Saint John's University, Jamaica New York

From the Selected Works of Patrick Flanagan

July, 2008

10th Annual International Global Business & Technology Association Conference | Madrid, Spain

Patrick Flanagan
EVOLUTION AND REVOLUTION IN THE GLOBAL KNOWLEDGE ECONOMY: ENHANCING INNOVATION AND COMPETITIVENESS WORLDWIDE

Tenth Annual International Conference

JULY 8 – 12, 2008
MADRID, SPAIN

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The aim of the conference is to provide a unique international forum to facilitate the exchange of cutting-edge information through multi-disciplinary presentations of current issues, challenges and developments in the area of business management education.
## 2008 GBATA Schedule of Sessions: July 8 - 12

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**Legend:**
- AC = Accounting
- EC = Economics
- EDIT = Meet the Editors
- FI = Finance
- HC = Health Care
- IS = Interdisciplinary Studies
- IT = Info. Tech.
- LA = Law & Regulations
- MG = Management
- MK = Marketing
- PL = Plenary Session
- SP = Special Panel
- TO = Tourism

*Legend: To find your schedule of activities (e.g. presentation, session, discussant), please consult the Alphabetical Index of Participants starting on page 65.*
Wednesday, July 9  Time: 8:30AM to 10:00 AM  Room: Ballroom III

[PL1] PLENARY SESSION

**Crises in Global Markets:**
**Innovation and Competitiveness**

**Chairperson**
Nejdet Delener, State University of New York Old Westbury, USA

"Future of Higher Education"
Clara Eugenia Nuñez, The General Director of Universities and Research, Spain

"Global Energy Crises"

"When Transparency is Not Enough: From Global Financial Crises to Ethical and Environmental Challenges"
Robert G. Vambery, Pace University, USA
Robert G.A. Boland, Former Dean, International University in Geneva, Switzerland

**Discussants**
Leon de Wet Fourie, Vaal University of Technology, South Africa
Guy Callendar, Curtin University of Technology, Australia
C. Pat Obi, Purdue University-Calumet, USA
Wednesday, July 9  Time: 10:30AM to Noon  Room: A

[FI1] EVOLUTION IN GLOBAL BANKING MARKETS

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

An Analysis of Investment Behavior of Potential Clients of Securities Firms in Thailand
Budsakorn Watcharasiri, National Institute of Development Administration, Thailand

Foreign Bank Entry and Evolution of Efficiency: Evidence from Turkish Banking Sector
Asli Gul Oncel, Galatasaray University, Turkey
Omur Suer, Galatasaray University, Turkey

Does Ownership Influence Performance? Evidence from Europe
Ines Lisboa, Polytechnic Institute of Leiria, Portugal
Jose Paulo Esperanca, Polytechnic Institute of Leira, Portugal

Discussants
Engin Kucukkaya, Middle East Technical University, Turkey (Papers 1 & 2)
Antanas Makstutis, General Jonas Zematis Military Academy of Lithuania, Lithuania (Paper 3)
Wednesday, July 9  Time: 10:30AM to Noon  Room: B

[IS1] COUNTRY STUDIES: CULTURAL AND POLITICAL PERSPECTIVES I

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

The Challenges and Dilemmas Embedded in the Expatriate Vote: The Case Study of Italians Overseas
Bruno Mascitelli, Swinburne University of Technology, Australia
Simone Battiston, Swinburne University of Technology, Australia

Investigating Risk Management Strategies: The Case of Earthquake in Turkey
Ozlem Ozdemir, Middle East Technical University, Turkey
Cengiz Yilmaz, Bogazici University, Turkey

Intergovernmental Relations and Co-operative Government in South Africa: Milestones and Challenges Facing Partnership Government
Lianne P. Malan, University of Pretoria, South Africa

The Relationship Between Education Business Programs and New Entrepreneurship: An Overview of the U.S. Situation
Lorenzo Petretto, University of Florence, Italy

Discussants
Gerard Leo Danford, Haaga-Helia University, Finland (Papers 1 & 2)
Auke R. Leen, Leiden University, The Netherlands (Papers 3 & 4)
Wednesday, July 9  Time: 10:30AM to Noon  Room: C

[MG1] CORPORATE GOVERNANCE AND ORGANIZATIONAL CHANGE

Chairperson
Shaukat Ali, University of Wolverhampton, United Kingdom

Five Thousand Years of Organization Change: The Impact of Procurement
Guy Callender, Curtin University of Technology, Australia

Changing Organizational Models of Corporate Governance: An Empirical Case
Cristina Bettinelli, University Bergamo, Italy
Lal Chugh, University of Massachusetts, U.S.A.

