanasuwan*

3. *Magne Johannessen*



Friday, July 9, 2004, 12:00 PM – 1:30 PM / Prins Hendrik Room 4

SESSION [12]: Issues in Higher Education

CHAIR: Roger Collins, UCC School of Business

TITLES & AUTHORS:

The Philosophical Foundation of the Lecture-versus-Case Controversy: It's Implications for Faculty Teaching, Research and Service.¹

Kavous Ardalan, Marist College

Economic Growth Theory: Implication for the Academy.²

Clyde Arnold, Northern State University

Curriculum Development with Globalization and Business Ethics Themes.³

Wendy Klepetar, St. Benedict/St. John's University

Virginia Arthur, St. Benedict/St. John's University

Jane Kathman, St. Benedict/St. John's University

DISCUSSANTS: 1. Wendy Klepetar

2. Kavous Ardalan

3. Clyde Arnold



Friday, July 9, 2004, 2:00 PM – 3:30 PM / Prins Hendrik Room 1

SESSION [13]: Economics & Finance

CHAIR: Kin Keung Lai, City University of Hong Kong

TITLES & AUTHORS:

The Doctrine of Strict Compliance in Letter of Credit: An Overview.¹

Rosmawani Che Hashim, University Utara Malaysia

Is Export-Led Growth Policy Effective? A Case Study of Sudan and Germany 1970-1990.²

Mohamed Ibrahim Hassan, Howard University

Rodney D. Green, Howard University

Altruistic and Spiteful Behaviour: Application to Oligopoly Theory.³

Pedro Maia Gomes, Lisbon Technical University

- DISCUSSANTS:** 1. *Rodney D. Green*
2. *Pedro Maia Gomes*
3. *Rosmawani Che Hashim*



Friday, July 9, 2004, 2:00 PM – 3:30 PM / Prins Hendrik Room 2

SESSION [14]: Economics & Finance

CHAIR: *Chris Perryer, University of Western Australia*

TITLES & AUTHORS:

Technology Transfer Through Foreign Direct Investment in India.¹

K.U. Umakrishnan, National Institute of Bank Management

Forecasting Exchange Rates in a High Inflation Environment: The Case of the Turkish Lira.²

James Jennings, Purdue University Calumet

Paul T. McGrath, Purdue University Calumet

Debt Recycling and the Size of Government: Lessons From Nigeria.³

Kolawole Subair, Lagos State University

- DISCUSSANTS:** 1. *James Jennings*
2. *Kolawole Subair*
3. *K.U. Umakrishnan*



Friday, July 9, 2004, 2:00 PM – 3:30 PM / Prins Hendrik Room 3

SESSION [15]: Marketing

CHAIR: *Joy Grant, Manchester Metropolitan University*

TITLES & AUTHORS:

Message Recall, Comprehension and Attitude Toward Ad-A Chinese Bilingual Case.¹

Fang Liu, University of Western Australia

Dick Mizerski, University of Western Australia

Selling a Complex Product on the Internet: Implication on Marketing Strategy.²

Souad H'Mida, University of Moncton

Salem Lakhal, University of Moncton

Lokman Zaibet, Sultane Qaboos University

Internationalization Process Influences on Export Marketing Information Utilization: An Australian Study.³

Chawit Chaikittisilpa, Assumption University of Thailand

DISCUSSANTS: 1. Chawit Chaikittisilpa

2. Fang Liu

3. Salem Lakhal



Friday, July 9, 2004, 2:00 PM – 3:30 PM / Prins Hendrik Room 4

SESSION [16]: Accounting

CHAIR: Wendy Klepetar, St. Benedict/St. John's University

TITLES & AUTHORS:

