

IABE-2010 Las Vegas
Annual Conference
PROGRAM

October 17 – 20, 2010
Circus Circus Hotel Casino, Las Vegas, Nevada, USA



Dr. Alan S. Khade
Conference Chair

Dr. Tahi J. Gnepa
Program Chair

Dr. Bhavesh M. Patel
Program Chair



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International Academy of Business and Economics®

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IABE-2010 Las Vegas: Program Outline

October 17-20, 2010; Circus Circus Hotel Casino, Las Vegas, Nevada, USA

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Sunday, October 17, 2010:

3:30 PM – 6:00 PM:

Arrival of the Participants

Early Registration
Coffee/Snacks

Monday, October 18, 2010:

7:45 AM – 3:30 PM

Conference Registration

7:45 AM – 8:00 AM

Coffee/Snacks

8:00 AM – 9:50 AM

Paper Presentations: Concurrent Sessions

9:50 AM – 10:00 AM

Coffee Break

10:00 AM – 11:50 AM

Paper Presentations: Concurrent Sessions

11:50 AM – 1:00 PM

Break

1:00 PM – 2:50 PM

Paper Presentations: Concurrent Sessions

2:50 PM – 3:00 PM

Coffee Break

3:00 PM – 4:50 PM

Paper Presentations: Concurrent Sessions

4:50 PM – 5:00 PM

Coffee Break

5:00 PM – 6:30 PM

Paper Presentations: Concurrent Sessions

7:00 PM – 8:30 PM

Reception- Dinner Buffet (Details Inside)

Tuesday, October 19, 2010:

7:45 AM – 3:30 PM

Conference Registration

7:45 AM – 8:00 AM

Coffee/Snacks

8:00 AM – 9:50 AM

Paper Presentations: Concurrent Sessions

9:50 AM – 10:00 AM

Coffee Break

10:00 AM – 11:30 AM

Paper Presentations: Concurrent Sessions

11:30 AM – 1:15 PM

IABE-2010 Luncheon (Details Inside)

1:15 PM – 2:50 PM

Paper Presentations: Concurrent Sessions

2:50 PM – 3:00 PM

Coffee Break

3:00 PM – 4:50 PM

Paper Presentations: Concurrent Sessions

4:50 PM – 5:00 PM

Coffee Break

5:00 PM – 6:30 PM

Paper Presentations: Concurrent Sessions

Wednesday, October 20, 2010:

7:45 AM – 8:00 AM

Coffee/Snacks

8:00 AM – 9:50 AM

Paper Presentations: Concurrent Sessions

9:50 AM – 10:00 AM

Coffee Break

10:00 AM – 11:30 AM

Paper Presentations: Concurrent Sessions

11:30 AM

IABE-2010 Concludes!

IABE-2010 Las Vegas: Program

WELCOME!

Please read all instructions below:


If you completed registration and you are planning to NOT attend the IABE-2010 Annual Conference in Las Vegas:

Please email us immediately at Admin@iabe.org with your name, mailing address, paper title, and publication name. We will send you the receipt for the registration fees and an issue of the publication containing your paper in November 2010.

What to do if your presentation is not at time or day you wanted:

On your arrival at the Circus Circus Hotel in Las Vegas, please contact only Dr. Tahi Gnepa, the Program Chair, during October 17-20, 2010 period only. On space available basis, Dr. Gnepa will certainly try to help you with rescheduling your presentation starting October 17, 2010 and NOT before. Please DO NOT email Dr. Gnepa before October 17, 2010 regarding rescheduling of your presentation.

How to search your paper presentation in the Program (DRAFT):

Please click on search icon  at the top in Acrobat to search your paper by your last name, or first name, or by paper title. Please note that your name may appear at more than one place in the Program, therefore, search the entire Program. Please review the IABE-2010 Program Outline for general information.

What to do if your paper/abstract is not listed or listed incorrectly in the Program:

Please email us immediately at Admin@iabe.org with details of your paper title and author information and we will add/correct your paper/abstract listing in the Program.

What should you bring along for your presentation?

Only overhead projectors will be provided for your presentations. (No power point or other equipment will be provided.) Please bring in 15-20 copies of your formatted paper for distribution at your session. Each paper will have about 15 minutes for presentation. Session chairs will manage their sessions. Dr. Gnepa will be available for any additional help with the sessions.

What to do if you have a problem with your registration at the registration desk:

Dr. Bhavesh Patel will be ready to assist you with your problems at the IABE registration desk at the Hotel. He will also manage the luncheon, reception, breakfasts, and coffee breaks. If you have any other problem(s), please contact Dr. Patel at the registration desk only (no emails please!). Please fill in IABE Member Service Form regarding your problem.

What to do if you have a problem regarding your fees and/or paper publication:

Please fill in the IABE Member Service Form. We will resolve the issue ASAP.

At the registration desk, you will receive your receipt for registration fees (if you have not already received it), your name badge, printed Program, your issue of the publication, plus any paid additional issues. **You will be required to pay your unpaid fees, if any.**

You may purchase additional issues of the publications or tickets for luncheon/reception for your spouse or guest(s). If you prefer vegetarian luncheon, please contact Dr. Bhavesh Patel.

The name badge is required of all participants/ spouse/ guest to participate in all sessions/events, luncheon/receptions, breakfasts, and coffee breaks.

What else?

Have fun, entertainment, great food, visit places/casinos, win million \$ in gambling, etc!
Best of Luck!

THANK YOU!

Monday, October 18, 2010 8:00 AM – 9:50 AM Conference Room: A

Track: International Finance- I

Session Chair: Dr. Balasundram Maniam, Sam Houston State University, Texas, USA

CREDIT CRUNCH AND MARKET TIMING OF GLOBAL BOND ISSUANCE

Meng Li, Roosevelt University, USA and Hongmei Jiang, Northwestern University, USA

AN EMPIRICAL INVESTIGATION OF U.S. FOREIGN DIRECT INVESTMENTS IN ASIA

Lidiya Tsurkanu and Balasundram Maniam, Sam Houston State University

DOES INVESTOR'S SENTIMENT CAUSE MARKET PRICES? A CASE STUDY OF THE NYMEX PETROLEUM FUTURES MARKETS

Sunghee Choi, Keimyung University, South Korea

DETERMINANTS OF CAPITAL STRUCTURE IN HONG KONG, 1980-2001

Biqing Huang, Angelo State University, USA

Chengru Hu, State University of New York, USA and Xiaowei Liu, St. Ambrose University, USA

FOREIGN DIRECT INVESTMENT IN THE FINANCIAL SECTOR: WHAT CAN EXPLAIN ITS INERTIA?

Eric C Tsai, SUNY Oswego, USA

DURATIONS OF EMERGING MARKET SOVEREIGN DEBT DURING FINANCIAL CRISIS

Jon Kocker, David Layne, Nicole Storm, and Sheen Liu, Washington State Univ., Vancouver, USA

PRIVATE-EQUITY INDUSTRY IN CHINA: THE SUCCESS OF BOHAI INDUSTRIAL INVESTMENT FUND MANAGEMENT COMPANY

Amitabh S. Dutta, Florida Institute of Technology, Melbourne, FL USA

MingWei Xu, Liaoning Univ., China and Roger Su, Auckland Univ. of Technology, New Zealand

Discussant(s): Dr. Eric C Tsai, SUNY Oswego, USA

Monday, October 18, 2010 8:00 AM – 9:50 AM Conference Room: B

Track: General Business- I

Session Chair: Dr. William P. Cordeiro, California State Uni. Channel Islands, Camarillo, USA

AN APPROACH TO INTERDISCIPLINARY CURRICULUM FOR A SCHOOL OF BUSINESS AND ECONOMICS

William P. Cordeiro and Dennis Muraoka, California State Uni. Channel Islands, Camarillo, USA

MEASURING THE EFFECT OF SERVICE LEARNING ON CIVIC AWARENESS

Janice C. Buddensick, Wagner College, Staten Island, New York, USA

Mary L. Lo Re, Wagner College, Staten Island, New York, USA

GETTING OFF ON THE RIGHT FOOT: A CASE FOR FIRST-YEAR SEMINARS

Patricia A Lanier, Theresa A Wozencraft, and Kerry Carson, Univ. of Louisiana at Lafayette, USA

GENDER DIFFERENCES IN FOOD PREFERENCES: THE ROLE OF EMOTIONAL INTENSITY, SELF-REGULATION, AND APPETITIVE CRAVING

David J. Moore, University of Michigan, Ann Arbor, USA

Lingling Zhang, Harvard University, Cambridge, MA, USA

DRAWING THE RIGHT CONCLUSIONS

John S Croucher, Macquarie University, Australia

A NOTE ON THE LONG RUN GROWTH RATE OF A NATION'S TAX REVENUE

Belayet Hossain and Panagiotis Tsigaris, Thompson Rivers University, British Columbia, Canada

THE BOOMERANG EFFECT OF SELF-REFERENCING IN NEGATIVE HEALTH MESSAGE COMMUNICATION

Qimei Chen and Dana L. Alden, University of Hawaii, Hawaii, USA

Yi He, California State University, East Bay, California, USA

Discussant(s): Dr. Belayet Hossain, Thompson Rivers University, British Columbia, Canada

Monday, October 18, 2010 8:00 AM – 9:50 AM Conference Room: C

Track: International Accounting and Taxation- I

Session Chair: Dr. Susan Machuga, University of Hartford, USA

THE INTERACTION OF AUDIT FIRM QUALITY AND THE MEXICAN CODE OF BEST CORPORATE PRACTICES ON EARNINGS QUALITY

Karen Teitel, College of The Holy Cross, USA and Susan Machuga, University of Hartford, USA

FRAMEWORK FOR DOCUMENTING NATIONAL ACCOUNTING PRACTICES' ORIENTATION TOWARDS IAS/IFRS

Carmen G Bonaci, Dumitru Matis, and Razvan V. Mustata, Babes-Bolyai University, Romania

INDIVIDUAL FINANCIAL STATEMENTS OR CONSOLIDATED FINANCIAL STATEMENTS?

Andreea Cirstea and Alexandra Baltariu, Babes Bolyai University, Romania

THE SWITCH TO INTERNATIONAL FINANCIAL REPORTING STANDARDS: THE IMPACT ON VALUATION OF COMPANIES

Agatha E Jeffers and Mengyu Wei, Montclair State University, USA

COMPARING LEARNING STYLES OF UPPER DIVISION TAXATION STUDENTS AND MIS STUDENTS

Thomas E Sandman and Stephen R Crow, CSU Sacramento, USA

A COMPARATIVE ANALYSIS BETWEEN ANGLO-SAXON AND CONTINENTAL ACCOUNTING SYSTEMS: THE CENTRAL POINT OF RELATIONSHIP BETWEEN ACCOUNTING AND TAXATION

Dan D Cuzdriorean, Dumitru Matis, and Alina B Vladu, Babes-Bolyai University, Romania

Discussant(s): Dr. Agatha E Jeffers, Montclair State University, USA

Monday, October 18, 2010 8:00 AM – 9:50 AM Conference Room: D

Track: Int'l Business All Areas- I

Session Chair: Dr. Amonrat Thoumrungroje, Assumption University, Thailand

THE PERCEIVED DETERMINANTS OF INVESTMENT IN R&D: AN EMPIRICAL INVESTIGATION OF MANUFACTURING FIRMS IN SAUDI ARABIA

Abdulwahab Al-Kahtani, King Fahd University of Petroleum & Minerals, Saudi Arabia

THAILAND INSTITUTIONAL DRIVERS OF ENTREPRENEURIAL INTENTIONS: AN EMPIRICAL INVESTIGATION

Amonrat Thoumrungroje, Assumption University, Thailand

RADIO FREQUENCY IDENTIFICATION: A TECHNOLOGY FOR CONTINUOUS IMPROVEMENT IN LOGISTICS

Rolando Pena-Sanchez, Texas A&M International University, USA

STRATEGIES FOR EFFECTIVE TEACHING OF BUSINESS IN HIGHER EDUCATION: AN EMPIRICAL STUDY

Yvette Essounga-Njan, Fayetteville State University, USA

Maxine Morgan-Thomas and Yudan Zheng, Long Island University

INTERNATIONAL NEGOTIATIONS: EFFICACY AND EFFICIENCY WITHIN THE PROCESS

Tania M P G Manzur and Wilson De Jesus Almeida, Universidade Católica De Brasília

THE TRADE-OFF BETWEEN DECLINING HOUSE PRICES AND RISING MORTGAGE RATES: BUY NOW OR WAIT UNTIL LATER

Wenyuh Tsay and Stephen Zera, California State University San Marcos, California, USA

A COMPARATIVE STUDY OF ENTREPRENEURIAL ORIENTATION, INFORMATION TECHNOLOGY UTILIZATION, NEW PRODUCT SUCCESS AND FIRM PERFORMANCE: THE CASE OF US AND THAI FIRMS

Olimpia C. Racela and Amonrat Thoumrungroje, Assumption University

Discussant(s): Dr. Yvette Essounga-Njan, Fayetteville State University, USA

Monday, October 18, 2010 8:00 AM – 9:50 AM Conference Room: E

Track: Organizational Behavior- I

Session Chair: Dr. David J Radosevich, University of Wisconsin-Green Bay, USA

CHANGE LEARNING COMPETENCY AND ORGANIZATIONAL SURVIVAL: AN EMPIRICAL STUDY OF GOVERNMENT PROMOTED INVESTMENT FIRMS IN THAILAND

Nikorn Yasamorn, Mahasarakham University, Kantarawichai, Thailand

Phapruke Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand

USING FILM CLIPS TO ENHANCE SATISFACTION AND LEARNING: AN EMPIRICAL TEST

Lucy A Arendt and David J Radosevich, University of Wisconsin-Green Bay, USA

THE EFFECTS OF JOB SATISFACTION ON ORGANIZATIONAL COMMITMENT OF THAI EMPLOYEES IN FIVE RAJABHAT UNIVERSITIES IN THE NORTHERN GROUP

Sumintorn Baotham, Rajamanagala University of Technology Isan, Sakon

Thitiworada Sangsawang, Uttaradit Rajabhat University, Thailand

CONTROL OF RESOURCES FOR ECONOMIC DEVELOPMENT IN FOOD NETWORKS

Tove Brink, University of Southern Denmark, Denmark

WORKPLACE INNOVATIVE PROGRAMS: A CASE STUDY

Christine Custis and Nathan K. Austin, Morgan State University, USA

COOPERATIVE PERFORMANCE OF MILLENNIALS IN TEAMS

Sylvia J Flatt, San Francisco State University, College of Busines

Jason Harris-Boundy, San Francisco State University, College of Busines

Discussant(s): Dr. Thitiworada Sangsawang, Uttaradit Rajabhat University, Thailand

Monday, October 18, 2010 8:00 AM – 9:50 AM Conference Room: F

Track: Management- All Other Areas- I

Session Chair: Dr. Carmen L Martinez-Lopez, The City University of New York/BMCC, USA

AN ANTECEDENT-BEHAVIOR-CONSEQUENCE MODEL OF PROCESS-BASED STRATEGIES: AN EXPLORATORY INVESTIGATION

Laurence G Weinzimmer, Ross L Fink, and Kristen Shanine, Bradley University, USA

Brigette Schuenemann and Brigette Schuenemann, Bradley University, USA

KNOWLEDGE MANAGEMENT FACING INFORMATION TECHNOLOGY AND COMMUNICATION: A COMPARATIVE CASE OF FLORIANÓPOLIS (BRAZIL) AND MAPUTO (MOZAMBIQUE)

Carlos Estrela Brito, Ufsc

Tarcisio Vanzin, UFSC and Marcos Ferasso, UFPI

Jorge Alberto Velloso Saldanha and Jorge Alberto Velloso Saldanha, UFPI

THE POWER OF MEDIA IN THE FORMATION OF SUBJECTIVITY

Carlos Estrela Brito, Tarcisio Vanzin, and Marcos Ferasso, UFPI

Jorge Alberto Velloso Saldanha and Jorge Alberto Velloso Saldanha, UFPI

A RESEARCH PROJECT TO ENGAGE STUDENTS IN CONTENT LITERACY: A CONCEPTUAL PAPER

Carmen L Martinez-Lopez, The City University of New York/BMCC, USA

ENVIRONMENTAL ORIENTATION, GREEN MANAGEMENT PRACTICES AND REPUTATION ADVANTAGE

Teerayout Wattanasupachoke and Annop Tanlamai, Chulalongkorn University, Thailand

CSR MOTIVATIONS AT THE KAPUSO NETWORK: AN ACTIVITY-LEVEL ANALYSIS

Arnel Uy, De La Salle University, Manila, Philippines

Discussant(s): Dr. Arnel Uy, De La Salle University, Manila, Philippines

Monday, October 18, 2010 8:00 AM – 9:50 AM Conference Room: SALON 1

Track: Marketing Strategy- I

Session Chair: Dr. Sven Kuenzel, U. of Greenwich, London, UK/ Yancheng Institute of Technology, China

DIFFUSION OF INNOVATION, MARKETING STRATEGIES, AND GLOBAL CONSUMER VALUES

Valerie L Vaccaro, Kean University, New Jersey, USA

Sucheta Ahlawat, Kean University, New Jersey, USA

Deborah Y. Cohn, New York Institute of Technology, Old Westbury, USA

THE EFFECTS OF COUNTRY OF ORIGIN AND CUSTOMER-BASED BRAND EQUITY ON PURCHASING INTENTIONS

Sven Kuenzel, University of Greenwich, London, UK / Yancheng Institute of Technology, China

STAGE OF DEVELOPMENT ON CSR ENVIRONMENTAL POLICY – RESEARCH ON THE ROMANIAN MARKET

Mihaela Constantinescu, Alina Filip, and Mihai Rosca, The Academy of Economic Studies, Romania

MILK SCANDAL IN CHINA

Eric K. W. Lau, City University of Hong Kong

THE LIFE EVENT CYCLE: NEW IMPLICATIONS FOR PRICING MANAGEMENT

Florian Siems, RWTH Aachen University

CUSTOMER COMMUNICATION STRATEGIES: A NEW DYNAMIC APPROACH

Florian Siems, RWTH Aachen University

Manuela Lackus, Salzburg University of Applied Sciences

Discussant(s): Dr. Deborah Y. Cohn, New York Institute of Technology, Old Westbury, USA

Monday, October 18, 2010 8:00 AM – 9:50 AM Conference Room: SALON 2

Track: General Economics- I

Session Chair: Dr. Charles W. Johnston, Baker College, Graduate Studies, USA

STUNDE NULL 1978 - PERCEPTIONS OF PRE- AND POST-REFORM CHINA

Alexander L Blair, Macquarie University, Australia

OUTPUT, EMPLOYMENT AND UNEMPLOYMENT IN CENTRAL EUROPE DURING THE ECONOMIC CRISIS: A LOOK AT FOUR TRANSITION COUNTRIES

Thomas S. Mondschean, Depaul University, USA

Margaret Oppenheimer, Depaul University, USA

INSTITUTIONALISATION OF SURVEILLANCE IN NIGERIA THROUGH THE BRAZILIAN FISCAL RESPONSIBILITY ACT

Joshua Imoniana, Maria Antunes, and Luiz Perera, Universidade Presbiteriana Mackenzie, Brazil

Fabiano Guasti Lima, Universidade De São Paulo, Brazil

WOULD GOVERNMENT POLICY CONTROL OF EXECUTIVE COMPENSATION FOR LARGE PUBLIC FIRMS PREVENT ANOTHER FINANCIAL CRISIS?