Valuation of Strategic Alliances Through Real Options
Lenise Saraiva De Va Costa, University of South of Santa Catarina, Brazil
Marcos Cohen, Pontifical Catholic University of Rio de Janeiro, Brazil

Communion Economy Project: Joining Ethics and Competitive Advantage
Mario Couto Soares Pinto, Pontifical Catholic University of Rio de Janeiro, Brazil

Discussants
Liezel Lues, University of the Free State, South Africa (Papers 1& 2)
Tatiana Leonova, State University of Management, Russia (Papers 3& 4)
Wednesday, July 9  Time: 10:30AM to Noon  Room: D

[MK1] ONLINE MARKETING: COUNTRY STUDIES

Chairperson
Sonja Petrovic-Lazarevic, Monash University, Australia

Dyadic Adaptation in Online Marketing Alliances of Korean Firms

Jong-Kun Jun, Hankuk University of Foreign Studies, Korea  
Thae Min Lee, Chungbuk National University, Korea  
Seong-Tae Hong, Department of International Trade and Business, Korea

An Empirical Investigation of Turkish Consumers Online Shopping Patterns

Elif Akagun Ergin, Cankaya University, Turkey  
Handan Özdemir Akbay, Cankaya University, Turkey

Thinking Styles of Entrepreneurs Matter in Innovation: A Study of Technology-Based Firms in China

Stephen Ko, Hong Kong Polytechnic University, Hong Kong

Mobile Telephony: New Marketing Object or New Cultural Source

Bruno Salgues, Institute National des Telecommunications, France

Discussants

Lizl Steynberg, Tshwane University of Technology, South Africa (Papers 1& 2)  
Hande Kimiloglu, Bogazici University, Turkey (Papers 3& 4)
Wednesday, July 9  
Time: 1:00 PM to 2:30 PM  
Room: A

[EC1] ECONOMIC DEVELOPMENT AND INNOVATION

Chairperson
Auke R. Leen, Leiden University, The Netherlands

The Role of Sister City Relationships in the Enhancement of Trade: A Case Study - Latrobe City (Australia) and Taizhou (China)
Bruno Mascitelli, Swinburne University of Technology, Australia
Mona Chung, Deakin University, Australia

Social and Economic Development: Russian Priorities
Tatiana Leonova, State University of Management, Russia

Distributing the Increase of a Phenomenon Among Factors and Constructing of Factor Indices
Sirli Mandmaa, Tallinn University of Technology, Estonia
Jaan Vainu, Tallinn Technological University, Estonia

Assessing National Innovation Policy: A Comparative Study
Grace T.R. Lin, National Chiao Tung University, Taiwan
Yung-Chi Shen, National Chiao Tung University, Taiwan
Chia-Chi Sun, National Chiao Tung University, Taiwan
Hsiao-Chen Yu, National Chiao Tung University, Taiwan

Discussants
Mladenka Balaban, University of Braca Karic, Serbia (Papers 1& 2)
Costas Hadjicharalambous, SUNY Old Westbury, U.S.A. (Papers 3& 4)
Wednesday, July 9  
Time: 1:00 PM to 2:30 PM  
Room: B

[IS2] ECONOMIC SUSTAINABILITY IN A GLOBAL SETTING

Chairperson
Tevfik Dalgic, University of Texas at Dallas, USA

Evaluation of Environmental Effects of Airport Operations: The Case of Turkey
Vildan Durmaz, Anadolu University, Turkey
Hatice Kucukonal, Anadolu University, Turkey
Mustafa Ozen, Anadolu University, Turkey
Mufide Banar, Anadolu University, Turkey

The State Function as Inducer and Formulator of a Public Policy of Credit Access as a Tool of Combat Against Poverty and Social Inclusion
Francisco Marcelo Barone, Getulio Vargas Foundation (FGV), Brazil
Deborah Zouain, Getulio Vargas Foundation (FGV), Brazil

Outsourcing R&D Operations to Emerging: Country Providers
Taina Paju, Turku School of Economics & Business Adm., Finland

Effects of Family Structure and Socialization on Materialism: A Life Course Study in Malaysia
K. Prakash Vel, University of Wollongong, Dubai
George Moschis, Georgia State University, U.S.A.