Client Characteristics and Auditor Switch in an Audit Failure.¹

Chingfu Chang, National Chengchi University

Wuchun Chi, National Chengchi University

Chiawen Liu, National Taiwan University

Grants, Contracts, and the Division of Lab or in Academic Research.²

Eran Binenbaum, University of Adelaide

Validating Competencies Underlying a Professional Accounting Credential.³

David Harrison,
Certified General Accountants Association of Canada

David McPeak,
Certified General Accountants Association of Canada

Sandra Greenberg, Professional Examination Service

DISCUSSANTS: 1. **David Harrison**

2. **Wuchun Chi**

3. **Eran Binenbaum**



Coffee Break : Registration Desk



Friday, July 9, 2004, 4:00 PM – 6:00 PM / Prins Hendrik Room 1

SESSION [17]: Economics & Finance

CHAIR: Chawit Chaikittisilpa, Assumption University of Thailand

TITLES & AUTHORS:

Assessing the Need of TQM in the Banking Sector of the Northern Cyprus.¹

Okan Safakli, Near East University

A Gravity Model Analysis of OECD Vegetable Trade Flows and Policy Implications.²

David Karemera, South Carolina State University

Shunsuke Managi, Tokyo University of Agriculture & Technology

Bobby Davis, Florida A & M University

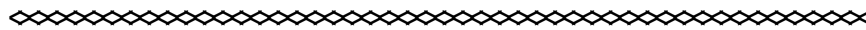
Foundations of Economic Sanctions Efficacy.³

Robert Eyler, Sonoma State University

On the Improvement of Intellectual Property Strategy: An Economist's Perspective.⁴

Eran Binenbaum, University of Adelaide

DISCUSSANTS: 1. ***Robert Eyler***
2. ***Robert Eyler***
3. ***Eran Binenbaum***
4. ***David Karemera***



Friday, July 9, 2004, 4:00 PM – 6:00 PM / Prins Hendrik Room 2

SESSION [18]: Economics & Finance

***CHAIR: David Harrison, Certified General Accountants
Association of Canada***

TITLES & AUTHORS:

Time-Varying Risk Premia in American Depository Receipt Returns.¹

Richard P. Gregory, University of South Carolina Spartanburg

Do Venture Capital and Public Biomedical R&D Stimulate the Formation of New Biotechnology Firms? A Regional Analysis of California.²

Andy A. Toole, Rutgers University

Coincident and Deferred Takeover Offers.³

Jean M. Canil, University of Adelaide

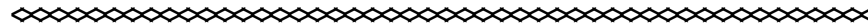
Bruce Rosser, University of Adelaide

Relationship banking: What bankers can learn from women entrepreneurs?⁴

Rosli Mahmood, Universiti Utara Malaysia

Abdul Rahman Nora Azureen, Universiti Utara Malaysia

- DISCUSSANTS:** 1. *Andy A. Toole*
2. *Bruce Rosser*
3. *Abdul Rahman Nora Azureen*
4. *Richard P. Gregory*



Friday, July 9, 2004, 4:00 PM – 6:00 PM / Prins Hendrik Room 3

SESSION [19]: Management / Strategic Issues

CHAIR: Salem Lakhali, University of Moncton

TITLES & AUTHORS:

The Effects of New and Emerging Technologies on Business Leadership and Organisational Management.¹

Nick Forster, The University of Western Australia

Effectively Managing Nuclear Risk Through Human Performance Improvement.²

Richard P. Coe, Richard Stockton College of NJ

Patricia A. Lake, Louisiana Pacific Corporation

Sino-Franco Intercultural Differences in the Modernization of Enterprises.³

Laura Menon, University of La Rochelle

Designing and Ideal Classroom Environment: The Orientations and Motivational Values of Business Students.⁴

John (Jack) E. Merchant, California State University Sacramento

- DISCUSSANTS:** 1. *Richard P. Coe*
2. *Laura Menon*
3. *John (Jack) E. Merchant*
4. *Nick Forster*



Friday, July 9, 2004, 4:00 PM – 6:00 PM / Prins Hendrik Room 4

SESSION [20]: Management / Strategic Issues

CHAIR: William E. Matthews, William Paterson University

TITLES & AUTHORS:

Beyond Trade Sanctions: Operational Difficulties Confronting International Business in Myanmar.¹