Charles W. Johnston, Baker College, Graduate Studies, USA

Michael Heberling, Baker College, Center For Graduate Studies, USA

THE PRIVATE SECTOR RESPONSE TO PUBLIC CAPITAL FORMATION: AN IMPULSE RESPONSE ANALYSIS

Belayet Hossain, Thompson Rivers University, British Columbia, Canada

THE EXPLANATION BEHIND THE TRADITION: WHY MOST AMERICAN WOMEN'S COLLEGES ARE LOCATED IN THE EAST

Stephanie O. Crofton, High Point University, USA

Discussant(s): Dr. Stephanie O. Crofton, High Point University, USA

Monday, October 18, 2010 8:00 AM – 9:50 AM Conference Room: SALON 3

Track: Supply Chain Management- I

Session Chair: Dr. Sudhir Yadav, Pandit Deendayal Petroleum University, Gujrat, India

SUPPLY CHAIN MANAGEMENT: A CASE STUDY OF SERVICE PROVIDER FIRM FOR EXPLORATION ACTIVITIES IN PETROLEUM SECTOR

Sudhir Yadav and Suresh Vaghasiya, Pandit Deendayal Petroleum University, India

STRATEGIC OUTSOURCING CAPABILITY, OPERATIONAL EFFECTIVENESS AND PERFORMANCE: AN EMPIRICAL INVESTIGATION OF TOUR BUSINESSES IN THAILAND

Khwanruedee Tuntrabundit, Mahasarakham University, Kantarawichai, Thailand

Phapruek Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand

INSTITUTING ORGANIZATIONAL CHANGE FOR SUSTAINABILITY IN A GLOBAL SUPPLY CHAIN

Gerard F Becker, Nyack College, USA

SUPPLY CHAIN PERFORMANCE UNDER RISK ENVIRONMENT: AN EMPIRICAL STUDY ON INDIAN DAIRY INDUSTRY

Pramod Kumar Mishra and Raja Shekhar B, University of Hyderabad, India

MAPPING THE CRITICAL LINKS BETWEEN SUPPLY CHAIN EVALUATION SYSTEM AND SUPPLY CHAIN INTEGRATION SUSTAINABILITY: AN EMPIRICAL STUDY

Abirami Radhakrishnan and Dessa J David, Morgan State University

Douglas N Hales, The University of Rhode Island and Sri V Sridharan, Clemson University, USA

THE IMPACT OF RAIL FREIGHT TRANSPORTATION UPON ENVIRONMENTAL SUSTAINABILITY

Barry Spraggins, University of Nevada, Reno, USA

Discussant(s): Dr. Barry Spraggins, University of Nevada, Reno, USA

Monday, October 18, 2010 8:00 AM – 9:50 AM Conference Room: SALON 4

Track: International Business All Areas- II

Session Chair: Dr. Lawrence Mcneil, Prairie View A&M University, Texas, USA

EXPORT SUBSIDIES AND COUNTERVAILING PREFERENTIAL TRADE AGREEMENTS

Jose Mendez Naya, University of Coruna

Luciani Mendez Naya, University of Santiago

J. Tomas Gomez-Arias, Saint Mary's College of California, Moraga, USA

TRADE AND FOREIGN R&D SPILLOVERS: INDUSTRY-LEVEL EVIDENCE FROM SOUTH AMERICA

Sonja Langley and Lawrence Mcneil, Prairie View A&M University, Texas, USA

CAN RESERVE POOLING SUPPORT COMMON CURRENCY IN ASEAN?

Tajul Ariffin Masron and Zulkornain Yusop, Universiti Putra Malaysia, Selangor, Malaysia

A THEORY-OF-PLANNED-BEHAVIOR PERSPECTIVE ON B2C E-COMMERCE

Gopala "Gg" Ganesh, University of North Texas, Denton, USA

Somjit Barat, Pennsylvania State University, Mont Alto, USA

DIMENSIONS OF QUALITY IN TEACHING AND HIGHER EDUCATION: STUDENTS' AND FACULTY PERCEPTION

Azmi B Ahmad and Said Bahi, Southern Utah University, USA

THEORETICAL APPROACH OF THE COMMERCIAL BALANCE OF POWER IN THE AMERICAN CONTINENT AFTER COLD WAR

Wilson Almeida and Tania Maria Pechir Gomes Manzur, Catholic University of Brasilia, Brazil

Discussant(s): Dr. Tajul Ariffin Masron, Universiti Putra Malaysia, Selangor, Malaysia

Monday, October 18, 2010 10:00 AM – 11:50 AM Conference Room: A

Track: Investments- I

Session Chair: Dr. Ronald W Best, University of West Georgia, USA

THE ASYMMETRIC ABSOLUTE RETURNS OF ABSOLUTE RETURN HEDGE FUNDS
Bolong Cao, Ohio University, USA

THE LINE BETWEEN ILLEGALITY & UNETHICAL BEHAVIOR IN THE GOLDMAN SACHS SUBPRIME MORTGAGE SECURITIES CASE
Agatha E Jeffers, Montclair State University, USA
Marion S Mogielnicki, Montclair State University, NJ, USA

MOMENTUM AND MARKET STATES: INTERNATIONAL EVIDENCE
Xiaowei Liu, St. Ambrose University, USA and Chengru Hu, SUNY At Canton, USA
Biqing Huang, Angelo State University, Texas, USA and Maggie Foley, Jacksonville University, USA

WHAT CAN ROLLING REGRESSIONS TELL US ABOUT SYSTEMATIC RISK?
Jimmy G Torrez and Teresa Longobardi, Univ. of Puerto Rico, USA

THE DETERMINANTS OF FOREIGN DIRECT INVESTMENT IN THAILAND
Kevin James Daly, University of Western Sydney, Australia
Teresa Tosompark, Assumption University, Thailand

ANALYZING LONG-RUN INVESTMENT DECISIONS
Ronald W Best, University of West Georgia, USA

GLOBAL INSURANCE: A STUDY ON SELECT COUNTRIES
D. Chennappa, Osmania University, Hyderabad, Andhra Pradesh India
N. Anjaneyulu, VSR & NVR College, Tenali, Guntur, Andhra Pradesh, India

Discussant(s): Dr. Jimmy G Torrez, University of Puerto Rico, USA

Monday, October 18, 2010 10:00 AM – 11:50 AM Conference Room: B

Track: International Economics- I

Session Chair: Dr. Patricia A Lanier, University of Louisiana At Lafayette, USA

PROVIDING AN EDUCATIONAL FOUNDATION FOR CULTURAL WISDOM
Patricia A Lanier and Daryl O Rachal, University of Louisiana At Lafayette, USA
Kerry D Carson and P. Robert Viguerie, University of Louisiana At Lafayette, USA

EXPLORING THE USE OF SWOT ANALYSIS IN THE ADOPTION OF CLOUD COMPUTING SERVICES FOR SMALL AND MEDIUM-SIZED ENTERPRISES (SMES)
Rassule Hadidi, University of Illinois Springfield, USA

EFFECTS OF FISCAL POLICY IN THE GOODS MARKET, EVIDENCE OF ASYMMETRIC ADJUSTMENT IN USA AND CANADA: A COINTEGRATION ANALYSIS
Abdoul Wane, Fayetteville State University, Fayetteville, Nc, USA

NECESSITY AND IMPLEMENTATION OF ISO 9001:2008 FOR VIRTUAL ORGANIZATION
Arash Bakhsha, Ahmad Ebrahimi Taleghani, and Seyed Mohammad Seyed Hosseini, IUST, Iran

ACADEMIC ADVISING AND SUPPORT TO ENLIGHTEN COLLEGE STUDENTS: DISPOSITIONAL DETERMINANTS OF ADVISOR SATISFACTION FOR COLLEGE DEGREE ATTAINMENT
Ruby L. Beale, Hampton University, USA
Ulysses J. Brown, Savannah State University, USA

THE EFFECT OF THE RMB EXCHANGE RATE FLUCTUATION ON CHINA'S FOREIGN TRADE:AN RESEARCH BASED ON DYNAMIC BAYESIAN NETWORK APPROACH
Yujiang Bi, Shuangcheng Wang, Xinzhang Cheng, Shanghai Lixin Univ. of Commerce, China

Discussant(s): Dr. Ruby L. Beale, Hampton University, USA

Monday, October 18, 2010 10:00 AM – 11:50 AM Conference Room: C

Track: Accounting All Areas- I

Session Chair: Dr. R. Steven Flynn, Thomas More College, USA

MULTIPLE FINANCIAL EXPERTS, AUDIT FIRM TENURE, AND THE NONPROFESSIONAL INVESTOR
R. Steven Flynn, Thomas More College, USA

COMPUTERIZED-AUDIT COMPETENCY AND AUDIT EFFICIENCY OF CERTIFIED PUBLIC ACCOUNTANTS (CPAS) IN THAILAND: MEDIATING INFLUENCES OF AUDIT JUDGMENT

Nuttavong Poonpool, Mahasarakham University, Thailand
Kriangsak Chanthinok, Mahasarakham University, Thailand

TAX PROBLEMS ARISING FROM INTERNATIONAL E-BUSINESS

James G. S. Yang, Montclair State University, Montclair, New Jersey, USA
Agatha E. Jeffers, Montclair State University, Montclair, New Jersey, USA

ACCOUNTING STUDENTS' ACADEMIC PERFORMANCE: INFLUENTIAL FACTORS IN REVIEW

Razvan V Mustata, Carmen Giorgiana Bonaci, and Alexandra Mutiu, Babes-Bolyai University, Romania

QUESTION ORDER EFFECT OF STUDENT QUIZZES – EVIDENCE FROM TWO STUDIES IN INTRODUCTORY FINANCIAL ACCOUNTING COURSES

Silvia Romero, Montclair State University, Montclair, New Jersey, USA

EFFECTS OF AUDIT CHARACTERISTICS ON AUDIT INDEPENDENCE, AUDIT QUALITY AND AUDIT EFFECTIVENESS THROUGH MODERATORS OF STAKEHOLDER PRESSURE AND PROFESSIONAL RESPONSIBILITY: A COMPARATIVE STUDY OF CPAS AND TAX AUDITORS IN THAILAND

Phaithun Intakhan, Lampang Rajabhat University, Thailand
Phaprueke Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand

Discussant(s): Dr. Silvia Romero, Montclair State University, Montclair, New Jersey, USA

Monday, October 18, 2010 10:00 AM – 11:50 AM Conference Room: D

Track: General Business- II

Session Chair: Dr. John S Croucher, Macquarie University, Australia

BODY LANGUAGE IN BUSINESS

John S Croucher, Macquarie University, Australia

BILATERAL AID: A TRUE INSTRUMENT OF DEVELOPMENT? THE CASE OF THE UNITED STATES

George Andreopoulos, City University of New York, New York, USA
Giuliana C. Andreopoulos and Eliza Durzynska, William Paterson University, Wayne, New Jersey, USA
Alexandros Panayides and Alexandros Panayides, William Paterson University, Wayne, New Jersey, USA

UNDERGRADUATE STUDENT PERCEPTIONS OF ONLINE AND TRADITIONAL ON-GROUND CLASSROOMS

Stephen L. Baglione, Saint Leo University, Saint Leo, Florida, USA

EFFECTIVENESS OF TWO APPROACHES TO LEARNING INFORMATION SYSTEMS CONCEPTS:

Myron Hatcher, James Henson, and Patricia Larosa, California State University, Fresno, USA

ARE U.S. EXECUTIVE COMPENSATIONS JUSTIFIABLE: A CRITICAL EXAMINATION

Farahmand Rezvani and Kamrouz Pirouz, Montclair State University, NJ, USA

THE RELATIONSHIP BETWEEN UNEMPLOYMENT AND ECONOMIC DIVERSIFICATION

Ryan M Savitz, Neumann College, USA

B-SCHOOL IDENTITY CRISIS: STUDENT BELIEFS MAY BE AN ANTIDOTE

Raymond K. K. Van-Ness and Samuel Ferrara, University At Albany, State University of New York, USA
Richard J. Van-Ness, Schenectady County Community College, Suny, USA
Barry J. Hughes, The College of Saint Rose, New York, USA

Discussant(s): Dr. Giuliana Campanelli Andreopoulos, William Paterson University, Wayne, NJ, USA

Monday, October 18, 2010 10:00 AM – 11:50 AM Conference Room: E

Track: Marketing Strategy and Research- II

Session Chair: Dr. Glenna Pendleton, Northern Michigan University, Marquette, Michigan, USA

MARKETING PROACTIVENESS, CUSTOMER VALUE ADDED ESTABLISHMENT AND MARKETING SUCCESS: AN EMPIRICAL STUDY OF HOTEL BUSINESSES IN THAILAND

Ampasri Phokha and Phapruek Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand

OPTIMAL CHANNEL DESIGN AND PRICING IN A CENTRALIZED DISTRIBUTION SYSTEM

Chongqi Wu, California State University East Bay, Hayward, California, USA

SOCIAL MEANINGS AND BRANDS IN MARKETING

Glenna Pendleton, Northern Michigan University, Marquette, Michigan, USA

Ashutosh Dixit and William Lundstrom, Cleveland State University, Cleveland, Ohio, USA

STRATEGIC MARKETING RENEWAL, MARKETING OUTCOMES, AND FIRM PERFORMANCE: AN EMPIRICAL INVESTIGATION OF ELECTRICAL AND ELECTRONIC BUSINESSES IN THAILAND

Cattaleeya Charpavang and Phapruek Ussahawanitchakit, Mahasarakham Univ., Kantarawichai, Thailand

BUILDING BRAND EQUITY STRATEGY OF EXPORTING BUSINESSES IN THAILAND: AN EMPIRICAL INVESTIGATION OF ITS ANTECEDENTS AND CONSEQUENCES

Areerat Saekoo and Phapruek Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand

EMOTIONAL RESPONSES TO ADVERTISING AND INTENT TO PURCHASE: A COMPARISON OF THREE GROUPS, BELGIAN STUDENTS, U.S. STUDENTS AND U.S. NON-STUDENTS

John M Planchon, Rhodes College and William L. James, Hofstra University, NY, USA

Liliane Van Hoof, University of Antwerp, Belgium

Discussant(s): Dr. Areerat Saekoo, Mahasarakham University, Kantarawichai, Thailand

Monday, October 18, 2010 10:00 AM – 11:50 AM Conference Room: F

Track: Supply Chain Management- II

Session Chair: Dr. Seyed Mohammad Seyedhosseini, Iran University of Saience And Technology, Iran

EFFICIENCY OF MOTOR CARRIERS IN THE NEW YORK STATE NORTH COUNTRY REGION

Kwangseek Choe, SUNY Plattsburgh, NY, USA

MULTI-SUPPLIER, PRODUCT AND BUYER MIXED INTEGER ORDER SPLITTING MODEL IN A TWO-ECHELON SUPPLY CHAIN

Behin Elahi and Seyed Mohammad Seyedhosseini, Iran University of Saience And Technology, Iran

Farnaz Barzinpour, and Dariush Moradinezhad, Iran U. of Saience And Technology

AN EMPIRICAL STUDY ON SCM STRATEGIES, MANAGEMENT STRATEGIES, AND MANAGEMENT PERFORMANCE BASED ON LEVEL OF INTEGRATION OF BUSINESSES

Jong Weon Kim, Dong-Eui University and Hyeong Wook Jang, Hanjin Logistics Institute

Eun Jung Kim, Dong-Eui University

ACCEPTANCE OF A SUPPLY CHAIN ORDER PROMISING TECHNOLOGY

Lynette D. Lazar, Gardner-Webb University and Hollye K. Moss, Western Carolina University