Discussants
Ana Lisboa, Polytechnic Institute of Leiria, Portugal (Papers 1 & 2)
Bruno Mascielli, Swinburne University of Technology, Australia (Paper 3 & 4)
Wednesday, July 9  Time: 1:00 PM to 2:30 PM  Room: C

[MG2] CORPORATE GOVERNANCE AND WORK BEHAVIOR

Chairperson
Mahesh N. Rajan, San Jose State University, U.S.A.

Increasing Service Exports: A Key Contributor in the Growth of the Global Knowledge Economy
Max Coulthard, Monash University, Australia

Executive and Non-Executive Directors' Liability in the Frame of One-Tier and Two-Tier System of Corporate Governance
Ljiljana Maurovic, University of Rijeka, Croatia

Developing an Effective Sexual Harassment Policy for Higher Education Institutions in South Africa
Pierre Joubert, Vaal University of Technology, South Africa

Leader-Member Exchange Relationship, Power Distance, Abusive Supervision and Organizational Citizenship Behavior: The Case of Foreign Labor in Taiwan
Yu Ming Chu, National University of Tainan, ROC

Discussants
Cristina Bettinelli, University Bergamo, Italy (Papers 1 & 2)
V. Aslihan Nasir, Bogazici University, Turkey (Papers 3 & 4)
Wednesday, July 9   Time: 1:00 PM to 2:30 PM   Room: D

[MK2] BRANDING AND MARKET SEGMENTATION STRATEGIES

Chairperson
Eleuch Amira, Osaka University of Economics, Japan

A Modified Model of Service Provider Selection Criteria for Different Service Types
Kugyte Ramune, University of Management and Economics, Lithuania
Sliburyte Laimona, Kaunas University of Technology, Lithuania

Risks the Poor Perceive When Shopping for Food
Patricia G. Reis, Pontifical Catholic Univ. of Rio de Janeiro, Brazil
Paulo Cesar Motta, Pontifical Catholic University of Rio de Janeiro, Brazil
Luis F. Hor-Meyll, Pontifical Catholic Univ. of Rio de Janeiro, Brazil

Raising Brand Equity to Generation Y
Violet Lazarevic, University of Melbourne, Australia
Sonja Petrovic-Lazarevic, Monash University, Australia

From the Global to the Local: The Internalization of the Social Tourism of the Sesc in the Hinterland of Pernambuco - Brazil. A Case of Social: Inclusion
Silvia Candido dos Santos, PUC - RJ, Brazil
Ilso Maria Araújo Galvao, Endereço, Brazil
Gilson Dos Santos, Endereço: Rua Treze, Brazil
Antônio Inocêncio Lima, Endereço: Rua Treze, Brazil
Fátima Bayma De Oliveira, Fundação Getulio Vargas, Brazil

Discussants
Yamen Koubaa, University of Marketing & Distribution Sciences, Japan (Papers 1& 2)
Andrea Manzoni, University Bergamo, Italy (Papers 3& 4)
Wednesday, July 9  
Time: 3:00 PM to 4:30 PM  
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[FI2] INSURANCE AND RISK IN FINANCIAL MANAGEMENT

Chairperson
Igor N. Tsarkov, The State University - Higher School of Economics, Russia

Credit Risk Management: A Practical Examination of Turk Eximbank
Engin Kucukkaya, Middle East Technical University, Turkey
Kursat Durmaz, Renaissance Construction & Development, Russia

The Effectiveness of the Usage of Strategies for Investments in Stocks of: Smaller P/E Index in Brazil
Pierre Lucena, Federal University of Pernambuco Brazil, Brazil
Joseanny Vasconcelos, Federal University of Pernambuco Brazil, Brazil

The Prospects for Optional Federal Chartering of Insurance Companies in the United States
Laurence J. Mauer, St. John's University, U.S.A.
Neil Holden, Ohio University, U.S.A.

Prospects of Insurance Market Development in Serbia
Mladenka Balaban, University of Braca Karic, Serbia

Discussants
Sunti Tirapat, Chulalongkorn University, Thailand (Papers 1 & 2)
C. Pat Obi, Purdue University-Calumet, U.S.A. (Papers 3 & 4)
Wednesday, July 9  Time: 3:00 PM to 4:30 PM  Room: B

[IS3] DISTANCE LEARNING: CHALLENGES AND STRATEGIES

Chairperson
Alan B. Flaschner, TUI University, U.S.A.