Vicki Htwe Thein, Curtin University of Technology

Richard Grainger, Curtin University of Technology

Creating a Permeable Knowledge Management Interface Between Expatriates and Locals.²

Peter Massingham, University of Wollongong

Methodological Framework of Social Capital in Organisational Studies for Knowledge Sharing Issues.³

Marina Burakova-Lorgnier, Bordeaux Business School

Farmers' Markets: Are They Growing Rural Female Entrepreneurs? Small Business Entrepreneurship.⁴

Joy Grant, Manchester Metropolitan University

DISCUSSANTS: 1. Marina Burakova-Lorgnier

2. Vicki Htwe Thein

3. Joy Grant

4. Peter Massingham



Saturday, July 10, 2004, 8:00 AM – 9:30 AM / Prins Hendrik Room 1

SESSION [21]: Economics & Finance

CHAIR: Mark Williams, Hong Kong Polytechnic University

TITLES & AUTHORS:

Economic Value Added and Capacity Utilization: The Case of a Multinational Company.¹

Timothy Chang, Mercer University

Frahad F. Ghannadian, Mercer University

Corporate Governance and Market Valuation in China²

Chon-En Bai, University of Hong Kong

Qiao Liu, University of Hong Kong

Joe Lu, University of Hong Kong

Frank Song, University of Hong Kong

Junxi Zhang, University of Hong Kong

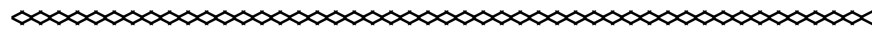
The Macroeconomic Impact of the Export of Labour From Developing Asian Countries to the Gulf States, with Special Reference to Sri Lanka³

Gamini Jayasuriya, Auckland University of Technology

DISCUSSANTS: 1. *Gamini Jayasuriya*

2. *Timothy Chang*

3. *Frank Song*



Saturday, July 10, 2004, 8:00 AM – 9:30 AM / Prins Hendrik Room 2

SESSION [22]: Economics & Finance

CHAIR: Silvio deBono, MsM Maastricht School of Management

TITLES & AUTHORS:

An Analysis of the Economic Efficiency of the Rules That Govern Performance and Breach Under Hungarian Contract Law.¹

Hugh Spall, Central Washington University

Change of Credit Policy, Sales Growth, and Profitability of a Firm.²

Rajeshwar Sirpal, FBEPS, University of Brunei

Expansionary Fiscal Policy without Incurring Public Debt: A Case Study of Thailand.³

Jirat Sungkaew, Thammasat University

DISCUSSANTS: 1. *Jirat Sungkaew*
2. *Hugh Spall*
3. *Rajeshwar Sirpal*



Saturday, July 10, 2004, 8:00 AM – 9:30 AM / Prins Hendrik Room 3

SESSION [23]: Management / Strategic Issues

CHAIR: Ted Sun, University of Phoenix

TITLES & AUTHORS:

The Impact of the New World of Work on the Demise of Business in Business Schools.¹

Mario Denton, University of Stellenbosch

Implications of Spatial Isolation for Economics and Business.²

Siva Ram Vemuri, Charles Darwin University

Integrating New Employees to Existing Corporate Culture Through Management Trainee Education.³

Ebru Guzelcik Ural, Istanbul Commerce University

Zeliha Hepkon, Istanbul Commerce University

DISCUSSANTS: 1. *Siva Ram Vemuri*
2. *Ebru Guzelcik Ural*
3. *Mario Denton*



Saturday, July 10, 2004, 8:00 AM – 9:30 AM / Prins Hendrik Room 4

SESSION [24]: Management / Strategic Issues

CHAIR: Jan Pretorius, University of the North

TITLES & AUTHORS:

Norway's Petroleum Fund: A Policymaking Response to Reducing Dutch Disease Effects and Securing Sustainable Development.¹

Cesar Baena, Bordeaux Business School

The Internationalization of Non-Established Companies: How Headquarters-Subsidiary Relations are Designed.²