THE INFLUENCE OF ORGANIZATIONAL CAPABILITY ON OUTSOURCING PERFORMANCE: AN EMPIRICAL STUDY OF THE 3PL INDUSTRY

Angela Lewis, Florida A&M University, USA and Angelisa Gillyard, Howard University, USA

SUPPLY CHAIN MANAGEMENT PRACTICES IN TRADITIONAL FRESH PRODUCE DISTRIBUTION SYSTEM IN INDIA - AN EMPIRICAL STUDY

Sudhakar Madhavedi and Acharyulu GVRK, University of Hyderabad, India

Discussant(s): Dr. Sudhakar Madhavedi, University of Hyderabad, India

Monday, October 18, 2010 10:00 AM – 11:50 AM Conference Room: SALON 1

Track: Consumer Behavior- I

Session Chair: Dr. Roland Helm, University of Jena, Jena, Germany

INFORMATION PROCESSING IN PERSONAL SELLING INTERACTIONS: MODERATING EFFECTS DEPENDING ON THE CAPABILITY OF INFORMATION ASSESSMENT

Roland Helm, University of Jena, Jena, Germany

Björn Ivens, Otto-Friedrich-University Bamberg, Bamberg, Germany

Michael Gehrler, Vereinigte Hannoversche Versicherung A.G., Hannover, Germany

Michael Möller, University of Jena, Jena, Germany

EXPLORING GENDER DIFFERENCES UNDER THE IMAGE CONGRUENCE HYPOTHESIS AMONG CONSUMERS IN THE HEALTH CLUB INDUSTRY

Jeremy I Abel and Cheryl L. Buff, Siena College, NY, USA

MOOD AND COMPARATIVE DECISION MAKING: THE MODERATING EFFECTS OF SELF-RELEVANCE, COGNITIVE LOAD, AND CONSUMER IMPULSIVENESS

Lan Wu and Yi He, California State University, East Bay, Hayward, California, USA

Nancy Y. Wong, University of Wisconsin-Madison, Madison, Wisconsin, USA

CONSUMER HIERARCHICAL MAP OF VALUES ON BRANDS' CHOICE

Francisco A Serralvo, Belmiro N João, and Onésimo O Cardoso, PUC/SP - Brazil

CONSUMERS' RANKINGS OF RISK-REDUCTION STRATEGIES IN E-SHOPPING

Iksuk Kim, California State University, Los Angeles, USA

THE PACKING AS INTERVENING FACTOR ON CONSUMER DECISION MAKING PROCESS

Francisco A Serralvo, Belmiro N João, and Onésimo Cardoso, PUC/SP - Brazil

Discussant(s): Dr. Iksuk Kim, California State University, Los Angeles, USA

Monday, October 18, 2010 10:00 AM – 11:50 AM Conference Room: SALON 2

Track: Public Administration and Social Sciences- I

Session Chair: Dr. Bala Maniam, Sam Houston State University, Texas, USA

GENDER INEQUALITY AT THE WORKPLACE: TIME FOR A PARADIGM SHIFT!

Bala Maniam and Kimberly Russell, Sam Houston State University, Texas, USA

Geetha Subramaniam, Universiti Teknologi Mara

THE LIMITATIONS OF STATE ECONOMIC DEVELOPMENT TAX CREDITS

G. Jason Jolley and E. Brent Lane, University of North Carolina, USA

MANAGEMENT BY PERFORMANCE - EVOLUTION, CURRENT DEVELOPMENT AND CHALLENGES OF PUBLIC PERFORMANCE MANAGEMENT

Dennis A. Hilgers, University of Hamburg, Germany

THE FEEL-GOOD EFFECT AT MEGA SPORTS EVENTS: PUBLIC AND PRIVATE MANAGEMENT PROBLEMS INFORMED BY THE EXPERIENCE OF THE FIFA WORLD CUP 2006 IN GERMANY

Dennis A. Hilgers, Wolfgang Maennig, and Marcel Porsche, University of Hamburg, Germany

HAPPINESS AND ITS INFLUENCING FACTORS AMONG HOUSEHOLD HEADS:

Chichaya Changrian, Uttaradit Rajabhat University, Thailand

THE REFORM OF HIGHER EDUCATION IN ROMANIA AND THE UNIVERSITY MISSION: A PERSPECTIVE FROM ECONOMICS AND BUSINESS DOMAIN

Rodica Milena Zaharia and Razvan Zaharia, Academy of Economic Studies, Romania

Discussant(s): Dr. G. Jason Jolley, University of North Carolina, USA

Monday, October 18, 2010 10:00 AM – 11:50 AM Conference Room: SALON 3

Track: Macroeconomics- I

Session Chair: Dr. John J. Heim, Rensselaer Polytechnic Institute, Troy, NY, USA

DO GOVERNMENT DEFICITS CROWD OUT CONSUMER AND INVESTMENT SPENDING?

John J. Heim, Rensselaer Polytechnic Institute, Troy, Ny, USA

ASYMMETRIC ADJUSTMENT IN THE EFFICIENCY WAGE MODELS: A COINTEGRATION ANALYSIS

Abdoul Wane, Fayetteville State University, Fayetteville, Nc, USA

THE EFFECTS OF ECONOMIC CRISIS UPON EMPLOYMENT AND UNEMPLOYMENT IN CLUJ COUNTY

Carmen Maria Gut and Magdalena Vorzsak, Babes-Bolyai University, Romania

Cristian Ioan Chifu and Oana Ruxandra Bode, Babes-Bolyai University, Romania

THE EFFECTS OF MONETARY SHOCKS ON REAL EXCHANGE RATE

Jae-Kwang Hwang, Virginia State University, USA

DOES INFLATION TARGETING MATTER FOR MONETARY POLICY? FURTHER EVIDENCE

Jim Lee, Texas A&M University-Corpus Christi, Texas, USA

NEAR ZERO BOUND INTEREST RATE POLICY: A COINTEGRATION ANALYSIS OF THE DEMAND FOR MONEY IN THE UNITED STATES

Macki Sissoko, Norfolk State University, USA

Wold Zemedkun, Norfolk State University, USA

John Kamiru, Norfolk State University, USA

Discussant(s): Dr. Jae-Kwang Hwang, Virginia State University, USA

Monday, October 18, 2010 10:00 AM – 11:50 AM Conference Room: SALON 4

Track: Leadership- I

Session Chair: Dr. Kevin J Davis, US Air Force Academy, USA

COMPARATIVE EMPIRICAL ANALYSIS OF OCCUPATIONAL AND MOTIVATIONAL DIFFERENCES OF DIFFERENT GENERATION IN INDIAN WORKFORCE

Manoj K. Dash, Indian Institute of Information Technology and Management, India

Bijaya K. Panda, Berhampur University, India

LEADERSHIP AS A SYSTEM

Kevin J Davis, US Air Force Academy, USA

David A. Levy, US Air Force Academy, USA

THE PROMISE OF SERVANT LEADERSHIP FOR WORKPLACE SPIRITUALITY

Rebecca L Herman, Kaplan University

THE EFFECTS OF LEADERSHIP STYLE AND EMPLOYEE'S PARTICIPATION ON PERCEIVED JUSTICE

Wai Kwan Lau, University of North Texas

THE THIRD DIMENSION OF LEADERSHIP: CHANGE-ORIENTED BEHAVIORS

Ernest Alonza Norris, Kaplan University, USA

DETERMINANTS OF STRATEGIC FOLLOWERSHIP: AN AFRICCAN PERSPECTIVE

David B Zoogah, Dennis K Agboh, and Leyland Lucas, Morgan State University

A FUZZY MPMC MODEL TO EVALUATE THE REUSABILITY OF FAST-INNOVATIVE PRODUCTS

Shahin Kouchekian-Sabour, Ryerson University, Toronto, Canada

Discussant(s): Dr. Dennis K Agboh, Morgan State University, MD, USA

Monday, October 18, 2010 1:00 PM – 2:50 PM Conference Room: A

Track: International Finance- II

Session Chair: Dr. Lawrence P Shao, Marshall University, USA

THE DETERMINANTS OF FOREIGN DIRECT INVESTMENT IN CHINA

Kevin James Daly and Xiaoxi Zhang, University of Western Sydney, Australia

CASE STUDY: MELVILLE CORPORATE FINANCE INC.

Prescott C. Ensign, University of Ottawa, Canada

Andrew Lunney, Canadian International Development Agency

Angeline Pacione, Export Development Canada

RISK MANAGEMENT STRATEGIES IN THE ISLAMIC ENVIRONMENT

Agatha E Jeffers, Montclair State University, USA

Nevi Danila, STIE Malankucecwara School of Economics

Ahmad Djalalluddin, Universitas Islam Negeri

IS CHINESE YUAN UNDERVALUED? A MULTI-CURRENCY BASKET APPROACH

Hoje Jo, Brian Chiongbian, and Eric Fremd, Santa Clara University, USA

Kamal Kholiya, and Rajesh Sethu, Santa Clara University, USA

WORLD OIL PRICES & STOCK MARKET RETURN! THE CASE OF GCC COUNTRIES, UK& USA

Kevin James Daly and Abdullah Fayyad, University of Western Sydney, Australia

REDUCING DEPENDENCE ON BIG BROTHER: HIGHER EDUCATION LOOKS FOR INNOVATIVE FUNDING OPPORTUNITIES

Lawrence P Shao, Marshall University, USA

Ralph E Mckinney and Patrick A Tissington, Aston University, USA

THE YEN CARRY TRADE AND EXCHANGE RATE FUNDAMENTALS

Ming Li, San Francisco State University, California, USA

Discussant(s): Dr. Agatha E Jeffers, Montclair State University, USA

Monday, October 18, 2010 1:00 PM – 2:50 PM Conference Room: B

Track: International Management- I

Session Chair: Dr. Keiichi Yamada, Nakamura Gakuen University, Japan

COMPETITION IN THE LOCAL MARKET AT THE AGE OF GLOBALIZATION: A FRAMEWORK OF GLOCALIZATION STRATEGY IN FAST FOODS INDUSTRY

Keiichi Yamada, Nakamura Gakuen University, Japan

FACTORS INFLUENCING JOINT VENTURE PERFORMANCE IN CAMBODIA

Kang Sovannara, National University of Management

Jim Mccullough, University of Puget Sound, USA

LINUO GROUP: A SUCCESSFUL EXAMPLE OF CHINESE PRIVATE ENTERPRISE

Joseph Ben-Ur, Jifu Wang, and Peng Yu, University of Houston Houston – Victoria, USA

A COMPARISON OF CULTURAL IMPACT ON ASIAN MNC'S MERGE WITH WESTERN MNC

I Chun Lisa Chen, Yuanpei University

Jong Wook Ha, Columbus State University, Columbus, GA, USA

FACTORS DETERMINING FOREIGN DIRECT INVESTMENT IN CHINA AND ENTRY MODE CHOICES A PERSPECTIVE FROM AN INLAND PROVINCE

Yulong Liu, Massey University, New Zealand

CULTURAL CONGRUENCE IN CROSS-BORDER ALLIANCES: A MULTI-LEVEL PERSPECTIVE

Rakesh Mittal, New Mexico State University

Discussant(s): Dr. Jim Mccullough, University of Puget Sound, USA

Monday, October 18, 2010 1:00 PM – 2:50 PM Conference Room: C

Track: Accounting All Areas- II

Session Chair: Dr. Phapruek Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand

CORPORATE GOVERNANCE – OWNERSHIP'S INFLUENCE OVER BUSINESS STRATEGY AND PERFORMANCE IN ROMANIAN BANKING SYSTEM

Cristina Stefanescu and Mariana Muresan, Babes-Bolyai University, Romania

ENVIRONMENTAL DISCLOSURE, FIRM PERFORMANCE, AND FIRM CHARACTERISTICS: AN ANALYSIS OF S&P 100 FIRMS

Jia Wu, University of Massachusetts Dartmouth and Linxiao Liu, University of Texas At San Antonio
Adam Sulkowski, University of Massachusetts Dartmouth

THE BIRTH OF A SYLLABUS – AN INITIATIVE APPROACH

Alexandra I Mutiu, Babes-Bolyai University, Romania

IMPACTS OF PROFESSIONAL COMMITMENT AND ETHICAL ORIENTATION ON AUDIT INDEPENDENCE AND AUDIT QUALITY VIA A MODERATOR OF PROFESSIONAL RESPONSIBILITY: EVIDENCE FROM CPAS IN THAILAND

Phaithun Intakhan and Phapruek Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand

BOARD OF DIRECTOR COMPOSITION AND FINANCIAL PERFORMANCE IN A SARBANES-OXLEY WORLD

Raymond K. Van-Ness and Paul Miesing, University At Albany, State University of New York, USA
Jaeyoung Kang, Iona College, Hagan School of Business, New York, USA

AUDIT MORAL REASONING, AUDIT PRACTICE EFFICIENCY, AND AUDIT REPORT QUALITY: EFFECTS ON STAKEHOLDER ACCEPTANCE OF TAX AUDITORS IN THAILAND

Urawee Khampichit and Phapruek Ussahawanitchakit, Mahasarakham Univ., Kantarawichai, Thailand

Discussant(s): Dr. Raymond K. Van-Ness, University At Albany, State University of New York, USA

Monday, October 18, 2010 1:00 PM – 2:50 PM Conference Room: D

Track: Management of Technology- I

Session Chair: Dr. Dennis A. Hilgers, University of Hamburg, Germany

LESSONS LEARNED FROM OPEN INNOVATION: BROADCAST SEARCH AS A PRINCIPLE FOR TECHNOLOGY TRANSFER

Dennis A. Hilgers, University of Hamburg, Germany

STOCK PRICE RESPONSES TO INFORMATION TECHNOLOGY CHANGES

Eun C Kang, California State University San Marcos, USA

EXPLORING THE DYNAMICS OF INNOVATION IN HIGH TECH INDUSTRIES: AN ECOLOGICAL PERSPECTIVE

Birsan Karpak, Youngstown State University and Cigdem Kaya, Yeditepe University
Rangamohan V Eunni, Youngstown State University

AN ANALYSIS OF CIPOS (CHIEF INTELLECTUAL PROPERTY OFFICERS) IN JAPANESE COMPANIES

Koichiro Kato, Kanazawa Institute of Technology, Japan

AN EMPIRICAL STUDY ON THE RELATIONSHIPS AMONG FACTORS RELATED TO SUCCESSFUL SCM IMPLEMENTATION, RTE CHARACTERISTICS, AND BSC PERFORMANCE

Jong Weon Kim, Dong-Eui University and Youn Sung Kim, Inha University
Eun Jung Kim, Dong-Eui University

USING A HUMAN MATURATION METAPHOR TO EXPLORE THE ETHICAL IMPLICATIONS OF EMERGING TECHNOLOGIES

Michael K. Mccuddy, Douglas Tougaw, and Paul Tougaw, Valparaiso University, USA

Discussant(s): Dr. Michael K. Mccuddy, Valparaiso University, USA

Monday, October 18, 2010 1:00 PM – 2:50 PM Conference Room: E

Track: MIS/CIS Internet- I

Session Chair: Dr. George E Heilman, Winston-Salem State University, USA

VALIDATING A SPANISH TRANSLATION OF AN END-USER COMPUTING SATISFACTION INSTRUMENT TARGETING MEXICAN INTERNET USERS

George E Heilman, Winston-Salem State University, USA

Jorge O Brusa, Texas A&M International University, USA

A CALL FOR MASHUP CLARIFICATION: AN ONTOLOGY APPROACH

Jigish S Zaveri and Andrew Mangle, Morgan State University, USA

A DIRECTION IN THE DEVELOPMENT OF A COLLABORATIVE DIGITAL WORKPLACE FOR THE NETWORKED ENTERPRISE

Utpal Bose, University of Houston – Downtown, Houston, Texas, USA

THE EFFECT OF E-COMMERCE COMPETENCE ON ACCOUNTING INFORMATION QUALITY: AN EMPIRICAL STUDY OF E-COMMERCE FIRMS IN THAILAND

Nuttavong Poonpool, Mahasarakham University, Thailand

PLANNING AND MANAGING THE DATA CENTER TO GREEN COMPUTING

Dennis Guster, Corey L Hemminger, and Dustin U Rogers, St. Cloud State University, USA

THE EVALUATION AND SELECTION OF A MIS TEXTBOOK USING ANALYTICAL HIERARCHY PROCESS

Farrokh G. Mamaghani, St. John Fisher College, USA

Discussant(s): Dr. Utpal Bose, University of Houston – Downtown, Houston, Texas, USA

Monday, October 18, 2010 1:00 PM – 2:50 PM Conference Room: F

Track: International Economics- II

Session Chair: Dr. Khalid Alkhatlan, King Saud University, Saudi Arabia

AGGREGATE IMPORT DEMAND FUNCTION: SOME EVIDENCE FROM SAUDI ARABIA- AN EMPIRICAL ANALYSIS

Khalid Alkhatlan, King Saud University, Saudi Arabia

NUCLEAR MATERIAL CONTAINMENT AND US AID TO FORMER SOVIET STATES

Catherine M. Chambers, University of Central Missouri, USA

EMPIRICAL STUDY ON DETERMINANTS OF CHINA'S OFDI TO AFRICA 2002-2008

Ming Wang, California State University, Los Angeles, USA

EMPIRICAL STUDY ON AFRICAN ENERGY RESOURCES AND CHINA'S OUTFLOW FOREIGN DIRECT INVESTMENT 2002-2007

Ming Wang, California State University, Los Angeles, USA

INTERACTIONS OF U.S. INTEREST RATE, BANK LOANS AND FOREIGN EXCHANGE RATE BETWEEN U.S. AND JAPAN

Lei Wen, Buena Vista University, USA

Litao Zhong, St. Charles Community College, USA

IS SOCIAL ENTREPRENEURSHIP RELEVANT FOR A CAPITALISTIC ENTERPRISE?