Reflection in Active Learning: Does the Open Reflection Really Work?
Alexei V. Matveev, CUNY, College of Staten Island, U.S.A
Ann Bracken, The Possibility Project, U.S.A
Richard G. Milter, Johns Hopkins University, U.S.A

Distance Learning and Corporate Training in Brazil: The Importance of Educational Technology
Fatima Bayma De Oliveira, Fundacao Getulio Vargas, Brazil
Deborah Zouain, Getulio Vargas Foundation (FGV), Brazil
Francisco Marcelo Barone, Getulio Vargas Foundation (FGV), Brazil

Human Resource Appraisal: Assessing the E-Readiness of Online Learning Facilitators at Higher Education Institutions
Luni Vermeulen, Tshwane University of Technology, South Africa

Measuring Service Quality in South Africa Higher Education: Developing a Multidimensional Scale
Gbolahan Gbadamosi, University of Worcester, United Kingdom
Johan W. de Jager, Tshwane University of Technology, South Africa

Discussants
Hande Kimiloglu, Bogazici University, Turkey (Papers 1& 2)
Francisco Marcelo Barone, Getulio Vargas Foundation (FGV), Brazil (Papers 3& 4)
Wednesday, July 9  
Time: 3:00 PM to 4:30 PM  
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[MG3] CORPORATE PERFORMANCE AND EVALUATION I

Chairperson
Shaukat Ali, University of Wolverhampton Business, UK

Managing a Corporate Strategy to Increase Research Output at a South African University
Liezel Lues, University of the Free State, South Africa

The Impact of Benevolent Leadership, Leader Member Exchange Quality and Political Skill on Resistance to Change
Sezer Cihan Çaliskan, T.C. Haliç Üniversity, Turkey

Closing the Performance Evaluation Gap in SMEs in Thailand: What Matters?
Sumunta Siengthai, Asian Institute of Technology, Thailand
Joanna Zaleska, City University, United Kingdom
Saranya Kantabutr, Asian Institute of Technology, Thailand

Evaluation of Collaborative Strategies Used in the Management of Environmental Parks in Rio de Janeiro
Marcos Cohen, Pontifical Catholic University of Rio de Janeiro, Brazil
Jorge Ferreira da Silva, Pontifical Catholic Univ. of Rio de Janeiro, Brazil

Discussants
Birgitta Sandberg, Turku School of Economics and Business Administration, Finland (Papers 1 & 2)
Anna Gogoleva, The State University - Higher School of Economics, Russia (Papers 3 & 4)
Wednesday, July 9  Time: 3:00 PM to 4:30 PM  Room: D

[MK3] CROSS CULTURAL APPROACHES TO MARKETING AND ADVERTISING

Chairperson
Leon G. Schiffman, St. John's University, U.S.A.

A Cross-Cultural Analysis of Appeals in Magazine Advertisements
Satyendra Singh, University of Winnipeg, Canada

From Anthropology to the Point of Sale: Toward a Marketing Concept Based on "Place/Non-place" Principles
Luis M. Garcia, Universidad Rey Juan Carlos, Spain
Pedro Reinares Lara, Universidad Rey Juan Carlos, Spain

The Usage of Emotional Appeals in Integrated Marketing: Communication Practices - A Study From a Turkish: Confectionery Company
Burcu Keskin, Istanbul Bilgi University, Turkey

Billboards Advertising in South Africa: An Exploratory Study
Therese du Plooy, Tshwane University of Technology, South Africa
Hennie Visser, University of South Africa, South Africa

Discussants
Elif Akagun Ergin, Cankaya University, Turkey (Papers 1 & 2)
Costas Hadjicharalambous, SUNY Old Westbury, U.S.A. (Papers 3 & 4)
Wednesday, July 9  Time: 4:45 PM to 6:15 PM  Room: A

[IT1] GLOBAL INFORMATION MANAGEMENT STRATEGIES I

Chairperson
Liezel Lues, University of the Free State, South Africa.