Thomas Hutzschenreuter,

WHU-Otto Beisheim Graduate School of Management

Association of Accounting Technicians Students: Are there Gender Differences In Their Choice of HE Progression Routes And Career Choices?³

Joy Grant, Manchester Metropolitan University

DISCUSSANTS: 1. Thomas Hutzschenreuter

2. Joy Grant

3. Cesar Baena



Saturday, July 10, 2004, 8:00 AM – 9:30 AM /Henry Hudson Room 114

SESSION [25]: Marketing

CHAIR: Gou-Fong Liaw, National Defense University

TITLES & AUTHORS:

A Study of the Effect of Motives for Using Web Community on Community Loyalty and On-line Brand Loyalty.¹

Geon-Cheol Shin, Kyunghee University

Woong Yeon Kum, Kyunghee University

Yonghee Park, Kyunghee University

SERVQUAL Versus UNIQUAL: Student's Expectations and Perceptions in Croatian Higher Education.²

Suzana Markovic, University of Rijeka

Revisiting The Standardisation Construct.³

Rajeev Sharma, Charles Darwin University

DISCUSSANTS: 1. Rajeev Sharma

2. Geon-Cheol Shin

3. Suzana Markovic



Saturday, July 10, 2004, 8:00 AM – 9:30 AM / Syndicate Room 114

SESSION [26]: Operations Management / Information Systems

CHAIR: Siok-Hwa Lau, Multimedia University

TITLES & AUTHORS:

Global Influences on UK Manufacturing Prices 1970-2000.¹

Ken Coutts, University of Cambridge

Neville R. Norman, University of Melbourne

A Decision Support System for the Operational Management of an Iron Ore Mine.²

Jim Everett, The University of Western Australia

The Development, Change and Transformation of MIS: A Content Analysis of Articles Published in Business and Marketing Journals.³

Suphan Nasir, Istanbul University

DISCUSSANTS: 1. Suphan Nasir

2. Neville R. Norman

3. Jim Everett

The Schengen System: Borders, Security, and the European Union.¹

Richard J. Hunter, Seton Hall University

Leo V. Ryan, DePaul University

Internationalisation And The Strategic Influence of Knowledge: The Italian Case.²

G. Tardivo, Universita Degli Studio di Torino

Rui P. Dias, Universita Degli Studio di Torino

Relationships Between Critical Factors Associated with Virtual Work and Virtual Workers' Organizational Identification.³

Gou-Fong Liaw, National Defense University

DISCUSSANTS: 1. *Rui P. Dias*

2. *Gou-Fong Liaw*

3. *Richard J. Hunter*



Saturday, July 10, 2004, 10:00 AM – 11:30 AM / Prins Hendrik Room 3

SESSION [29]: Management / Strategic Issues

CHAIR: Siva Ram Vemuri, Charles Darwin University

TITLES & AUTHORS:

Toward a Multi-Dimensional Model of Modern Management.¹

Silvio deBono, MsM Maastricht School of Management

Steve F. Foster, MsM Maastricht School of Management

Factors of Entrepreneurial Success, An Analysis of Focus Group Discussions.²

Ted Sun, University of Phoenix

Creative Entrepreneurship: Looking at Creativity Through the Eyes of the Entrepreneur.³

Jan Pretorius, University of the North

- DISCUSSANTS:** 1. *Ted Sun*
2. *Jan Pretorius*
3. *Silvio deBono*



Saturday, July 10, 2004, 10:00 AM – 11:30 AM / Prins Hendrik Room 4

SESSION [30]: Production & Economics Issues

CHAIR: Audrey J. Cohen, Marymount Manhattan College

TITLES & AUTHORS:

Management Earnings Forecast and Information Transfer in Supply Chains.¹

Hsihui Chang, University of Texas at Dallas

Chungheuy Linda Huang, National Taipei University

Birendra K. Mishra, University of Texas at Dallas

Using Accounting Data And DEA Models for the Analysis of the Competitiveness of the Spanish Paper Producers: A New Proposal of Application.²