Gerard F. Becker, Nyack College; Capella University; NY, NY, USA

Richard L. Ponschock, Capella University, Northern Arizona University, Yuma, AZ, USA

Discussant(s): Dr. Ming Wang, California State University, Los Angeles, USA

Monday, October 18, 2010 1:00 PM – 2:50 PM Conference Room: SALON 1

Track: Marketing- All Other Areas- I

Session Chair: Dr. Michael W Pass, Sam Houston State University, Texas, USA

DOES MEETING MANUFACTURERS' REPRESENTATIVES' EXPECTATIONS MATTER?

Michael W Pass, Sam Houston State University, Texas, USA

CREDIT CARD USE AMONG STUDENTS AT AN URBAN UNIVERSITY WITH A LARGE COMMUTER POPULATION: PRELIMINARY RESULTS

Cynthia E Anderson, James Kohut, and Jane S Reid, Youngstown State University, USA

Mark F Toncar, Youngstown State University, USA

EXAMINING THE RELATIONSHIP BETWEEN FORMALIZATION AND INFORMATION SHARING

Tansu A Barker, Brock University, Canada

UNDERSTANDING HEALTHCARE MARKETING ON THE INTERNET: HEALTH INFORMATION RETRIEVAL AFFECTED BY E-HEALTH LITERACY AND INFORMATION ACCURACY

Altan Erdem, University of Houston-Clear Lake, USA

SMALL NONPROFIT THEATER SURVIVAL IN A SMALL BUT CROWDED MARKET

Christine A Lai, SUNY College At Buffalo, USA

CUSTOM MAGAZINES: WHERE DIGITAL PAGE-TURN EDITIONS FAIL

Jos Mc Schijns, Open University and Edith G. Smit, University of Amsterdam, The Netherlands

TERMINATING LONG TERM BUSINESS RELATIONSHIPS: ECONOMIC VERSUS RELATIONAL PERSPECTIVES

Alex Sharland, University of South Alabama, USA

Discussant(s): Dr. Alex Sharland, University of South Alabama, USA

Monday, October 18, 2010 1:00 PM – 2:50 PM Conference Room: SALON 2

Track: General Business- III

Session Chair: Dr. Daniel A Ames, Illinois State University, USA

ON THE DETERMINANTS OF ANALYSTS' CASH FLOW FORECAST ACCURACY

Daniel A Ames, Illinois State University, USA

Rachel Birkey, University of Illinois At Urbana-Champaign, USA

AUDIT-TECHNIQUE INNOVATION CAPABILITY OF AUDITORS IN THAILAND: EFFECTS ON AUDIT EFFICIENCY AND CUSTOMER SATISFACTION

Suttinee Prachsriphum and Napat Jantaraturapath, Mahasarakham University, Thailand

SUSTAINABILITY & ADAPTABILITY OF AUSTRALIAN UNIVERSITIES PROGRAMME

Michelle W. L. Fong, Victoria University, Australia

FRAMING THE UNCERTAINTY: A PUBLIC RISK MANAGEMENT PERSPECTIVE

Dennis A. Hilgers, University of Hamburg, Germany

THE IMPACT OF PROFESSIONAL KNOWLEDGE AND PERSONAL ETHICS ON AUDIT QUALITY AND SUSTAINABLE REPUTATION OF THAI-PUBLIC ACCOUNTANTS

Yanin Tangpinyoputtikhun and Chonticha Thammavinyu, Mahasarakham University, Thailand

BANKS CAPITALIZATION, FINANCIAL DISTRESS AND EFFECTS ON THE US DOLLAR-CANADIAN DOLLAR EXCHANGE RATE

Yvan Nezerwe, Alliant International University

Discussant(s): Dr. Yvan Nezerwe, Alliant International University

Monday, October 18, 2010 1:00 PM – 2:50 PM Conference Room: SALON 3

Track: General Economics- II

Session Chair: Dr. Tenpao Lee, Niagara University, NY, USA

DOWRY INFLATION IN INDIA: AN EXAMINATION OF THE EVIDENCE FOR AND AGAINST IT

Sonia Dalmia, Grand Valley State University, USA

Pareena G Lawrence, University of Minnesota, USA

MONEY PRIVATIZATION AND ECONOMIC VOLATILITY: AN EMPIRICAL STUDY OF THE U. S. ECONOMY, 1965-2007

Jian Zhao, Ann Rensel, and Tenpao Lee, Niagara University, NY, USA

Shaoan Huang Shandong University, USA

MONEY SUPPLY AND FUTURES: EXPLAINING THE VOLATILITY OF COMMODITY PRICES

Osman Kilic, Quinnipiac University, Hamden, CT, USA and Mark Gius,

ASSORTATIVE MATING, FAMILY CHARACTERISTICS AND MARITAL TRANSACTIONS IN INDIA

Sonia Dalmia, Grand Valley State University, USA

BANKING REGULATIONS ON TRADABLE RIGHTS TO EMIT AND THEIR EFFECTS ON COSTS AND EMISSIONS: A SIMULATED ANALYSIS

Brian Scott, Washington College, USA

THE EFFICACY OF SOFT SKILLS FOR ENHANCING THE GLOBAL SUCCESS OF BUSINESS STUDENTS

Mary White and Vershun McClain, Jackson State University, Jackson, MS, USA

Discussant(s): Dr. Brian Scott, Washington College, USA

Monday, October 18, 2010 1:00 PM – 2:50 PM Conference Room: SALON 4

Track: Corporate Finance- I

Session Chair: Dr. Deepak R. Raste, Shri Sahjanand Vanijyamahavidyalaya, India

CORPORATE DERIVATIVES USE AND THE USE OF EXTERNAL FINANCE

Chen-Miao Lin, Clayton State Univ

Bing-Xuan Lin and Peter J Dadalt, University of Rhode Island

PROSPECT THEORY MODELING OF RISK AND RETURN IN OIL AND GAS PRODUCTION

Vivian O Okere, Providence College, RI, USA

CAPITAL STRUCTURE AND FIRM-LEVEL RISK: TRENDS AND MACROECONOMIC IMPLICATIONS

Deniz Ozenbas and Luis San Vicente Portes, Montclair State University

REGULATORY IMPACT; A CASE STUDY OF RIGHTS ISSUES IN EMERGING CAPITAL MARKET OF INDIA

Deepak R. Raste, Shri Sahjanand Vanijyamahavidyalaya, India

Vijaylaxmi Chari, Gujarat University, India

TURTLE TRADING GOLD: IS IT A SHELL GAME?

David L Rayome, Northern Michigan University

Abhijit Jain, Northern Michigan University

REGIONAL DIFFERENCES IN THE ECONOMIC RETURN TO INVESTMENT IN HUMAN CAPITAL AND ECONOMIC DEVELOPMENT

Orhan Kara, West Chester University, West Chester, Pennsylvania USA

THE STOCK MARKET REACTION TO THE UNEXPECTED COMPONENT OF LAYOFF ANNOUNCEMENTS

Frank S Smith, Henderson State University

Phil English, American University

Leroy Brooks, John Carroll University

Discussant(s): Dr. Vivian O Okere, Providence College, RI, USA

Monday, October 18, 2010 3:00 PM – 4:50 PM Conference Room: A

Track: International Finance- III

Session Chair: Dr. Apostolos Xanthopoulos, Northern Illinois University, USA

FINANCIAL SPONSORS, UNDERPRICING, AND LONG-RUN PERFORMANCE: VENTURE CAPITAL- VERSUS PRIVATE EQUITY-BACKED IPOS

Christoph Hadrys, Tech University Darmstadt, Darmstadt, Germany

Mark Mietzner and Dirk Schiereck, Tech University Darmstadt, Darmstadt, Germany

INTERNATIONAL FINANCIAL SERVICES CENTRES: A COMPARATIVE ANALYSIS OF THE DRIVERS FROM AN AUSTRALIAN PERSPECTIVE

Kevin Daly, Univ. of Western Sydney, Australia and Teresa Tosompark, Assumption Univ., Thailand

FORECASTING INTEREST RATES: AN APPLICATION FOR BRAZIL

Benjamin M Tabak, Banco Central Do Brasil, Eduardo Lima, and Felipe Luduvic, Brazil

STOCK MARKET INTERDEPENDENCE IN LATIN AMERICA AND SPAIN: IMPLICATIONS FOR FINANCIAL DECISIONS

Dimitrios K Tsoukalas, Purdue University Calumet, USA

AN ANALYSIS OF THE VALUE OF ANALYSTS' RECOMMENDATIONS IN THE MEXICAN STOCK EXCHANGE

Magali Valero, University of Michigan – Dearborn, USA

AN INTERPRETATION OF CARRY TRADE PROFITABILITY

Apostolos Xanthopoulos, Northern Illinois University, USA

Discussant(s): Dr. Alfred L. Guiffrida, Kent State University, USA

Monday, October 18, 2010 3:00 PM – 4:50 PM Conference Room: B

Track: International Management- II

Session Chair: Dr. Chie Iguchi, Rikkyo University, Japan

GLOBAL COLLABORATIVE R&D FOR MNES' INNOVATION SYSTEMS -THE CASE OF CULTURE-SPECIFIC INDUSTRY

Chie Iguchi, Rikkyo University, Japan

Takabumi Hayashi, Kokushikan University, Japan

AN ANALYSIS OF MOTIVES OF FOREIGN DIRECT INVESTMENT IN INLAND CHINA: PERSPECTIVES FROM FOREIGN FIRMS

Yulong Liu, Massey University, New Zealand

THE IMPACT OF GOVERNMENT INTERVENTION ON MEXICO'S US AUTOMAKERS

Marc Noel Scheinman, Pace University, New York, USA

STRATEGIC MOTIVES IN INTERNATIONAL STRATEGIC ALLIANCES IN THAILAND: PERSPECTIVES OF FOREIGN FIRMS AND THAI FIRMS

Pornlapas Suwannarat, Mahasarakham University, Thailand

WORKING PROFESSIONALS ON CORPORATE SOCIAL RESPONSIBILITY AND MULTINATIONAL CORPORATIONS DURING A RECESSION

Stephen L. Baglione, Saint Leo University, Saint Leo, Florida, USA

SOCIAL INNOVATION AND SUSTAINABILITY: CASE STUDIES FOR THE BOTTON OF THE PYRAMID IN BRAZIL

Belmiro N João, PUC/SP – Brazil and Fernanda G Borger, Unisantos - Brazil

Francisco A Serralvo, and Onésimo O Cardoso, PUC/SP - Brazil

Discussant(s): Dr. Marc Noel Scheinman, Pace University, New York, USA

Monday, October 18, 2010 3:00 PM – 4:50 PM Conference Room: C

Track: Human Resource Management- I

Session Chair: Dr. Tekin Akgeyik, The Istanbul University, Turkey

BUYING COMMITMENT: AN EVALUATION OF REWARD PRACTICES
Sharyn D Gardner, California State University Sacramento, USA
Narda R Quigley, Villanova University, USA

PERPETRATORS OF CUSTOMER AGGRESSION (A SURVEY)
Tekin Akgeyik, and Meltem Gungor, The Istanbul University, Turkey

ATTITUDES AND NORMATIVE PRESSURE: A SOCIAL FACTORS INTERDEPENDENCY MODEL
Maha Elshinnawy, The American University In Cairo

HUMAN RESOURCE PRACTICES AND INDIVIDUAL KNOWLEDGE INNOVATIVE BEHAVIOR--AN EMPIRICAL STUDY FOR TAIWANESE R&D PROFESSIONALS
Min-Shi Liu, Soochow University, Taiwan

KNOWLEDGE CONTRIBUTIONS AND REWARDS FROM A STAKEHOLDER APPROACH.THE CASE OF A SPANISH NONPROFIT ORGANIZATION
Victor M Martin Perez, Natalia Martin Cruz, and Isabel Estrada Vaquero, University of Valladolid, Portugal

REVISITING JOB CHARACTERISTICS AND OCB: EXAMINING THE RELATIONSHIP BETWEEN CORE JOB CHARACTERISTICS AND INDIVIDUAL DIMENSIONS OF OCB
Clifton O Mayfield and Ashley Cannon, University of Houston-Clear Lake, USA

Discussant(s): Dr. Victor M Martin Perez, University of Valladolid, Portugal

Monday, October 18, 2010 3:00 PM – 4:50 PM Conference Room: D

Track: General Economics- III

Session Chair: Dr. David Y. Chen, North Carolina A&T State University, USA

BUSINESS CLIMATE, EDUCATIONAL ATTAINMENT AND ECONOMIC DEVELOPMENT: EVIDENCE FROM SOUTH CAROLINA
Muhammad Mustafa, South Carolina State University, USA

U.S. BUDGET DEFICIT AND ASIAN INTERNATIONAL RESERVES
David Y. Chen, North Carolina A&T State University, USA

RATES OF RETURN & COLLEGE MAJOR: A NONTRADITIONAL VIEW OF FEMALE CHOICES
Kim Andrews, University of Central Missouri, USA
Penny Kugler and Joan Neal-Mansfield, University of Central Missouri, USA

COMPARISON OF RESPIRATORY SURFACTANTS FOR RESPIRATORY DISTRESS SYNDROME – OUTCOMES AND ECONOMICS
Jude E Edwards, Argosy University
Ji Y Kim, CVS

CHILD LABOUR AND SCHOOLING IN DEVELOPING COUNTRIES: A REVIEW OF THE LITERATURE
Rasheda Khanam, University of Southern Queensland, Australia

DYNAMIC RESPONSES OF MARITAL INSTABILITY TO ECONOMIC HARDSHIP
Joo Young Lee, The University of West Alabama, USA
Youn Mi Lee, Mississippi University For Women, USA

DISCRIMINATING IN-HOME SHOPPERS USING PERCEIVED RISK: A REVIEW AND ANALYSIS
M. Sajid Khan, American University of Sharjah, Sharjah, UAE

Discussant(s): Dr. Joo Young Lee, The University of West Alabama, USA

Monday, October 18, 2010 3:00 PM – 4:50 PM Conference Room: E

Track: Management Science/ Operations Research- I

Session Chair: Dr. Tammana V Ramanayya, Indian Institute of Management, Bangalore

THE USE OF EQ IN ELEVATING ACADEMIC CHAIR PERFORMANCE AT VIRTUAL UNIVERSITIES

Pam J Delotell, Kaplan University, USA

QUALITY CONTROL OF PRODUCTION

Tomas Macak, Czech University of Life Sciences Prague, Czech Republic

Jan Hron, Czech University of Life Sciences Prague, Faculty

ARE THE TURNAROUND STRATEGIES EFFICIENCY NEUTRAL? CASE OF A PUBLIC ROAD TRANSPORT ORGANIZATION IN INDIA

Vishnuprasad Nagadevara, Indian Institute of Management Bangalore

Tammana V Ramanayya, Indian Institute of Management, Bangalore

HOW ACCURATE IS YOUR SCHEDULE PERFORMANCE INDEX

Malgorzata Plaza, Ryerson University, Canada

CHARACTERISTICS OF DESIGN AND DEVELOPMENT MODEL FOR

Seyed Mohammad Seyedhoseini, Science And Research Branch /Islamic Azad Universi

Amir Reza Keyghobadi, Science And Research Branch /Islamic Azad Universi

ECONOMIC SELECTION OF SUPPLIERS IN QUANTITY DISCOUNT SITUATION BY DEVELOPPING A FUZZY COMPROMISE PROGRAMMING SOLUTION (FCPS)

Seyed Mohammad Seyedhosseini, Iran University of Scence & Technology

Behin – Elahi and Ahmad - Makui, Iran University of Scence & Technology

Discussant(s): Dr. Malgorzata Plaza, Ryerson University, Canada

Monday, October 18, 2010 3:00 PM – 4:50 PM Conference Room: F

Track: Accounting Audit- I

Session Chair: Dr. Aukkaradej Chaveerug, Mahasarakham University, Thailand

GOING CONCERN – A CHALLENGE FOR AUDITORS AND MANAGERS IN THE CONTEXT OF CURRENT ECONOMIC CRISIS

Sorin A Achim and Cristina Bota-Avram, Babes-Bolyai Cluj-Napoca

Rucsandra Moldovan and Carmen Moldovan, Krissacont Ltd., Romania

INFORMATION TECHNOLOGY EXPERTISE AND AUDIT SERVICE QUALITY OF CPAS IN THAILAND

Aukkaradej Chaveerug and Sommai Khunthong, Mahasarakham University, Thailand

INTERNAL ORGANIZATION OF AUDIT COMMITTEES IN THE ENTITIES LISTED ON STOCK EXCHANGE

Fulop Melinda, Span Georgeta, and Pop Atanasiu, Babes Bolyai University, Romaina

Popa Irimie, Babes Bolyai University, Romaina

WHAT WENT WRONG IN CORPORATE AMERICA?