Internationalization An Information-Processing Perspective: A Study of the Level of ICT Use During Internationalization
Gerard Leo Danford, Haaga-Helia University, Finland

Systems Usability Evaluation Metrics Review
Rodrigo Costa dos Santos, IBMEC-RJ, Brazil
Walter Gassenferth, Faculdades IBMEC/RJ, Brazil

Information Strategy Case Study at Coventry University
Raymond Rogers, Coventry University, United Kingdom
Suki Manak, Coventry University, United Kingdom
Patricia Rogers, Coventry University, United Kingdom

Duopoly of Linux and Microsoft: As Competing Server Operating Systems
Vladimir I. Soloviev, State University of Management, Russia

Discussants
Michael J. Maran, Patent Committee New York City Bar Association, U.S.A. (Papers 1 & 2)
Luni Vermeulen, Tshwane University of Technology, South Africa (Papers 3 & 4)
Wednesday, July 9  Time: 4:45 PM to 6:15 PM  Room: B

[IS4] E-COMMERCE: MANAGEMENT PERSPECTIVES

Chairperson
Tatiana Leonova, State University of Management, Russia

Institutionalizing UK Corporate E-communication Programs in Thailand: The Moderating Impact of Cultural Variance
Tim Andrews, University of Strathclyde, UK
Sununta Siengthai, Asian Institute of Technology, Thailand
Nartnalin Chompusri, Independent Consultant, Thailand

Underlying Dimensions of Barriers in E-Commerce Markets After Market Entry
Fahri Karakaya, University of Massachusetts at Dartmouth, U.S.A.
Michael J. Stahl, University of Tennessee, U.S.A.

Music Shopping Online and Offline
Chiang-Nan Chao, St. John's University, U.S.A.
Robert Mockler, St. John's University, U.S.A.
Leonora Fuxman, St. John's University, U.S.A.
Larry Wander, St. John's University, U.S.A.
Dorothy G. Dologite, Baruch College, CUNY, U.S.A.

Egg Card's Response to the Global Credit Crunch: First Mover or First Loser Strategy?
Nnamdi O. Madichie, University of East London, UK

Discussants
Elif Dayar, Atilim University, Turkey (Papers 1 & 2)
Ana Cristina Valente Borges, Fundacao Getulio Vargas, Brazil (Papers 3 & 4)
Wednesday, July 9  Time: 4:45 PM to 6:15 PM  Room: C

[MG4] CORPORATE PERFORMANCE AND EVALUATION II

Chairperson
Luni Vermeulen, Tshwane University of Technology, South Africa

The Implementation of Lean Production Principles in Spanish Companies: An Exploratory Research in the Automotive Industry
Eduardo Guilherme Satolo, Methodist University of Piracicaba, Brazil
Felipe Araújo Calarge, University Nove de Julho, Brazil
Luis Eugenio Carretero Díaz, Universidad Complutense, Spain
Jose Antonio Arantes Salles, UNINOVE, Brazil

Capturing Value by Controlling Key Relationships: How Successful Companies Maintain Privileged Positions in Crucial Business Interactions
Kathleen Park, Massachusetts Institute of Technology, U.S.A.
Frederic Jallat, European School of Management, France

Absorptive Capacity and Firm Operational Performance: The Modifying Role of Strategic Decision Making Process
Zarina Denan, University of Technology Mara, Malaysia
Noraini Ismail, University of Technology Mara, Malaysia

Discussants
Cornelius Kilian, Tshwane University of Technology, South Africa (Papers 1 & 2)
Alan B. Flaschner, TUI University, U.S.A. (Paper 3)
Wednesday, July 9  Time: 4:45 PM to 6:15 PM  Room: D

[MK4] CUSTOMER SERVICE, QUALITY AND GLOBAL MARKETING I
4:45PM to 6:15 PM  Room D

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

Customer Value Starts from Within: Determinants of Internal Customer Service Quality
Roy Dhurup, Vaal University of Technology, South Africa

The Basic Stages of Development of Marketing on the Russian Enterprises
Alexander Samoldin, The Moscow State Forestry University, Russia

Passengers' Importance and Satisfaction Level of Low Cost Airlines: A Case Study Pegasus Airlines
Ozlem Atalik, Anadolu University, Turkey
Emin Ozel, Anadolu University, Turkey

Consumer Shopping Behaviour in Convenience Stores: A South African Case
Jan P. Grundling, Tshwane University of Technology, South Africa
Lizl Steynberg, Tshwane University of Technology, South Africa
Phillip Myburgh, Tshwane University of Technology, South Africa
Lee Zheng, Tshwane University of Technology, South Africa

Discussants
Gerald R. Ledlow, Georgia Southern University, U.S.A. (Papers 1& 2)
Birgitta Sandberg, Turku School of Economics and Business Administration, Finland
(Papers 3& 4)
Thursday, July 10  Time: 8:30AM to 10:00 AM  Room: A

[EC2]  EUROPEAN UNION CONTEMPORARY ISSUES

Chairperson
Larry Wander, St. John's University, U.S.A.