Raquel Florez Lopez, Universidad de Leon

Yolanda Fernández-Santos, Universidad de Leon

Profit Driven Reverse Logistics.³

Samir K. Srivastava, Indian Institute of Management

R.K. Srivastava, Indian Institute of Management

- DISCUSSANTS:** 1. *Samir K. Srivastava*
2. *Chungheuy Linda Huang*
3. *Raquel Florez Lopez*



Saturday, July 10, 2004, 10:00 AM – 11:30 AM /Henry Hudson Room I

SESSION [31]: Ethical Issues

CHAIR: Elaine Fuller, Tuskegee University

TITLES & AUTHORS:

Strategic Choices, Their Implementation and Their Effects on Workers:
Evidence from the Auto Parts Supply Sector.¹

David Meyer, Central Connecticut State University

Gina Pines, Central Connecticut State University

Freedom and Ethics: A Global Analysis.²

Michael K. McCuddy, Valparaiso University

Some Overlooked Ethical Issues in Acquisitions and Mergers.³

Robert McGee, Barry University

DISCUSSANTS: 1. Michael K. McCuddy

2. Robert McGee

3. Gina Pines



Saturday, July 10, 2004, 10:00 AM – 11:30 AM / Syndicate Room 114

SESSION [32]: Management / Strategic Issues

CHAIR: Mario Denton, University of Stellenbosch

TITLES & AUTHORS:

Exporting Expertise: A Note on Singapore's Gambit in Bangalore, India.¹

Caroline Yeoh, Singapore Management University

Amrit Vaidyanath, Singapore Management University

Siang Yeung Wong, Singapore Management University

The Profile of the Over-Indebted Family: The Case of the Basque Country.²

Juan J. Gibaja Martins, University of Deusto

Alazne Mujika, University of Deusto

Inaki Garcia, University of Deusto

Competitiveness of the U.S. Textile and Apparel Industries: A Production-Cost Analysis.³

Anusua Datta, Philadelphia University

DISCUSSANTS: 1. Anusua Datta

2. Amrit Vaidyanath

3. Juan J. Gibaja Martins



Saturday, July 10, 2004, 12:00 PM – 1:30 PM / Prins Hendrik Room 1

SESSION [33]: Economics & Finance

CHAIR: Hugh Spall, Central Washington University

TITLES & AUTHORS:

U.S. Agribusiness and the Cuban market; Political-Economic Conflict.¹

Elaine Fuller, Tuskegee University

The Simulation of Price Elasticities in World Crude Oil Market.²

Su-Chen Yang, Chung Hua University

Yao-Hsien Lee, Chung Hua University

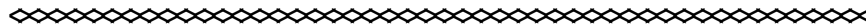
Jian-Fa Li, ChaoYang University of Technology

Capital Structure of Foreign controlled and Domestic Firms in India: Determinants, Role and Implications for Commercial Banks.³

K.U. Umakrishnan, National Institute of Bank Management

V.Subramanian, National Institute of Bank Management

DISCUSSANTS: 1. *Li-wei Chen*
2. *Elaine Fuller*
3. *Su-Chen Yang*



Saturday, July 10, 2004, 12:00 PM – 1:30 PM / Prins Hendrik Room 2

SESSION [34]: Management / Strategic Issues

CHAIR: Gina Pines, Central Connecticut State University

TITLES & AUTHORS:

Measuring the Performance of Patenting Activity.¹

Pia Hurmelinna, Lappeenranta University of Technology

Marko Silventoinen, Lappeenranta University of Technology

E-Business for Competitive Advantage: Elements of an Effective E-Business Strategy.²

Kimberlee D. Snyder, Winona State University

Archie Lockamy III, Samford University

Knowledge Management, Innovation and Sustainable Performance: An Organizational Framework for Succeeding in the Global Economic Era.³

Shahid Yamin, Swinburne University of Technology

Raveendra Nayak, Swinburne University of Technology

DISCUSSANTS: 1. *Archie Lockamy III*
2. *Shahid Yamin*
3. *Pia Hurmelinna*



Saturday, July 10, 2004, 12:00 PM – 1:30 PM / Prins Hendrik Room 3

SESSION [35]: Management / Strategic Issues

CHAIR: Michael K. McCuddy, Valparaiso University

TITLES & AUTHORS:

Effects of Thai Universal Health Care Coverage on Cost Efficiency of Publicly Owned Hospitals.¹

Preecha Asavadachanukorn, Chulalongkorn University

Saowaros Yaisawarng, Chulalongkorn University

Suthathip Yaisawarng, Union College

Measuring Cynicism Towards Change – One Lump or Two?²

Simon Albrecht, Curtin University of Technology

Chris Perryer, University of Western Australia

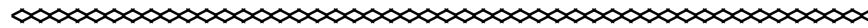
Development, Foreign Aid, Strategic Planning, and GPRA.³

Michael Crosswell, U.S. Agency for International Development

DISCUSSANTS: 1. ***Michael Crosswell***

2. ***Suthathip Yaisawarng***

3. ***Chris Perryer***



Saturday, July 10, 2004, 12:00 PM – 1:30 PM / Prins Hendrik Room 4

SESSION [36]: Marketing

CHAIR: Devashis Mitra, University of New Brunswick

TITLES & AUTHORS:

A Conceptual Framework for Multinational Marketing Management.¹

Surjit S. Chhabra, Pacific Lutheran University

A Confirming Research on the Applicability of Technology Readiness as a Segmentation Criterion.²

Maria Teresa Martin Fuentes, University of Almeria

Maria Victoria Roman Gonzalez, University of Almeria

An Implicit Measure of Brand Equity: The Case of Strong versus Weak Brands.³

Randi Priluck, Pace University

DISCUSSANTS: 1. ***Randi Priluck***
2. ***Surjit S. Chhabra***
3. ***Maria Teresa Martin Fuentes***



Saturday, July 10, 2004, 12:00 PM – 1:30 PM /Henry Hudson Room I

SESSION [37]: Accounting / Economics & Finance

CHAIR: John Pozzi, Global Resource Bank

TITLES & AUTHORS:

Informativeness of Fundamental Analysis and Shareholder Value in a Transitional Economy: Evidence from Egypt.¹

Tarek I. Eldomiaty, UAE University

The Analysis of the Exchange Rate of the Australian Dollar Using Waveform Dictionaries.²

Shirley Wong, Victoria University

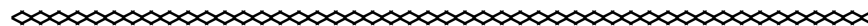
An Empirical Study on the Competitive Role of Product Cost Information in Pricing Decision Among Small & Medium Industries in Malaysia.³

Ibrahim Morshidi, Universiti Teknologi MARA

Ibrahim Kamal, Universiti Teknologi MARA

Normah, Universiti Teknologi MARA

DISCUSSANTS: 1. ***Ibrahim Morshidi***
2. ***Tarek I. Eldomiaty***
3. ***Shirley Wong***



Saturday, July 10, 2004, 12:00 PM – 1:30 PM / Syndicate Room 114

SESSION [38]: Management/Strategic Issues

CHAIR: Frank C. Wykoff, Pomona College

TITLES & AUTHORS:

The Thinking Soldier: Revolution in Military Affairs (RMA) and Knowledge Management.¹

Mohd Sobri bin Minai, University Utara Malaysia

Azizul Hisham bin Aziz Zaman, Royal Military Police Directorate

Government Administered Small Business Funds: The Perspective of Commercial Bank Officers in Malaysia.²

Yusnidah Ibrahim, University Utara Malaysia

Sudin Haron, University Utara Malaysia

Are Multinational Indices Good Diversification Tools?³

A. Seddik Meziani, Montclair State University

DISCUSSANTS: 1. A. Seddik Meziani

2. Mohd Sobri bin Minai

3. Yusnidah Ibrahim



Saturday, July 10, 2004, 2:00 PM – 3:30 PM /Prins Hendrik Room 1

SESSION [39]: Economics & Finance

CHAIR: Shirley Wong, Victoria University

TITLES & AUTHORS:

The Economics of the Global Resource Bank.¹

John Pozzi, Global Resource Bank

Does the Choice of A Firm's Strategy have an Impact on its Performance?²

Devashis Mitra, University of New Brunswick

Gopalan Srinivasan, University of New Brunswick

Obsolescence vs. Deterioration with Embodied Technological Change.³

Frank C. Wykoff, Pomona College

DISCUSSANTS: 1. Frank C. Wykoff

2. John Pozzi

3. Gopalan Srinivasan



Saturday, July 10, 2004, 2:00 PM – 3:30 PM / Prins Hendrik Room 2

SESSION [40]: Management / Strategic Issues

CHAIR: Tarek I. Eldomiaty, UAE University

TITLES & AUTHORS:

Organizational Culture as Paradigm-The Structure of Revolutionary Change.¹

Roger Smith, The University of Western Australia

Exploring Mediator and Moderator Influences of Personality Traits on Women's Career Success in Banking.²

Isabel Metz, The University of Melbourne

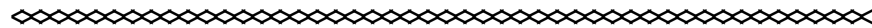
Verbal Practice and Processes of Topics in Organizational Behavior: The Case of a Restaurant's Meeting.³

Hamid Akbari, Northeastern Illinois University

DISCUSSANTS: 1. Isabel Metz

2. Hamid Akbari

3. Roger Smith



Saturday, July 10, 2004, 2:00 PM – 3:30 PM / Prins Hendrik Room 3

SESSION [41]: Potpourri

CHAIR: Ibrahim Morshidi, Universiti Teknologi MARA

TITLES & AUTHORS:

Marketing vs. Marketing.¹

Afram Melki, Vesalius College

Ethical Issues in Insider Trading: Recent Case Studies.²

Robert McGee, Barry University

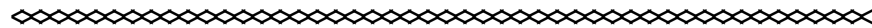
Entrepreneurship and Risk Taking: The Case of Mauritius.³

Mridula Gungaphul, University of Mauritius

DISCUSSANTS: 1. Robert McGee

2. Mridula Gungaphul

3. Afram Melki



Saturday, July 10, 2004, 2:00 PM – 3:30 PM / Henry Hudson Room I

SESSION [42]: Operations Management / Information Systems

CHAIR: Surjit S. Chhabra, Pacific Lutheran University

TITLES & AUTHORS:

Factors influencing Success of ERP Implementation - Learning Organization's Impact.¹

Shambhu Lama, Golden Gate University

Henry Hirschel, Golden Gate University

Douglas Rice, Golden Gate University

Jon Durr, Golden Gate University

Managing Change in Small to medium Enterprises: Towards a Methodology

of Management Information Systems Development in SMEs.²

George Papageorgiou, Cyprus College

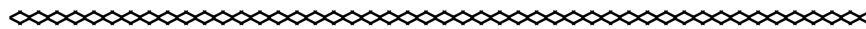
External Technology Sourcing Practices: An Empirical Study in Specialty Chemicals and Related Companies.³

Philippe LE, Grenoble Graduate School of Business

DISCUSSANTS: 1. Philippe LE

2. Shambhu Lama

3. George Papageorgiou



Saturday, July 10, 2004, 2:00 PM – 3:30 PM /Syndicate Room 114

SESSION [43]: Management & Higher Education Issues

CHAIR: Jim Everett, The University of Western Australia

TITLES & AUTHORS:

The Necessity and Challenge of Teaching Key Economic Concepts Outside the Academy: A Case Study at the Library of Congress.¹

Frederick J. Augustyn, Jr., The Library of Congress

Tenure and Stakeholder Theory: A Case Study.²

Mark McMahon, Rhodes College

John Planchon, Rhodes College

Appropriability Regimes in Collaboration And Colloboration as a Means to Affect Appropriability – Competition Approach.³

Tiina Jauhiainen, Lappeenranta University of Technology

Pia Hurmelinna, Lappeenranta University of Technology

DISCUSSANTS: 1. Pia Hurmelinna

2. Frederick J. Augustyn, Jr.

3. John Planchon