Karim S Rebeiz, American University of Beirut, Lebanon

AUDIT PRESSURE: EFFECTS ON AUDIT PROCESS EFFICIENCY AND AUDIT REPORT EFFECTIVENESS IN BUSY SEASON OF CPAS IN THAILAND

Seerungrat Sudsomboon and Tanyatorn Sriwichien, Mahasarakham University, Thailand

THE RELATIONSHIPS BETWEEN INTERNAL AUDIT QUALITY AND ORGANIZATIONAL EFFECTIVENESS OF THAI-LISTED FIRMS

Kanyamon Wittyapoom and Sumalee Limsuwan, Mahasarakham University, Thailand

Discussant(s): Dr. Karim S Rebeiz, American University of Beirut, Lebanon

Monday, October 18, 2010 3:00 PM – 4:50 PM Conference Room: SALON 1

Track: General Economics- IV

Session Chair: Dr. Nobuya Fukugawa, Tohoku Universtiy, Japan

AUSTRALIAN HOUSE PRICES AFFORDABILITY: AN INTERNATIONAL COMPARISON OF THE DETERMINANTS OF HOUSE PRICE'S PERFORMANCE 1980 – 2009

Kevin James Daly and Kelly Liu, University of Western Sydney, Australia

IMPACTS OF UNIVERSITY-INDUSTRY COLLABORATIONS ON R&D PRODUCTIVITY OF INNOVATIVE SMALL FIRMS

Nobuya Fukugawa, Tohoku Universtiy, Japan

GLOBAL FINANCIAL CRISIS – THE CHALLENGE TO ROMANIAN RESEARCHERS

Cristina V Marcus and Dumitru Matis, Babes Bolyai University, Romania

QUESTIONS IN BASELINING: EVIDENCE FROM THE ERMS VOC MARKET

Carol D Tallarico, Dominican University

Brian L Scottt, Washington College

THE BENEFITS OF INTERNATIONAL PORTFOLIO DIVERSIFICATION

José L B Fernandes, Universidade Católica de Brasília and Banco Central do Brazil

José Renato Haas Ornelas, Banco Central do Brazil

DETERMINANTS OF COLLEGE FOOTBALL PROFIT

Neil Terry, Rex Pjesky, and Gary Kelley, West Texas A&M University, USA

Discussant(s): Dr. Neil Terry, West Texas A&M University, USA

Monday, October 18, 2010 3:00 PM – 4:50 PM Conference Room: SALON 2

Track: Operations Management- I

Session Chair: Dr. Scott K Metlen, University of Idaho, Moscow, USA

A DESIGN METHOD TO EXTEND STATIONS TO THE EXISTING FLEXIBLE MIXED-PRODUCT LINE

Aritoshi Kimura, Tatsuo Matsutomi, and Takashi Ohtani, Kinki University, Japan

MANAGING MULTIPLE PROJECTS AND DEPARTMENTAL PERFORMANCE USING BUFFER BURN INDEX

Atul Agarwal, University of Illinois At Springfield, USA

Andy Borchers, Kettering University, USA and Marc Crane, Independent Consultant, USA

AN INTEGRATED CONCEPTUAL FRAMEWORK FOR PROJECT MANAGEMENT IN PHARMACEUTICAL NEW PRODUCT DEVELOPMENT

Keli Feng and Gerald C Gonsalves, South Carolina State University, USA

DISCRETE EVENT SIMULATION AND LEAN PRODUCTION: A DISCUSSION AND A CASE DEMONSTRATING INTERDEPENDENCY BETWEEN THE

Scott K Metlen, University of Idaho, Moscow, USA

TOWARD EFFECTIVELY UTILIZING GLOBAL ENGINEERING TEAMS IN NEW PRODUCT DEVELOPMENT

Marilyn Young and Aniel J. Mitchell, The University of Texas at Tyler

Thomas Crippen and Sara McCaslin, The University of Texas at Tyler

MULTIPERIOD PORTFOLIO SELECTION UNDER DIFFERENT RATES FOR BORROWING AND LENDING IN PRESENCE OF TRANSACTION COSTS

S.M. Seyedhosseini, Islamic Azad University, Tehran, Iran

S.J. Sadjadi and Kh. Hassanlou, Iran University of Science and Technology, Narmak, Tehran, Iran

Discussant(s): Dr. Keli Feng, South Carolina State University, USA

Monday, October 18, 2010 3:00 PM – 4:50 PM Conference Room: SALON 3

Track: Corporate Finance- II

Session Chair: Dr. Bhavesh M. Patel, Pandit Deendayal Petroleum University, Gujrat, India

DO INDUSTRY DIRECTORS HELP IMPROVE FIRM PERFORMANCE?

Chia-Wei Chen, Tunghai University, Taichung, Taiwan

Bingsheng Yi and Meng Zhao, California State University-Dominguez Hills, Carson, USA

BUSINESS PERFORMANCE IN THE CONTEXT OF A SUSTAINABLE ECONOMY

Monica-Violeta D. Achim, Babes Bolyai University, Cluj-Napoca, Romania

Sorin-Nicolae - Borlea, Vasile Goldis University

A RE-EVALUATION OF EVENT-STUDY METHODOLOGY

Mounther H. Barakat, Securities And Commodities Authority

Rory L. Terry, Fort Hays State University

AN EMPIRICAL TESTING OF THE CAPITAL ASSET PRICING MODEL IN MACEDONIAN STOCK EXCHANGE

Zana Beqiri, Johns Hopkins University, MD, USA

CORPORATE GOVERNANCE AND MARKET IMPACT OF THE FINANCIAL HOLDING COMPANY ACT: EVIDENCE FROM TAIWAN

Leo Bin, U. of Illinois At Springfield and Dar-Hsin Chen, National Taipei University

Leonard Branson, U. of Illinois At Springfield and Shin-Ling Huang, National Chiao-Tung Uni.

Fang He, Southern Illinois U. At Carbondale and Shin-Ling Huang, National Chiao-Tung Uni.

CAPITAL STRUCTURE: TAX DEDUCTIBILITY RECONSIDERED

Carlos A. Colón-De-Armas, University of Puerto Rico, USA

Discussant(s): Dr. Carlos A. Colón-De-Armas, University of Puerto Rico, USA

Monday, October 18, 2010 3:00 PM – 4:50 PM Conference Room: SALON 4

Track: Management All Areas- II

Session Chair: Dr. Kamal Dean Parhizgar, Texas A&M International University, USA

EFFECTS OF STRATEGIC BUDGETARY COLLABORATION ON COMPETITIVE ADVANTAGE AND ORGANIZATIONAL SUCCESS: EVIDENCE FROM FOOD MANUFACTURING BUSINESSES IN THAILAND

Pimpaporn Pungboonpanich and Phapruek Ussahawanitchakit, Mahasarakham University, Thailand

EXPLORING THE ROLE OF HUMAN RESOURCE MANAGEMENT IN SERVICE DELIVERY IN HEALTHCARE ORGANIZATIONS: A STUDY IN AN INDIAN HOSPITAL

Avantika Tomar, Indian Institute of Management, Calcutta

COMPARATIVE BETWEEN PRODUCTION SYSTEMS AND CERTIFICATION OF CREDIBILITY INFORMATION PUBLISHED IN PRESS NEWS AND CONVENTIONAL WEB

Carlos Estrela Brito, Tarcisio Vanzin, and Marcos Ferrasso, UFPI

Jorge Alberto Velloso Saldanha, UFPI

ANALYSIS OF TRIADIC ETHICAL PHILOSOPHIES OF CLINICAL INTERVENTIONS

Kamal Dean Parhizgar, Texas A&M International University, USA

Fuzhan F. Parhizgar, Texas Tech Health Sciences Center School of Medicine, USA

HOST COUNTRY SUBSIDY DETERMINATION, COMPETITION AND THE FDI LOCATION DECISIONS OF MNCs

Kara Boatman, Saint Mary's College of California, Moraga, USA

STRATEGIC TRANSFORMATIONAL LEADERSHIP AND SUSTAINABLE COMPETITIVE ADVANTAGE: EVIDENCE FROM FURNITURE BUSINESSES IN THAILAND

Veeraya Pataaraechachai and Phapruek Ussahawanitchakit, Mahasarakham University, Thailand

Discussant(s): Dr. Kara Boatman, Saint Mary's College of California, Moraga, USA

Monday, October 18, 2010 5:00 PM – 6:30 PM Conference Room: A

Track: Investments- II

Session Chair: Dr. Scott M Brown, University of Puerto Rico, USA

DO STOP-LOSS ORDERS PROTECT INVESTORS?

Scott M Brown, Jose J Cao, and Jose Z Perez, University of Puerto Rico, USA

STOCK MARKET RETURNS EVIDENCE FROM FOUR ASIAN MARKETS USING GENERALIZED EXTREME VALUE ESTIMATION

Prasert Chaitip, Chiang Mai University

DOES THE STOCK MARKET OVERREACT? EMPIRICAL EVIDENCE OF CONTRARIAN RETURNS FROM INDIAN MARKETS

Mayank H Joshipura, S P Jain Institute of Management & Rsearch, Mumbai

FINANCIAL OPTIONS: AN APPROACH THROUGH THE THEORY OF DECISION

Herbert Kikura and Roberto Borges Kerr, Universidade Presbiteriana Mackenzie

Luiz Carlos Jacob Perera and Joshua Onome Imoniana, Universidade Presbiteriana Mackenzie

IN A DECLINING DOMESTIC REAL ESTATE MARKET, ARE GLOBAL REIT ETFS THE PASSPORT OUT?

Steven A Lifland and Ron Lamb, High Point University, USA

ANALYSIS OF BETA STABILITY OF BRAZILIAN COMPANIES FROM 1998 TO 2007

Fabiano Guasti Lima, Universidade De São Paulo

Roberto Borges Kerr and Luiz Carlos Jacob Perera, Universidade Presbiteriana Mackenzie

Antonio Carlos Da Silva F^o., Uni-Facef

Discussant(s): Dr. Steven A Lifland, High Point University, USA

Monday, October 18, 2010 5:00 PM – 6:30 PM Conference Room: B

Track: Management- Emerging Trends- I

Session Chair: Dr. Thomas L Matula, Great Basin College, USA

THE CALIFORNIA HOMEOWNERS INSURANCE INDUSTRY AND CLIMATE CHANGE ECONOMICS

Thomas L Matula, Great Basin College, USA

Marcus Benniefield, California International Business University

THE WISDOM OF THE ENTERPRISE

Thang N. Nguyen, California State University Long Beach

DESIGN AND DEVELOPMENT OF A BUSINESS MODEL FOR SYNTHESIZED NATURAL GAS (SYNGAS) PRODUCTION PLANT USING DATA ENVELOPMENT ANALYSIS (DEA)

P Raman, The Energy And Resources Institute (TERI) and Raja T Nambirajan, Pondicherry University

A BUSINESS MODEL TO USE SYNGAS AS AN ALTERNATIVE FUEL FOR INDUSTRIAL HEATING PROCESS WITH PROFIT EFFECIEENCY EVALUATION USING DATA ENVELOPMENT ANALYSIS (DEA)

P Raman, The Energy And Resources Institute India, and Raja T Nambirajan, Pondicherry University

THE INFLUENCE OF THE INSTITUTIONAL STRUCTURE ON SELF-EFFICACY AND FEMALE OPPORTUNITY DRIVEN ENTREPRENEURIAL ACTIVITIES IN LDCS VS. MDCS

Ozgen, Eren and Eckis, Lane, Troy University, Dothan, Alabama, USA

ESSONS ON RISK TRANSFER FROM CANADIAN PUBLIC-PRIVATE PARTNERSHIPS

Rick R J Tallman, University of Northern British Columbia, Canada

Jennifer Wheeler, Ministry of Government Services

Discussant(s): Dr. Rick R J Tallman, University of Northern British Columbia, Canada

Monday, October 18, 2010 5:00 PM – 6:30 PM Conference Room: C

Track: Human Resource Management- II

Session Chair: Dr. Phapruek Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand

STUDY OF QUALITY OF WORK LIFE OF NURSES AND ITS IMPACT ON THEIR JOB SATISFACTION IN SELECTED PRIVATE & GOVERNMENT HOSPITALS OF GUJARAT

Nirali M. Pandit, School of Commerce, India and Rashmi A. Pant, Jaipuria Institute of Management, India

EFFECTS OF JOB LOCATION ON JOBSATISFACTION

Thomas Philippe, St Petersburg College, Florida, USA

Jerry W Koehler, University of South Florida, USA and Ken Pereira, St Petersburg College, Florida, USA

STRATEGIC OPERATIONS MANAGEMENT IN DATA CENTERS: AN EMPIRICAL INVESTIGATION

Navin C Vutha, Asia Graduate School of Business and Siva V Prasad, Badruka College of Management

GENDER ROLE PERCEPTIONS AND JOB SATISFACTION LEVELS

Andrea Smith-Hunter and Manimoy Paul, Siena College, Loudonville, NY, USA

Frederick Decasperis, Siena College, Loudonville, NY, USA

HUMAN CAPITAL ORIENTATION: EFFECTS ON ORGANIZATIONAL EFFECTIVENESS AND FIRM SUCCESS OF SPA BUSINESSES IN THAILAND

Phapruek Ussahawanitchakit and Purit Pongpearchan, Mahasarakham University, Thailand

The study on the relationship between talent management and organizational success

Shihwei Sheu, California International Business University, USA

Discussant(s): Dr. Frederick Decasperis, Siena College, Loudonville, NY, USA

Monday, October 18, 2010 5:00 PM – 6:30 PM Conference Room: D

Track: General Business- IV

Session Chair: Dr. Zinovy Radovilsky, California State University, East Bay, USA

STUDENT ATTITUDES TOWARD ONLINE EDUCATION AT THE COMPLETION VERSUS AT THE START OF AN INTERNATIONAL MBA PROGRAM

Zinovy Radovilsky and Gary Wishniewsky, California State University, East Bay, USA

DIFFERENCES IN CONSUMER BEHAVIOR WHEN PURCHASING LIFE-CHANGING AND SIGNIFICANT PRODUCTS

Soun Hong, National University of Management and Jim McCullough, University of Puget Sound, USA

VOLATILITY SPILLOVER ACROSS MEXICO'S EQUITY AND FOREIGN EXCHANGE MARKETS: A POST-NAFTA ANALYSIS

Matiur Rahman, Mcneese State University, Lake Charles, Louisiana, USA

Muhammad Mustafa, South Carolina State University, Orangeburg, South Carolina, USA

INCENTIVE EFFECTS OF NEW STOCK OPTIONS FOR EXECUTIVES AND THEIR SHARE OWNERSHIP IN THE FIRM

Zahid Iqbal, Kun Wang, and Sewon O, Texas Southern University, Houston, Texas, USA

TEACHING MICROECONOMIC PRINCIPLES: DOES STUDENT QUALITY PLAY A ROLE?

Giuliana C. Andreopoulos and Alexandros Panayides, William Paterson University, Wayne, NJ, USA

WOMEN ENTREPRENEURSHIP IN ICT SECTOR: A CASE OF GHANA

Richard Boateng and Stephen Robert Isabalija, Southern Univ A&M, Baton Rouge, USA

Richard Indome, University of Ghana Business School, Ghana

USING A MARKETING COMPUTER SIMULATION TO IMPROVE LEARNING IN A PRINCIPLES OF MARKETING COURSE

Stephen L. Baglione, Saint Leo University, Saint Leo, Florida, USA

Discussant(s): Dr. Sewon O, Texas Southern University, Houston, Texas, USA

Monday, October 18, 2010 5:00 PM – 6:30 PM Conference Room: E

Track: Organizational Behavior- II

Session Chair: Dr. Keith Lowe, Jacksonville State University, USA

DYNAMIC LEARNING THEORY: TRAINING IN HIGH-RELIABILITY ORGANIZATIONS

Sharyn D Gardner, California State University Sacramento, USA
Seokhwa Yun, Seoul National University, USA

AN ABRIDGED LITERATURE REVIEW OF ORGANIZATION CHANGE THEORIES, MODELS AND STRATEGIES

Md M Haque, Los Angeles Community College District, USA
Thomas J Gajewski, Westwood College, USA

THE CULTURE OF SAFETY: HOW IMPORTANT TO EMPLOYEE HEALTH?

Keith Lowe, Jacksonville State University, USA
Patricia C. Borstorff, Jacksonville State University, USA

THE INFLUENCE OF EQUITY SENSITIVITY ON JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT

Jamie Lynn Masco, Jessica Simoes, Shane Long, Ken Benavides, and Janine Insabella

ORGANIZATIONAL IDENTITY CAPABILITY, ORGANIZATIONAL OPPORTUNITY, AND PERFORMANCE: AN EMPIRICAL RESEARCH OF EXPORTING GEMS AND JEWELRY BUSINESSES IN THAILAND

Supawita Intarapanich, Mahasarakham University, Kantarawichai, Thailand
Phapruek Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand

ORGANIZATIONAL ADAPTABILITY COMPETENCY AND ITS ANTECEDENTS AND CONSEQUENCES: AN EMPIRICAL INVESTIGATION OF HOTEL BUSINESSES IN THAILAND

Sirinthon Korbangyang, Mahasarakham University, Kantarawichai, Thailand
Phapruek Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand

Discussant(s): Dr. Thomas J Gajewski, Westwood College, USA

Monday, October 18, 2010 5:00 PM – 6:30 PM Conference Room: F

Track: Business Statistics- I

Session Chair: Dr. Vishnuprasad Nagadevara, Indian Institute of Management Bangalore

OPTIMAL FORECASTING OF PYRAMIDAL DATA

Alan Fask, Fairleigh Dickinson University, USA

FM FORECASTING: REQUIEM FOR CLASSICAL TIME SERIES ANALYSIS

Paul J. Kuzdrall, DKE
David G. Meyer, Akron

AN AUTOMATED TRADING METHOD BASED ON WAVELET TRANSFORM

Marco Antonio Leonel Caetano, INSPER
Takashi Yoneyama, ITA

DEFAULT PREDICTION MODELS IN MICRO FINANCE – CASE STUDY OF KARNATAKA (INDIA)

Vishnuprasad Nagadevara, Indian Institute of Management Bangalore

EFFECTIVENESS OF THE TRAINING AND DEVELOPMENT FUNCTION: A TANZANIAN CASE STUDY

Theresia Dominic and Severine Kessy, University of Dares Salaam Business School
Franklyn Manu, GIMPA Business School, Accra, Ghana

Discussant(s): Dr. Marco Antonio Leonel Caetano, INSPER

Monday, October 18, 2010 5:00 PM – 6:30 PM Conference Room: SALON 1

Track: Accounting- Cost and Financial- I

Session Chair: Dr. Alfred L. Guiffrida, Kent State University, USA

BUILDING SUCCESSFUL COST ACCOUNTING IMPLEMENTATION OF ELECTRONICS MANUFACTURING BUSINESSES IN THAILAND: HOW DO ITS ANTECEDENTS AND CONSEQUENCES PLAY A SIGNIFICANT ROLE?