European Union Budget Review: How Budgetary Constraints Promote Solidarity and Trust
Auke R. Leen, Leiden University, The Netherlands

The Effect of Business Climate on Entrepreneurship in the Czech Republic, Hungary, Poland and Slovakia
Susan Glanz, St. John's University, U.S.A.

Position of Leaders in the Process of Transition Towards Market Economy in Serbia
Kristijan Kolakovic, University of Braca Karic, Serbia

The EMU and Spain: Challenges and Opportunities
Luis Eduardo Rivera-Solis, Dowling College, U.S.A.

Discussants
Kaya Tokmakcioglu, Istanbul Technical University, Turkey (Papers 1& 2)
Dababrata N. Chowdhury, University of Plymouth, United Kingdom (Papers 3& 4)
Thursday, July 10  Time: 8:30AM to 10:00 AM  Room: B

[IS5] ETHICAL AND SOCIAL RESPONSIBILITY IN A GLOBAL SETTING

Chairperson
Emanuel Gomes, Coventry University, UK

Corporate Social Responsibility as a Tool of Corporate Governance in Global Economy
Anna Putnova, Brno University of Technology, Czech Republic
Pavel Seknicka, Charles University, Czech Republic
Pavel Uhlar, Charles University, Czech Republic
Libor Zak, Brno University of Technology, Czech Republic

The Dilemma in Measuring Ethical Thinking: Does it Lead to a Dilemma in Management?
Pauline Magee-Egan, St. John's University, U.S.A.

A Comparison of Information Privacy Concerns in the U.S., China, and Taiwan
Yaonan Lin, Lunghwa University of Science and Technology, Taiwan
Hsueh-Chih Chen, National Taiwan Normal University, ROC

The Evolution of the Whistle Blower Into a Protected Discloser- Public Policy and Ethical Considerations
Natasja Holtzhausen, Tshwane University of Technology, South Africa

Discussants
Max Coulthard, Monash University, Australia (Papers 1 & 2)
Rashidah Abdul Rahman, Universiti Teknologi Mara, Malaysia (Papers 3 & 4)
Thursday, July 10  Time: 8:30AM to 10:00 AM  Room: C

[MG5] CROSS CULTURAL MANAGEMENT STUDIES

Chairperson
Bruno Mascitelli, Swinburne University of Technology, Australia

Studies of Cultures and Subcultures
Anna Gogoleva, The State University - Higher School of Economics, Russia

The Role of Legacy Cultures in a Merged Organization: A Study Case in Latin America
Patricia Amelia Tomei, Pontifical Catholic University of Rio de Janeiro, Brazil
Giuseppe Maria Russo, Pontifical Catholic Univ. of Rio de Janeiro - PUC-Rio, Brazil

Dynamic Strategic Management of ICT: Focusing Firms in Strategic Alliance Networks
Marcos Vianna Villas, Pontifical Catholic University of Rio de Janeiro, Brazil
T. Diana L.V.A. Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil

A Challenging Task of Implementation and Execution of Corporate Strategies: Microsoft's Intent to Acquire Yahoo
Erach Munshi, St. John's University, USA

Discussants
Sununta Siengthai, Asian Institute of Technology, Thailand (Papers 1 & 2)
Nerine C. Bressler, University of Johannesburg, South Africa (Papers 3 & 4)
Thursday, July 10  Time: 8:30AM to 10:00 AM  Room: D

[MK5]  ECLECTIC APPROACHES TO GLOBAL MARKETING

Chairperson
Yamen Koubaa, University of Marketing & Distribution Sciences, Japan

The Influences of Product Types (High-vs.-Low-involvement, Utilitarian vs. Hedonic and High vs. Low Social Visibility) on the Use of Advertising Types (Rational vs. Emotional and Verbal vs. Visual) in Print Ads: Evidence from Thailand