Nattawut Tontiset, Mahasarakham University, Kantarawichai, Thailand

Phapruek Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand

ARE ACCOUNTING STANDARDS SUFFICIENT FOR SUPPLYING AN ACCURATE IMAGE OF THE COMPANY'S ENVIRONMENTAL IMPACT?

Alin I Ienciu, Crudu A Sergiu, Romanian Post-Office, Romania

Nicoleta M Cioara, Babes Bolyai University, Romania

VENTURE CAPITAL OWNERSHIP AND FINANCIAL REPORTING: A LITERATURE REVIEW

Xiang S Liu, California State University, San Bernardino, USA

Yongliang S Han, California State University, Sacramento, USA

Discussant(s): Dr. Xiang S Liu, California State University, San Bernardino, USA

Monday, October 18, 2010 5:00 PM – 6:30 PM Conference Room: SALON 2

Track: General Business- V

Session Chair: Dr. Mark Heuer, Susquehanna University, Selinsgrove, PA, USA

EARTH SYSTEM GOVERNANCE IN SOUTH ASIA: DESIGNING CROSS-SECTOR COLLABORATION

Mark Heuer and Amresh Kumar, Susquehanna University, Selinsgrove, PA, USA

FINANCIAL LITERACY AND STUDENT LEARNING

Mojtaba Seyedian and Taihyeup Yi, SUNY Fredonia, USA

OVERALL SATISFACTION MEASUREMENT: AN IMPROVED MULTI-ATTRIBUTES METHOD

Dooyoung Shin, Jon Kalinowski, and Sung Kim, Minnesota State University, Mankato

GENDER DIFFERENCES IN THE PROCESSING OF NUTRITION INFORMATION ON FOOD PRODUCTS

Khaled Aboulnasr, Florida Gulf Coast University, Florida, USA

RACE AND EDUCATIONAL ACHIEVEMENT IN THE US:

IS THE PERSISTING GAP BETWEEN BLACKS AND WHITES ABOUT RACE?

Tahi J. Gnepa, California State University, Stanislaus, Turlock, USA

Yvette Essounga-Njan, University of North Carolina-Fayetteville State University, USA

AN EXAMINATION OF TRUST IN ONLINE SHOPPING

Sven Kuenzel, University of Greenwich, London, UK

SERVICE CREATIVITY EFFICIENCY OF HOTEL BUSINESSES IN THAILAND: AN EMPIRICAL INVESTIGATION OF ITS ANTECEDENTS AND CONSEQUENCES

Nantana Ooncharoen and Phapruek Ussahawanitchakit, Mahasarakham University, Thailand

SOCIAL-BASED ACCOUNTING IMPLICATION OF ISO 14000 CERTIFICATED FIRMS IN THAILAND

Ornicha Pothong and Phapruek Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand

Discussant(s): Dr. Khaled Aboulnasr, Florida Gulf Coast University, Florida, USA

Monday, October 18, 2010 5:00 PM – 6:30 PM Conference Room: SALON 3

Track: MIS/CIS Information Systems- I

Session Chair: Dr. Lawrence P Shao, Marshall University, USA

FACTORS AFFECTING SOFTWARE DEVELOPMENT PRODUCTIVITY

Abbas Heiat, Montana State University-Billings, USA

EMBEDDED VIRTUAL REALITY FOR MEDICAL NEEDS CUSTOMERS

Ook Lee, Hanyang University, Korea

Mikyung Kim, Soonchunhyang University, Korea

AN ANALYTIC APPROACH TO TEXTBOOK SELECTION

Farrokh G. Mamaghani, St. John Fisher College, USA

BREAKING DOWN THE FORTRESS WALLS: DECISION SUPPORT SOFTWARE IN THE DOMAIN OF TECHNICAL ANALYSIS

David L Rayome and Abhijit Jain, Northern Michigan University, USA

AN ANALYSIS OF THE IMPORTANCE OF MANAGEMENT INFORMATION SYSTEMS TO FINANCIAL WORKERS

Lawrence P Shao and Dale H Shao, Marshall University, USA

KNOWLEDGE MANAGEMENT IN THE CONSTRUCTION INDUSTRY IN UGANDA

Stephen Robert Isabalija, Southern University A&M, USA

Raymond Bayanga, Univof Reading, UK

Richard Boateng and Victor Mbarika, Southern UnivA&M, USA

Discussant(s): Dr. Abbas Heiat, Montana State University-Billings, USA

Monday, October 18, 2010 5:00 PM – 6:30 PM Conference Room: SALON 4

Track: Corporate Finance- III

Session Chair: Dr. Kevin James Daly, University of Western Sydney, Australia

THE DETERMINANTS OF FOREIGN DIRECT INVESTMENT IN CHINA

Kevin James Daly and Xiaoxi Zhang, University of Western Sydney, Australia

UNDERINVESTMENT AND CORPORATE HEDGING: AN EMPIRICAL STUDY

Xiaoran Dong and Sherry X. Wang, Lakehead University

CORPORATE GOVERNANCE AND THE FALL OF ENRON

Asad Dossani and Hoje Jo, Santa Clara University, California, USA

EXAMINING CASH HOLDINGS OF U.S. AND BRAZILIAN FIRMS

Eurico J Ferreira, Indiana State University, USA

Ricardo P.C. Leal, Federal University of Rio De Janeiro, Brazil

AN EMPIRICAL INVESTIGATION OF RETAINED EARNINGS AND INDUSTRY GROUPINGS ON DIVIDENDS PER SHARE

Susan F Havranek and Greg M Lepak, Le Moyne College, USA

ARE EQUITY INCENTIVES EFFECTIVE IN CHINESE LISTED FIRMS?

Yujun Lian, Sun Yat-Sen University

Maggie Foley and Robert Boylan, Jacksonville University, USA

Discussant(s): Dr. Greg M Lepak, Le Moyne College, USA

IABE-2010 Reception

Monday, October 18, 2010

Admission: 6:30 PM – 7:30 PM Sharp!

(IABE-2010 Official Name Badge Required!)

**Sahara Buffet Dinner
at**

Sahara Hotel Casino

2535 Las Vegas Blvd South, Las Vegas, Nevada 89109

Just within walking distance from Circus Circus Hotel Casino, Las Vegas

Tuesday, October 19, 2010 8:00 AM – 9:50 AM Conference Room: A

Track: Investments- III

Session Chair: Dr. D. Michael Long, University of Tennessee-Chattanooga, USA

NEWSLETTER ANNOUNCEMENT INDUCED IMPLIED VOLATILITY SKEWING

Scott M Brown, Jose J Cao, and Jose J Perez, University of Puerto Rico

THE RELATION BETWEEN MARKET MODEL MISPRICING AND TRADING VOLUME

D. Michael Long, University of Tennessee-Chattanooga

Christi Wann, University of Tennessee-Chattanooga

KENYAN INVESTORS OVERREACTION TO THE NEWS OF AGOA: EVIDENCES FROM THE NAIROBI STOCK EXCHANGE

Yvan Nezerwe, Alliant International University

TURTLE TRADING GOLD: IS IT A SHELL GAME?

David L Rayome, Northern Michigan University, USA

Abhijit Jain, Northern Michigan University, USA

THE VIX MARKET VOLATILITY INDEX AND U.S. STOCK INDEX RETURNS

Ghulam Sarwar, California State University-San Bernardino

FOUNDING FAMILY CONTROLLED FIRMS EQUITY PERFORMANCE IN THE INFORMATION TECHNOLOGY INDUSTRY

Joel M Shulman, Babson College, USA

Discussant(s): Dr. Joel M Shulman, Babson College, USA

Tuesday, October 19, 2010 8:00 AM – 9:50 AM Conference Room: B

Track: General Business- VI

Session Chair: Dr. J. Patrick McLaughlin, Northwest Missouri State University, USA

FINANCE EDUCATION AT NORTHWEST: IT'S YOUR OPTION!

J. Patrick McLaughlin, Northwest Missouri State University, USA

CSR-BASED ACCOUNTING IMPLEMENTATION OF THAI-LISTED FIRMS

Kulchaya Waenkaeo, Maharakham University, Kantarawichai, Thailand

Phapruek Ussahawanitchakit, Maharakham University, Kantarawichai, Thailand

CORPORATE SOCIAL RESPONSIBILITY - EMERGING MARKETS WITH SPECIAL REFERENCE TO INDIA

Sangam Kapoor, Government College For Girls-11, Chandigarh, India

DIVISIBLE GOOD AUCTIONS WITH ASYMMETRIC INFORMATION: AN EXPERIMENTAL EXAMINATION

Emmanuel Morales-Camargo, The University of New Mexico, Albuquerque NM, USA

Orly Sade, Hebrew University of Jerusalem, Israel

Charles Schnitzlein, University of Central Florida, USA

Jaime F. Zender, University of Colorado At Boulder, USA

PROCEDURAL MODELING SCHEME FOR STRATEGIC PLANNING IN MODERN BUSINESS SCHOOLS

Kamal Dean Parhizgar, Texas A&M International University, USA

AN ANALYSIS OF GAMBLING MARKET ECONOMICS

Richard A. Paulson, St. Cloud State University, St. Cloud, Minnesota, USA

Discussant(s): Dr. Richard A. Paulson, St. Cloud State University, St. Cloud, Minnesota, USA

Tuesday, October 19, 2010 8:00 AM – 9:50 AM Conference Room: C

Track: Service Marketing- I

Session Chair: Dr. Thorhallur Gudlaugsson, University of Iceland, Iceland

SERVICE QUALITY AND UNIVERSITIES

Thorhallur Gudlaugsson, University of Iceland, Iceland

THE PERCEIVED QUALITY OF A HIGHER EDUCATION COURSE: A MULTICASE STUDY IN THE UNDERGRADUATE COURSES IN BUSINESS ADMINISTRATION FROM JOINVILLE BRAZIL

Emerson Wagner Mainardes and Helena Alves, University of Beira Interior

Maria José Domingues, Regional University Regional of Blumenau

Mário Raposo, University of Beira Interior

INGREDIENTS OF FINANCIAL SERVICES CUSTOMER SATISFACTION: THE CASE OF CREDIT CARD SERVICES

Priscilla G Aaltonen, Hampton University, USA

Edward E Markowski, Old Dominion University, USA

Theresa A Kirchner, Hampton University, USA

BARRIERS TO HOSPICE REFERRALS: LITERATURE SURVEY AND FUTURE RESEARCH DIRECTIONS

Joseph Richards, Necmi Karagozoglu, and Sarah Kilzer, California State University, Sacramento, USA

REFERENCE GROUP INFLUENCE ON CONSUMER DECISION MAKING PROCESS: A STUDY IN THE BRAZILIAN SPORTS UTILITARIAN VEHICLES SEGMENT

Francisco A Serralvo, Priscila De Nadaí Sastre, and Belmiro N João, PUC/SP - Brazil

Discussant(s): Dr. Belmiro N João, PUC/SP - Brazil

Tuesday, October 19, 2010 8:00 AM – 9:50 AM Conference Room: D

Track: International Finance- IV

Session Chair: Dr. Rodiel C Ferrer, De La Salle University, Manila, Philippines

THE ROLE OF FOREIGN INSTITUTIONAL INVESTORS ON THE PERFORMANCE OF H-SHARE IPOS

Louis T. W. Cheng, Hong Kong Polytechnic University, Hong Kong

T. Y. Leung, City University of Hong Kong, Hong Kong

POLITICS, FOREIGN RESERVES AND THE EXCHANGE-RATE-BASED-STABILIZATION-POLICIES: THE LEBANESE CASE

Kassim M. Dakhllallah, American University In Dubai, UAE

THE IMPACT OF INTEREST RATES ON STOCK PRICES IN THE UAE

Farzad Farsio, Montana State University-Billings, USA and Zayed University, Dubai, UAE

Shokoofeh Fazel, Zayed University, Dubai, Uae

DOES UNEMPLOYMENT RATE PREDICT STOCK PRICES?

Farzad Farsio, Montana State University-Billings, USA And Zayed University, Dubai, UAE

Shokoofeh Fazel, Zayed University, Dubai, UAE

THRESHOLD COINTEGRATION ANALYSIS OF CRUDE OIL AND UNLEADED GASOLINE FUTURES PRICES

Paul Berhanu Girma, State University of New York At New Paltz, USA

Tulin Sener, State University of New York At New Paltz, New York, USA

AN EMPIRICAL ANALYSIS OF AUDIT RISK ASSESSED BY TOP AUDITING FIRMS: A PHILIPPINE PARTICULARITY

Rodiel C Ferrer, De La Salle University, Manila, Philippines

Discussant(s): Dr. Kassim M. Dakhllallah, American University In Dubai, UAE

Tuesday, October 19, 2010 8:00 AM – 9:50 AM Conference Room: E

Track: General Business- VII

Session Chair: Dr. Phapruek Ussahawanitchakit, Maharakham University, Kantarawichai, Thailand

THE USE OF DERIVATIVES BY LATIN AMERICAN BANKS: RISK HEDGING OR SPECULATIVE GAMBLES

Andres E. Rivas, Texas A&M International University, USA
Teofilo Ozuna, University of Texas Pan American, USA
Felice Policastro, Gardner-Webb University

AUDIT SPECIALIZATION, AUDIT PERFORMANCE, AND SUSTAINABLE REPUTATION: AN EMPIRICAL RESEARCH OF CERTIFIED PUBLIC ACCOUNTANTS IN THAILAND

Chananda Sinchuen, Maharakham University, Kantarawichai, Thailand
Phapruek Ussahawanitchakit, Maharakham University, Kantarawichai, Thailand

HOW SHOULD MNCs USE TRANSFER PRICES TO ENHANCE VALUE

Nilufer Usmen, Montclair State University, USA

BEST AUDIT PRACTICES OF CPAs IN THAILAND: EFFECTS ON AUDIT INDEPENDENCE, JUDGMENT, PERFORMANCE AND CREDIBILITY

Suwan Wangcharoendate, Maharakham University, Kantarawichai, Thailand
Phapruek Ussahawanitchakit, Maharakham University, Kantarawichai, Thailand

DETERMINANTS OF INEQUALITY IN "GOOD TIMES" Vs. "BAD TIMES"

Daron Djerdjian, Occidental College, California, USA
Ismail Geng, American University of Sharjah, UAE

Discussant(s): Dr. Daron Djerdjian, Occidental College, California, USA

Tuesday, October 19, 2010 10:00 AM – 11:30 AM Conference Room: A

Track: Investments- IV

Session Chair: Dr. Jerry L Stevens, University of Richmond, USA

TIME VARIATION IN THE INFLATION-HEDGING PROPERTIES OF GOLD, REITS, AND EQUITIES

Jerry L Stevens, University of Richmond, USA and Douglas R Kahl, University of Akron, Akron, Ohio, USA
John M Clinebell, University of North Colorado, USA

HOW DOES GENDER AND LEVERAGE AFFECT MENTAL ACCOUNTING?

Benjamin M Tabak, Alberto Matsumoto, and Jose Fernandes, Universidade Catolica De Brasilia
Paulo C Chagas, and Carla Garcia, Universidade Catolica De Brasilia

THE DETERMINANTS OF OVERCONFIDENCE: AN EXPERIMENTAL APPROACH

Benjamin M Tabak, Alberto Matsumoto, and Jose Fernandes, Universidade Catolica De Brasilia
Paulo C Chagas and William Santos, Universidade Catolica De Brasilia

STOCK MARKET PERFORMANCE OF SEMICONDUCTOR FIRMS ACROSS MULTIPLE TIME PERIODS

Neil Terry, West Texas A&M University
Anne Macy, West Texas A&M University
Gary Kelley, West Texas A&M University

STOCK RETURN, INFLATION, AND THE DU PONT IDENTITY

Taihyeup D Yi, SUNY Fredonia, USA

ILLUSION OF CONTROL: DOES GENDER MATTERS ?

Benjamin M Tabak, Danielle Lucia, and Alberto Matsumoto, Universidade Catolica De Brasilia
Jose L Fernandes, and Paulo C Chagas, Universidade Catolica De Brasilia

Discussant(s): Dr. Taihyeup D Yi, SUNY Fredonia, USA

Tuesday, October 19, 2010 10:00 AM – 11:30 AM Conference Room: B

Track: General Business- VIII

Session Chair: Dr. Andres C Salazar, Northern New Mexico College, USA

AUDIT LEARNING OF CPAS IN THAILAND: HOW DOES IT AFFECT AUDIT QUALITY AND PROFESSIONAL IMAGE?

Phapruek Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand
Suphatsorn Thaweechan, Mahasarakham University, Kantarawichai, Thailand

CUSTOMER SATISFACTION AND WORD OF MOUTH: EMPIRICAL EVIDENCE OF CHINESE STUDENTS IN THAILAND

Kruawon Wongpaiboon, Lampang Rajabhat University, Thailand

RELIGION AND FINANCIAL LITERACY

Grady Perdue and Robert R. Hill, University of Houston-Clear Lake, USA

Michael E. Hanna, University of Houston-Clear Lake, USA

UNIVERSITY TECHNOLOGY AND ECONOMIC DEVELOPMENT

Andres C Salazar, Northern New Mexico College, USA

EFFECTS OF MANAGERIAL INFORMATION COMPETENCY ON ORGANIZATIONAL PRODUCTIVITY, CORPORATE EFFECTIVENESS, AND BUSINESS GROWTH OF FURNITURE BUSINESSES IN THAILAND

Satha Waroonkun and Phapruek Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand

CLASSROOM PARTICIPATION IN TIME INTENSIVE COURSES

Mark A Scanlan, Stephen F. Austin State University, Texas, USA

Discussant(s): Dr. Mark A Scanlan, Stephen F. Austin State University, Texas, USA

Tuesday, October 19, 2010 10:00 AM – 11:30 AM Conference Room: C

Track: International Marketing- I

Session Chair: Dr. Kara Orhan, West Chester University, West Chester, Pennsylvania USA

THE INFLUENCE OF ECONOMIC FACTORS ON THE PERFORMANCE OF THAILAND MAJOR STOCKS EQUITY MARKET BY MULTI-FACTOR MODEL

Auychai Suvanujasiri, Ramkhamhaeng University, Bangkok, Thailand
Nisarnart Boriboon, Ramkhamhaeng University, Bangkok, Thailand
Hamid Z. Ahmadi, California State University, Sacramento, California, USA

THE EFFECTS OF INTERNATIONAL EXPERIENCE, ORGANIZATIONAL LEARNING FOR EXPORT ACTIVITIES, AND GLOBAL COMPETITIVE FORCE ON EXPORT MARKETING STRATEGY, EXPORT ADVANTAGE, AND PERFORMANCE OF EXPORT FIRMS IN

Peerawat Chailom and Sirilak Kaiwinit, Mahasarakham University, Thailand

MINING A LUCRATIVE MARKET: GLOBAL OUTSOURCING AS A CATALYST FOR THE NON-OIL SECTOR OF THE NIGERIAN ECONOMY

Stevina U Evuleocha, California State University, East Bay, USA

CROSS-BORDER CONSUMER SHOPPING – MODEL DEVELOPMENT AND EVALUATION

Dirk Moosmayer and Florian Siems, RWTH Aachen University
Kraus Sascha, University of Liechtenstein and Michael Hammer
Dennis Hilgers, University of Hamburg, Germany

THE EFFECTS OF BRAND RELATIONSHIP QUALITY ON HOTEL CONSUMERS' RESPONSES TO SERVICE FAILURE

Dana D.H. Xie and Vincent C.S. Heung, The Hong Kong Polytechnic University

Discussant(s): Dr. Stevina U Evuleocha, California State University, East Bay, USA

Tuesday, October 19, 2010 10:00 AM – 11:30 AM Conference Room: D

Track: International Finance- V

Session Chair: Dr. Jayen B. Patel, Adelphi University, Garden City, Ny, USA

FINANCIAL PERFORMANCE OF SELECTED PUBLICLY LISTED CORPORATIONS AND THE EXTENT OF THEIR COMPLIANCE WITH IFRS: A TEST OF ROSS' SIGNALING THEORY

Rodiel C Ferrer, De La Salle University, Manila, Philippines

Rodolfo T. De Lara, Polytechnic University of The Philippines - Manila, Philippines

THE DECLINING EXCHANGE RATE: IMPACT ON THE U.S. ECONOMY 2000-2009

John J. Heim, Rensselaer Polytechnic Institute, Troy, Ny, USA

RELATIONSHIP BETWEEN FUTURE CURRENCY SPOT RATE AND CURRENT CURRENCY FUTURES PRICES

Satish Kumar, ICFAI Foundation For Higher Education, India

Nupur Hetamsaria, ICFAI Foundation For Higher Education, India

LONG TERM PERFORMANCE OF VALUE AND GRWOTH STOCKS: EVIDENCE FROM INTERNATIONAL MARKETS

Zugang Liu, Penn State University, Hazleton, USA and Jia Wang, Rowan University, Glassboro, NJ, USA

PERFORMANCE PERSITENCE OF MONTHLY RETURNS ACROSS STRATEGIES: A STUDY OF ASIAN HEDGE FUNDS

Lan T. P. Nguyen, and Cheng Ming Yu, Multimedia University, Malaysia

Malick Ousmane S and Sayed Hossain, Multimedia University, Malaysia

THE HOLIDAY EFFECT AND DAILY STOCK RETURNS IN THE INDIAN STOCK MARKET

Jayen B. Patel, Adelphi University, Garden City, Ny, USA

Discussant(s): Dr. Satish Kumar, ICFAI Foundation For Higher Education, India

Tuesday, October 19, 2010 10:00 AM – 11:30 AM Conference Room: E

Track: General Business- IX

Session Chair: Dr. Alexander I. Mechitov, University of Montevallo, USA

IT OUTSOURCING: A COMPARATIVE ANALYSIS OF BRAZIL AND RUSSIA

Alexander I. Mechitov and Helen M. Moshkovich, University of Montevallo, USA

TECHNOLOGY IMPLEMENTATION CAPABLITY ON COMPETTETIVE ADVANTAGE AND FIRM PERFORMANCE OF COMMUNICATION EQUIPMENT AND PARTS MANUFACTURING FIRMS IN THAILAND

Praween Pansuppawatt and Phapruek Ussahawanitchakit, Mahasarakham University, Thailand

A NOTE ON INTERNATIONAL TECHNOLOGY TRANSFERS

Asrat Tessema and Alahassane Diallo, Eastern Michigan University, Ypsilanti, USA

IMPACTS OF IT COMPETENCY, TECHNOLOGICAL LEARNING AND TECHNOLOGICAL COMPLEMENTARITY ON INTERNET STRATEGY OF E-COMMERCE BUSINESSES IN THAILAND

Phapruek Ussahawanitchakit and Phaithun Intakhan, Lampang Rajabhat University, Thailand

INEFFICIENT INCENTIVES FOR RISK-BEARING

Matthew T Clements, St. Edward's University, USA

TRADE AND GROWTH IN SELECTED ASIAN ECONOMIES

Tajul Ariffin Masron and Zulkornain Yusop, Universiti Putra Malaysia, Malaysia

Muzafar Shah Habibullah and Ahmad Zubaidi Baharumshah, Universiti Putra Malaysia, Malaysia

Discussant(s): Dr. Matthew T Clements, St. Edward's University, USA

IABE-2010 Las Vegas Luncheon

IABE-2010 Las Vegas

Annual Conference

October 17-20, 2010

**Circus Circus Hotel & Casino
Las Vegas, Nevada, USA**

IABE LUNCHEON

- Time:** 11:30 AM – 1:15 PM
Tuesday, October 19, 2010
- Venue:** Circus Circus Hotel Casino Las Vegas Tower
Salon 3 and 4
- Admission:** IABE-2010 Official Name Badge Required!

Tuesday, October 19, 2010 1:15 PM – 2:50 PM Conference Room: A

Track: Management- All Other Areas- II

Session Chair: Dr. Alfred L. Guiffrida, Kent State University, USA

PRODUCTIVITY VS. PRIVACY FOR AN ORGANIZATION'S WORKFORCE: PRELIMINARY STUDY OF WORKING PROFESSIONALS

Stephen L. Baglione, Saint Leo University, Saint Leo, Florida, USA

THE EFFECT OF THE WORK ENVIRONMENT ON PERFORMANCE OF LARGE CORPORATIONS

Jayen B. Patel, Adelphi University, Garden City, NY, USA

Allan Ashley, Adelphi University, Garden City, NY, USA

HEALTHCARE IN FOREIGN HANDS: TRENDS, ISSUES, DIRECTIONS

Jordania León-Jordán, University of Wisconsin-Parkside, USA

Abey Kuruvilla, University of Wisconsin-Parkside, USA

Robinet Jacob, Mahatma Gandhi University, India

INTERNAL AUDIT COMPETENCY, ORGANIZATIONAL OUTCOMES, AND FIRM SUCCESS: AN EMPIRICAL EVIDENCE FROM THAI-LISTED FIRMS

Somjai Boonmunewai, Maharakham University, Kantarawichai, Thailand

Phapruek Ussahawanitchakit, Maharakham University, Kantarawichai, Thailand

AUDIT COMMITTEE QUALITY AND ORGANIZATIONAL EFFECTIVENESS OF THAI-LISTED FIRMS

Sakchai Chanruang, Maharakham University, Kantarawichai, Thailand

Phapruek Ussahawanitchakit, Maharakham University, Kantarawichai, Thailand

Discussant(s): Dr. Jayen B. Patel, Adelphi University, Garden City, NY, USA

Tuesday, October 19, 2010 1:15 PM – 2:50 PM Conference Room: B

Track: General Business- X

Session Chair: Dr. Manying Qiu, Virginia State University, USA

WALK-THROUGH AUDIT FOR ENHANCING TOTAL CUSTOMER EXPERIENCE: THE CASE OF A FULL SERVICE RESTAURANT

Sangshik Lee, Kyungshung University

WARRANTY DESIGNS IN DUOPOLY

Kunpeng Li and Pamela Zelbst, Sam Houston State University, Texas, USA

Qiannong Gu and Jeremy Bellah, Sam Houston State University, Texas, USA

DOES MENTAL WORKLOAD MATTER IN SELF-SERVICE DESIGN?

Kiattisak Phongkusolchit, The University of Tennessee At Martin, USA

Janejira Sutanonpaiboon, Sonoma State University, USA

INFORMATION TECHNOLOGY, DISTANCE EDUCATION, AND TASK-TECHNOLOGY FIT MODEL

Manying Qiu and Yaquan Xu, Virginia State University, USA

PRIVACY CONCERNS WITH SOCIAL SOFTWARE IN THE WORKPLACE – A DISCUSSION OF CONCEPTS TO MAKE ENTERPRISE 2.0 SERVICES FORGET

Jürgen Karla, RWTH Aachen University

BREAKING DOWN THE FORTRESS WALLS: DECISION SUPPORT SOFTWARE IN THE DOMAIN OF TECHNICAL ANALYSIS

David L Rayome, Northern Michigan University, USA

Discussant(s): Dr. Kiattisak Phongkusolchit, The University of Tennessee At Martin, USA

Tuesday, October 19, 2010 1:15 PM – 2:50 PM Conference Room: C

Track: Strategic Management- II

Session Chair: Dr. Joseph Richards, California State University, Sacramento, USA

LOGISTIC MANAGEMENT INFORMATION SYSTEM CAPABILITIES AND BUSINESS VALUE : EVIDENCE FROM THAI FIRMS

Aukkaradej Chaveerug and Sommai Khunthong, Mahasarakham University, Thailand

EMPHASIZING IDENTITY IN THE GOVERNANCE-IDENTITY-PERFORMANCE MIX

Ernestina Giudici, Cinzia Dessi, and Michela Floris, University of Cagliari

ADAPTIVE VERSUS EVOLUTIONARY RESOURCE PARTITIONING IN THE US TELECOM INDUSTRY

Jai Joon Lee, California State University Sacramento, USA

DEVELOPMENT OF EFFECTIVE AND INNOVATIVE COLLABORATIVE TECHNOLOGY FOR STRATEGIC MANAGEMENT AND POLICY PEDAGOGY

Tami Moser and Karen Sweeney, Southwestern Oklahoma State University, USA

SOCIAL CAPITAL AND RELATIONSHIP NETWORKS – ELEMENTS FOR COMPETITIVE ADVANTAGE AT PHARMACEUTICAL INDUSTRY.

Theodoro A. Peters and Omar Magalhaes Dias, Fei University

ENTREPRENEURIAL OPPORTUNITY RECOGNITION: DOES ANYTHING CHANGE WITH THE INTERNET AND INFORMATION TECHNOLOGY?

Joseph Richards, California State University, Sacramento, USA

Discussant(s): Dr. Tami Moser, Southwestern Oklahoma State University, USA

Tuesday, October 19, 2010 1:15 PM – 2:50 PM Conference Room: D

Track: International Finance- VI

Session Chair: Dr. Marius Gavriletea, Babes-Bolyai University, Cluj-Napoca, Romania

PORTFOLIO SELECTION WITH SKEWNESS: AN APPROXIMATION FOR MULTIPLE OBJECTIVES UNDER MARKET SEMI-VARIANCE

Carlos Alberto Orge Pinheiro, Fundação Visconde De Cairu - FVC, Brazil

Alberto Shiguero Matsumoto, Universidade Católica De Brasília (UCB)

Benjamin M. Tabak, Banco Central Do Brasil And Universidade Católica De Brasília (UCB), Brazil

THE INFLUENCE OF SIFS ON THE BUCHAREST STOCK EXCHANGE INDICES

Cornelia Pop and Ioan-Cristian Chifu, Babes-Bolyai University, Cluj-Napoca, Romania

Marius Gavriletea and Partenie Dumbrava, Babes-Bolyai University, Cluj-Napoca, Romania

LEVY PROCESS AND STOCK RETURN DISTRIBUTION: FOCUS ON HANG SENG INDEX RETURN DISTRIBUTION

Yan Qin, City University of New York, NY, USA

STOCK MARKET INTERDEPENDENCE IN LATIN AMERICA AND SPAIN: IMPLICATIONS FOR FINANCIAL DECISION MAKING

Dimitrios Tsoukalas, Purdue University-Calumet, Indiana, USA

THE DYNAMICS OF VOLATILITY TRANSMISSION FROM THE U.S. AND REGIONAL MARKETS TO THE ADRS

Priti Verma, Texas A&M University, Kingsville, Texas, USA

Dave Jackson, University of Texas-Pan American, Edinburg, Texas, USA

ASYMMETRIC ADJUSTMENT IN THE EFFECTS OF MONETARY POLICY: EVIDENCE IN SOME EUROPEAN COUNTRIES USING A COINTEGRATION ANALYSIS

Abdoul Wane, Fayetteville State University, Fayetteville, NC, USA

Discussant(s): Dr. Priti Verma, Texas A&M University, Kingsville, Texas, USA

Tuesday, October 19, 2010 1:15 PM – 2:50 PM Conference Room: E

Track: General Business- XII

Session Chair: Rakesh Mittal, New Mexico State University, USA

DEVELOPING A CAPSTONE COURSE IN HEALTH INFORMATICS PROGRAM

Teuta Cata, Laura Cole, and Gary Hackbarth, Northern Kentucky University

IMPACTS OF MARKET-DRIVING STRATEGY ON PRODUCT INNOVATION AND PERFORMANCE OF TELECOMMUNICATION BUSINESSES IN THAILAND

Phapruke Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand

Phaithun Intakhan, Lampang Rajabhat University, Thailand

IMPACT OF POWER DISTANCE ON MULTI-SOURCE FEEDBACK EVALUATIONS: A CROSS-CULTURAL PERSPECTIVE

Rakesh Mittal, New Mexico State University, USA

Anshu Saran, University of Texas of The Permian Basin, USA

THE IMPACT OF GOAL ORIENTATION ON TEAM PROCESSES AND KNOWLEDGE SHARING AMONG TEAMS MEMBERS

David J Radosevich, University of Wisconsin-Green Bay, USA

Valerie A Johnson, Central Michigan University

Mark R Allyn, Montclair State University

Julia Park, UBS

Discussant(s): Dr. Teuta Cata, Northern Kentucky University, USA

Tuesday, October 19, 2010 3:00 PM – 4:50 PM Conference Room: A

Track: Real Estate and Insurance- I

Session Chair: Dr. Kwang Woo Park, Minnesota State University, USA

CONSUMER-DRIVEN HEALTHCARE: LET THE CONSUMER DECIDE

Christopher M Brockman, Kirk M Erickson, and D. Michael Long, University of Tennessee At Chattanooga

AUSTRALIAN HOUSE PRICES AFFORDABILITY: AN INTERNATIONAL COMPARISON OF THE DETERMINANTS OF HOUSE PRICE'S PERFORMANCE 1980 – 2009

Kevin James Daly and Kelly Liu, University of Western Sydney, Australia

THE SECONDARY MORTGAGE MARKET IN CANADA AS A SIGNIFICANT COMPONENT IN THE EVOLUTION OF HOUSING FINANCE IN CANADA

Charles N King, Simon Fraser University, Canada

MORTGAGE TERMINATION IN LOS ANGELES COUNTY

Jean Loo, California State University, Los Angeles

Taewon Kim, California State University

Min-Ming Wen, California State University, Los Angeles

THE VALUE RELEVANCE OF FUNDS FROM OPERATIONS (FFO) AND NET INCOME FOR REITS

Christopher Lubwama, California State University, East Bay

Tammie X Simmons-Mosley, California State University, East Bay

Fung-Shine Pan, California State University, East Bay

TRENDS AND VOLATILITY: MEASURING THE HOUSING MARKET USING THE GARCH MODEL

Kwang Woo Park and Willam Brennan, Minnesota State University

Discussant(s): Dr. Jean Loo, California State University, Los Angeles

Tuesday, October 19, 2010 3:00 PM – 4:50 PM Conference Room: B

Track: General Business- XIII

Session Chair: Dr. Phaithun Intakhan, Lampang Rajabhat University, Thailand

INNOVATION SUCCESS AND ORGANIZATIONAL PERFORMANCE: EVIDENCE FROM TELECOMMUNICATION BUSINESSES IN THAILAND

Phaprueke Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand

Phaithun Intakhan, Lampang Rajabhat University, Thailand

GLOBAL BRANDS VS. LOCAL BRANDS IN CHINESE CONSUMER MIND

Warveni Jap, Thompson Rivers University

A COMPARATIVE ANALYSIS OF KOREAN & CHINESE COMPANY AND BRAND ICONS

Darryl W Miller, Ozcan Kilic, and Stacy M Vollmers, University of Wisconsin River Falls, USA

SEX SELLS (CONDITIONS APPLY). PERCEIVED TRUSTWORTHINESS OF SEXY COMPARED TO ATTRACTIVE FEMALE STAFF.