Kawpong Polyorat, Khonkaen University, Thailand
Sirintip Thaikasame, Khonkaen University, Thailand

Network Utilisation in the Commercialisation of Radical Innovations

Birgitta Sandberg, Turku School of Economics and Business Administration, Finland
Leena Aarikka-Stenroos, Turku School of Economics & Business Adm., Finland

The Verification of Customer Perceptions of Queue Management to Achieve Business Imperatives

Andrea Garnett, Vaal University of Technology, South Africa
Dylan Garnett, Zurich Insurance, South Africa

Yours, Mine or Ours? Reconciling the Challenges Posed by Culturally Mediated Approaches to Intellectual Property to a Global Capitalist System

Uma Balakrishnan Tripathi, St. John's University, U.S.A.

Discussants
Roy Dhurup, Vaal University of Technology, South Africa (Papers 1 & 2)
Unal Battal, Anadolu University, Turkey (Papers 3 & 4)
Thursday, July 10  Time: 10:30AM to Noon  Room: A

[F13] GLOBAL EQUITY MARKETS I

Chairperson
Ugur Soytas, Middle East Technical University, Turkey

Portfolio Size and Beta Variability: Implications for: International and Domestic Equity Diversification
Shomir Sil, Purdue University Calumet, U.S.A.
C. Pat Obi, Purdue University Calumet, U.S.A.

An Investigation of Spreads on Corporate Bonds in Thailand
Sunti Tirapat, Chulalongkorn University, Thailand
Suparatana Tanthanongsakkun, Chulalongkorn, Thailand

Market Reaction to Quarterly Financial Reports in Malaysia
Rashidah Abdul Rahman, Universiti Teknologi Mara, Malaysia

Firm Size and Industry Effects on Market Reaction to Changes in the Prices of Federal Funds Futures
Hermann Sintim Sintimaboh, Montclair State University, U.S.A.
Richard Lord, Montclair State University, U.S.A.

Discussants
Neil Holden, Ohio University, U.S.A (Papers 1 & 2)
Davood Askarany, University of Auckland, New Zealand (Papers 3 & 4)
Thursday, July 10  Time: 10:30AM to Noon  Room: B

[IS6] CULTURAL AND POLITICAL PERSPECTIVES: COUNTRY STUDIES

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

Mergers in Higher Education in South Africa Through the Eyes of the Staff Involved
Graham Myers, Durban University of Technology, South Africa
Geoff A. Goldman, University of Johannesburg, South Africa

The Role of City of Tshwane Metropolitan Municipality in Addressing Unemployment.
KH Masilo, Tshwane University of Technology, South Africa
Edward Rankhumise, Tshwane University, South Africa

Comparative Analysis of European Board of Directors
Cristina Bettinelli, University Bergamo, Italy
Lal Chugh, University of Massachusetts, U.S.A.

An Innovative and Successful Firm Within a Declining Sector: The Case the Portuguese Ceramic Industry
Susana Rodrigues, Polytechnic Institute of Leiria, Portugal
Carlos Faria, Faria & Bento. Lda., Portugal

Discussants
Francisco Marcelo Barone, Getulio Vargas Foundation (FGV), Brazil (Papers 1 & 2)
Dababrata N. Chowdhury, University of Plymouth, United Kingdom (Papers 3 & 4)
Thursday, July 10  
Time: 10:30AM to Noon  
Room: C

[MG6] GLOBAL WINE INDUSTRY: STRATEGIC PERSPECTIVES

Chairperson
Leon de Wet Fourie, Vaal University of Technology, South Africa

Luigino Barisan, Universita Degli Studi Di Padova, Italy

Wine Branding: Developing a Framework for the Cyprus Wine Industry
Demetris Vrontis, University of Nicosia, Cyprus
Stanley J. Paliwoda, University of Strathclyde, United Kingdom

Corporate Climate Strategy: Proposal for a Formulation and Assessment Model Based on International Benchmarks
Paulo Gustavo Fuchs, Bndes - Brazilian Development Bank, Brazil
T. Diana L.V.A. Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil

Discussants
Luis Eduardo Rivera-Solis, Dowling College, U.S.A. (Papers 1 & 2)
Max Coulthard, Monash University, Australia (Paper 3)
Thursday, July 10   Time: 10:30AM to Noon   Room: D

[MK6] INTEGRATED MARKETING SYSTEMS AND ETHNICITY
10:30AM to Noon   Room D

Chairperson
Stanley Mukhola, Tshwane University of Technology, South Africa

The Company as an Integrated Marketing System: A Shared Approach of Knowledge, Competencies and Goals
Andrea Manzoni, University Bergamo, Italy
Alessandra Tzannis, Catholic University of Milano, Italy

An Exploratory Study of the Influence of Ethnocentrism, Self-Efficacy, and Involvement on Perceived Reliability of Technology
Giuseppe C. Marelli, University of Torino, Italy
Alan B. Flaschner, TUI University, U.S.A.
Cathy Goodwin, TUI University, U.S.A.