Duncan W Murray, University of South Australia

Bianca E Price, University of South Australia

MANAGEMENT AUDIT EFFECTIVENESS AND ORGANIZATIONAL SURVIVAL OF THAI-LISTED FIRMS: MEDIATING ROLE OF VALUE ADDED PERFORMANCE, GOVERNANCE OUTCOME, AND OUTPERFORMING MARKET POSITION

Usana Srikarsem, Mahasarakham University, Kantarawichai, Thailand

Phaprueke Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand

Discussant(s): Dr. Duncan W Murray, University of South Australia

Tuesday, October 19, 2010 3:00 PM – 4:50 PM Conference Room: C

Track: Strategic Management- III

Session Chair: Dr. Ricarda B. Bouncken, University of Bayreuth, Germany

CULTURAL CHANGE, NATIONAL COMPETITIVENESS, ECONOMIC ACTIVITY, CORRUPTION: ANY COMMONALITY?

Nacasius U. Ujah, Collins E. Okafor, and Ahmed Elkassabgi, Texas A&M International University, USA

PERFORMANCE OF INNOVATION TIMING STRATEGIES IN SUPPLY CHAIN PARTNERSHIPS

Ricarda B. Bouncken and Andreas A. Rauth, University of Bayreuth, Germany

INNOVATION STRATEGY AND CAPITAL STRUCTURE OF BRAZILIAN COMPANIES

Mario Kuniy, Leonardo Basso, and Herbert Kimura, Universidade Mackenzie, Sao Paulo, Brazil

HOW TO UNLOCK LOCK-IN EFFECTS THROUGH INNOVATION: AN EMPIRICAL STUDY ON (INTER-) DEPENDENCES AND CONTROL SYSTEMS IN THE GERMAN AUTOMOTIVE SUPPLIER INDUSTRY

Klaus Möller, University of Göttingen and Felix Isbruch, Ludwig-Maximilians-Universität München

CONCEPTUAL FRAMEWORK FOR INTEGRATING STRATEGIC PLANNING SYSTEMS

Jai Joon Lee, California State University Sacramento, USA

THE IMPACTS OF BRAND LOYALTY STRATEGY AND MARKETING PERFORMANCE: AN EMPIRICAL STUDY IN GARMENT BUSINESS IN THAILAND

Kittichai Akkarawimut and Phaprueke Ussahawanitchakit, Mahasarakham University, Thailand

EFFECTS OF MARKETING ADAPTATION STRATEGY ON CUSTOMER RESPONSE, MARKETING EXCELLENCE AND MARKET PERFORMANCE OF FOOD PRODUCT BUSINESS IN THAILAND

Sumittra Jirawuttinaunt and Phaprueke Ussahawanitchakit, Mahasarakham University, Thailand

Discussant(s): Dr. Mario Kuniy, Universidade Mackenzie, Sao Paulo, Brazil

Tuesday, October 19, 2010 3:00 PM – 4:50 PM Conference Room: D

Track: International Economics- II

Session Chair: Dr. Cheick Wagué, South Stockholm University, Stockholm, Sweden

INTERNATIONAL FINANCIAL SERVICES CENTRES: A COMPARATIVE ANALYSIS OF THE DRIVERS FROM AN AUSTRALIAN PERSPECTIVE.

Kevin James Daly, University of Western Sydney, Australia

Teresa Tosompark, Assumption University

ELECTRONIC DEFENSE PARADIGM: PLUGGING THE COMPUTER DIKE

Laura R Ingraham, San Jose State University, USA

IS CHILD WORK A DETERRENT TO SCHOOL ATTENDANCE AND SCHOOL ATTAINMENT? EVIDENCE FROM BANGLADESH.

Rasheda Khanam, University of Southern Queensland

Russell Ross, University of Sydney, Australia

THE REGIONAL DETERMINANTS OF FOREIGN DIRECT INVESTMENT IN THE INTERIOR OF CHINA: AN EMPIRICAL STUDY OF THE TIMING OF ENTRY

Yulong Liu, Massey University, New Zealand

THE IMPACT OF GRAY'S THEORETICAL FRAMEWORK ON INTERNATIONAL ACCOUNTING AND ACCOUNTABILITY RESEARCH

Cheick Wagué, Southern Stockholm University-SÖDERTÖRN, Stockholm, SWEDEN

TRADE CREATION IN THE AGOA LEGISLATIONS: A STUDY OF KENYA'S EXPORTS TO THE UNITED STATES

Yvan Nezerwe, Alliant International University

Discussant(s): Dr. Yvan Nezerwe, Alliant International University

Tuesday, October 19, 2010 3:00 PM – 4:50 PM Conference Room: E

Track: General Business- XIV

Session Chair: Dr. Simon Fietze, Helmut-Schmidt-University, Germany

INTERACTIONS OF U.S. INTEREST RATE, BANK LOANS AND FOREIGN EXCHANGE RATE BETWEEN U.S. AND JAPAN

Lei Wen, Buena Vista University, Storm Lake, Iowa, USA

Litao Zhong, St. Charles Community College, Cottleville, Mo, USA

HUMAN RESOURCE STRATEGIES IN ORGANIZATIONS FOR INNOVATIONS

Alan S. Khade and Theresa Zamora, California State University, Stanislaus, Turlock, USA

JOB SATISFACTION AND PERSONALITY

Simon Fietze, Helmut-Schmidt-University, Germany

REFRAMING THE FRAMING EFFECT: ON THE ROLE OF PROFESSIONAL LEARNING AND DECISION FRAMES IN MANAGEMENT DECISION-MAKING

Peggy Ann Hughes, Fairleigh Dickinson University, Teaneck, USA

Joan L. Slepian, Fairleigh Dickinson University- Madison, USA

David J. Radosevich, University of Wisconsin, Green Bay, USA

ASSESSING STUDENTS' READINESS FOR ONLINE INSTRUCTION IN BUSINESS COMMUNICATIONS COURSES

Vershun L. McClain and Mary M. White, Jackson State University, Jackson, MS, USA

Discussant(s): Dr. Peggy Ann Hughes, Fairleigh Dickinson University, Teaneck, USA

Tuesday, October 19, 2010 5:00 PM – 6:30 PM Conference Room: A

Track: General Business- XV

Session Chair: Dr. Frank S Smith, Henderson State University, USA

DO LAYOFFS AFFECT THE PROBABILITY OF BANKRUPTCY?

Frank S Smith, Henderson State University, USA

WHO IS MANAGING RISK IN OIL AND GAS COMPANIES?

Sherry X. Wang, Lakehead University

AIS COMPETENCY, ACCOUNTING OUTCOMES, AND FIRM PERFORMANCE: AN EMPIRICAL STUDY OF THAI-LISTED FIRMS

Khajit Konthong, Mahasarakham University, Kantarawichai, Thailand

Phapruek Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand

COMPARING PERFORMANCE OF SMALL COMMUNITY BANKS IN CALIFORNIA

Jean Loo, California State University, Los Angeles, USA

ROLES OF AUDIT EXPERIENCE AND ETHICAL REASONING IN AUDIT PROFESSIONALISM AND AUDIT EFFECTIVENESS THROUGH A MODERATOR OF STAKEHOLDER PRESSURE: AN EMPIRICAL STUDY OF TAX AUDITORS IN THAILAND

Phaithun Intakhan, Lampang Rajabhat University, Thailand

Phapruek Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand

OPERATIONAL RISK MANAGEMENT IN NON-FINANCIAL INSTITUTIONS:

Luiz Carlos Jacob Perera and Herbert Kimura, Universidade Presbiteriana Mackenzie

Roberto Borges Kerr and Arthur M. Gabbay, Universidade Presbiteriana Mackenzie

Discussant(s): Dr. Jean Loo, California State University, Los Angeles, USA

Tuesday, October 19, 2010 5:00 PM – 6:30 PM Conference Room: B

Track: General Business- XVI

Session Chair: Dr. Vedanta Singh, National Institute of Technology Hamirpur, India

LEADERSHIP FOCUSING ON COMMUNICATION IN A POSTMODERN CONTEXT

Carlos Estrela Brito and Tarcisio Vanzin, UFSC

Marcos Ferasso and Jorge Alberto Velloso Saldanha, UFPI

EXPLORING THE PARAMETERS FOR THE OPTIMIZATION OF FUEL CONSUMPTION IN AVIATION INDUSTRY: A LITERATURE REVIEW

Vedanta Singh and Somesh Kumar Sharma, National Institute of Technology Hamirpur, India

STRATEGIC LEARNING CAPABILITY, FIRM PERFORMANCE AND SUSTAINABLE GROWTH: AN EMPIRICAL STUDY OF AUTO SPARE PART MANUFACTURING BUSINESSES IN THAILAND

Saowaluk Jitnom and Phapruek Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand

ORGANIZATIONAL INNOVATION STRATEGY AND FIRM PERFORMANCE: AN EMPIRICAL STUDY OF COMPUTER SPARE PARTS BUSINESSES IN THAILAND

Chattawat Limpsurapong and Phapruek Ussahawanitchakit, Mahasarakham University, Thailand

THE TRANSNATIONAL ENTREPRENEUR: AN INITIAL OVERVIEW OF FACTORS AFFECTING INTERNATIONAL STRATEGIES

Isaura Flores, Marilyn Young, and Jim Tarter, The University of Texas at Tyler, USA

THE SILENT ENTREPRENEURS IN THE AMERICAS HEMISPHERE

Carmen L Martinez-Lopez, The City University of New York/BMCC

Discussant(s): Dr. Carmen L Martinez-Lopez, The City University of New York/BMCC, USA

Tuesday, October 19, 2010 5:00 PM – 6:30 PM Conference Room: C

Track: Finance All Other Areas- II

Session Chair: Dr. Raymond Jackson, University of Massachusetts- Dartmouth, USA

AN EMPIRICAL INVESTIGATION OF THE EFFECT OF EXPENSING STOCK OPTIONS ON EARNINGS QUALITY

Brock Murdoch, Paul Krause, and Paul Guy, California State University, Chico, USA

PERSPECTIVES ON PAYDAY LOANS: THE EVIDENCE FROM FLORIDA

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Larry J Prather, Southeastern Oklahoma State University

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ON THE RELATIONSHIP BETWEEN THE VARIABILITY OF STOCK AND PORTFOLIO BETAS

Pat Obi and Shomir Sil, Purdue University Calumet, Hammond, USA

Discussant(s): Dr. Pat Obi, Purdue University, Hammond, USA

Tuesday, October 19, 2010 5:00 PM – 6:30 PM Conference Room: D

Track: International Economics- III

Session Chair: Dr. Pornlapas Suwannarat, Mahasarakham University, Thailand

FDI AND SECTOR PRODUCTIVITY GROWTH: AN EMPIRICAL STUDY OF THE GHANAIAN EXPERIENCE FROM 1980 TO 2007

Kwame Owusu, Jackson State University, MS, USA

VENEZUELA IMPACT ON LATIN AMERICAN INTEGRATION

Gilson G Silva Jr, and Wilson Jb Almeida, Catholic University of Brasilia, Brazil

THE ROLE OF PARENTAL CONTRIBUTIONS IN THE DEVELOPMENT AND MANAGEMENT OF INTERNATIONAL JOINT VENTURES IN THAILAND

Pornlapas Suwannarat, Mahasarakham University, Thailand

David Williams, University of Liverpool Management School

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A COMPARATIVE ANALYSIS OF RETURNS OF VARIOUS ASSET CLASSES IN SA 1986-2010

Robert Vivian and Christo Auret, University of The Witwatersrand, Johannesburg, South Africa

Discussant(s): Dr. Gilson G Silva Jr, Catholic University of Brasilia, Brazil

Tuesday, October 19, 2010 5:00 PM – 6:30 PM Conference Room: E

Track: Strategic Management- IV

Session Chair: Dr. Anh Tuan Tran, La Trobe University, Macleod, Australia

THE EFFECTS OF INFORMATION TECHNOLOGY CAPABILITY, NETWORK COMPETENCY AND ORGANIZATIONAL LEARNING ON LOGISTICS INNOVATION, COMPETITIVE ADVANTAGE AND PERFORMANCE OF FOOD BUSINESSES IN THAILAND

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CUSTOMER SATISFACTION IMPACTS ON BANK PERFORMANCE: AN EMPIRICAL STUDY FROM A DEVELOPING COUNTRY

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ORGANIZTIONAL LEARNING: KNOWLEDGE FLOWS AND ORGANIZTIONAL STRUCTURE

Tz-Li Wang and Ya-Hui Lien, National Chung Cheng University

INTERNET STRATEGY, MARKETING EFFECTIVENESS AND FIRM PERFORMANCE: EVIDENCE FROM ELECTRONICS COMMERCE BUSINESSES IN THAILAND

Phapruke Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand
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ENTREPRENEURIAL OPPORTUNITY RECOGNITION: DOES ANYTHING CHANGE WITH THE INTERNET AND INFORMATION TECHNOLOGY?

Joseph Richards, Freddy Su Jin Lee, and Iksuk Kim, California State University Los Angeles, California, USA

FACTORS INFLUENCING THE ADOPTION OF TECHNOLOGIES IN DEVELOPING COUNTRIES: AN EMPIRICAL STUDY

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THE TRANSNATIONAL ENTREPRENEUR: AN INITIAL OVERVIEW OF FACTORS AFFECTING INTERNATIONAL STRATEGIES

Isaura Flores, Marilyn Young, and Jim Tarter, The University of Texas at Tyler

Discussant(s): Dr. Joseph Richards, California State University Sacramento, California USA

Wednesday, October 20, 2010

8:00 AM – 9:50 AM Conference Room: A

Track: General Business- XVII

Session Chair: Dr. Giuliana C. Andreopoulos, William Paterson University, Wayne, NJ, USA

INCENTIVE EFFECTS OF NEW STOCK OPTIONS FOR EXECUTIVES AND THEIR SHARE OWNERSHIP IN THE FIRM

Zahid Iqbal, Kun Wang, and Sewon O, Texas Southern University, Houston, Texas, USA

TEACHING MICROECONOMIC PRINCIPLES: DOES STUDENT QUALITY PLAY A ROLE?

Giuliana C. Andreopoulos and Alexandros Panayides, William Paterson University, Wayne, NJ, USA

USING A MARKETING COMPUTER SIMULATION TO IMPROVE LEARNING IN A PRINCIPLES OF MARKETING COURSE

Stephen L. Baglione, Saint Leo University, Saint Leo, Florida, USA

ASSESSING ASSURANCE OF LEARNING TO ENSURE ENHANCED STUDENTS' PERFORMANCE IN QUANTITATIVE COURSES

Sekhar Anantharaman, Indiana University of Pennsylvania, USA

Jungki Lee, Korea University At Sejong, Korea

AUDIT CREATIVITY, AUDIT DECISION MAKING, AUDIT TECHNIQUE VARIETY, AUDIT WORKING IMPROVEMENT AND AUDIT SUCCESS: AN EMPIRICAL STUDY OF CPAS IN THAILAND

Pornpun Musig and Phapruke Ussahawanitchakit, Mahasarakham University, Kantarawichai, Thailand

ACCOUNTING ETHICS ORIENTATION IN THAI-LISTED FIRMS: AN EMPIRICAL INVESTIGATION OF THE ANTECEDENTS AND CONSEQUENCES

Varaporn Premanichnukul and Phapruke Ussahawanitchakit, Mahasarakham University, Thailand

Discussant(s): Dr. Sekhar Anantharaman, Indiana University of Pennsylvania, USA

Wednesday, October 20, 2010

10:00 AM – 11:50 AM Conference Room: A

Track: General Business- XVIII

Session Chair: Dr. Joyce A Banjac, North Coast Conflict Solutions, Ohio, USA

PERCEPTION OF CONTROL AND OVERALL PROGRAM EVALUATION AMONG MBA STUDENTS

Sekhar Anantharaman, Indiana University of Pennsylvania, USA

Jungki Lee, Korea University, Korea and Barbara Jones, Alabama A&M University, USA

STRENGTHENING REGIONAL COOPERATION IN ENERGY IN SOUTH ASIAN REGION

V. Ranganathan, Indian Institute of Management, Bangalore, India

UNDERSTANDING BUSINESS REGULATIONS AND THEIR ENFORCEMENT AROUND THE WORLD: ENRICHING EASE OF DOING BUSINESS INDICATORS

Mehrdad Roham, Anait R. Gabrielyan, and Norman P. Archer, McMaster University, Canada

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Hamidreza Vakilifard and Vahab Rostami, Islamic Azad University (Iau), Tehran, Iran

Mahdi Salehi, Ferdowsi University of Mashhad, Iran

DEMYSTIFYING THE PEDAGOGY OF GLOBALIZATION: A HISTORICAL AND THEORETICAL APPROACH TOWARD EFFECTIVE LEARNING

Sean D. Jasso, Pepperdine University, Malibu, California, USA

ASSESSMENT OF INDEPENDENT COLLEGES AND UNIVERSITIES: DO B-SCHOOL'S THINK COLLABORATIVELY AND ACT COMPETITIVELY™?

Joyce A Banjac, North Coast Conflict Solutions, Ohio, USA

Brian M Banjac, Cleveland State University, Ohio

Discussant(s): Dr. V. Ranganathan, Indian Institute of Management, Bangalore, India

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