Museum Marketing in Turkey
Ozgur Kokalan, Istanbul Bilgi University, Turkey
Ozlem Kacar Akman, Istanbul Bilgi University, Turkey

The Structure of Country and Brand Images and Their Impact on Product Evaluation
Yamen Koubaa, University of Marketing & Distribution Sciences, Japan
Rim Methamem Boudali, University of Tunis, Tunisia
Fatiha Fort, National Institute for Agricultural Research, France

Discussants
Mourad Mansour, King Fahd University of Petroleum & Minerals, Saudi Arabia (Papers 1 & 2)
Bruno Mascitelli, Swinburne University of Technology, Australia (Papers 3 & 4)
[EDIT] PANEL: MEET THE EDITORS

**Moderator**
*Nejdet Delener, State University of New York Old Westbury, U.S.A.*

**Editor-in-Chief, The Journal of Contemporary Issues in Management**  
Guy Callender, Curtin University of Technology, Australia

**Executive Editor, Journal of Global Business and Technology**  
Nejdet Delener, SUNY Old Westbury, USA

**Editor, Journal of Societal Awareness Through Technology**  
Leon de Wet Fourie, Vaal University of Technology, South Africa

**Editor, Journal of Business Forecasting**  
Chairman L. Jain, St. John’s University, USA

**Editor-in-Chief, Journal of Business and Economic Studies**  
Luis Eduardo Rivera, Solis, Dowling College, USA

**Editor-in-Chief, International Journal of Business and Emerging Markets**  
Satyendra Singh, University of Winnipeg, Canada

Demetris Vrontis, University of Nicosia, Cyprus
Thursday, July 10  Time: 1:00PM to 2:30PM  Room: B

[EC3] ECONOMIC DEVELOPMENT: CROSS-CULTURAL PERSPECTIVES

Chairperson
Mahesh N. Rajan, San Jose State University, U.S.A.

The Determinants of Hong Kong FDI
Shaukat Ali, University of Wolverhampton Business, UK
LiLi Li, Consultant, China

Economic Impact of Cross-Culture Marriage on the Northeast of Thailand
Vilaiwan Thiangtong, Khon Kaen University, Thailand

Integrated Agricultural Development Planning: Technologies in Administration and Options in South Africa
E.J. Van Rooyen, University of Pretoria, South Africa

The Evolution of Firm Population in Turkish Manufacturing Industry: A Time Series Exploration
Ugur Soytas, Middle East Technical University, Turkey

Discussants
Igor N. Tsarkov, The State University - Higher School of Economics, Russia (Papers 1 & 2)
Paulo Gustavo Fuchs, Bndes - Brazilian Development Bank, Brazil (Papers 3 & 4)
Thursday, July 10 Time: 1:00PM to 2:30PM Room: C

[IS7] INNOVATIONS IN BUSINESS EDUCATION

Chairperson
Fahri Karakaya, University of Massachusetts at Dartmouth, U.S.A.

Business Gaming Simulations in Higher Education Approaching Learning Through Realities: A Colombian Case Study
Anne Marie Zwerga-Villegas, EAFIT University, Colombia

The South African National School Feeding Scheme: A Panacea for Poverty Alleviation?
L.M. Seoketsa, Tshwane University of Technology, South Africa
David Mello, Tshwane University of Technology, South Africa

Practical Aspect of the Use of Modern Project Management Methods and New Construction Technologies on the Project Block 67 - Universiade Village Belgrade Serbia
Gordana Gavrilovic, Block 67-Universiade 2009 Project, Serbia
Vitomir Lalovic, Representative Office of NOE-Schaltechnik, Serbia

Innovation in Business Teaching: An Evaluation of an MBA Internship Programme
Marie Hardie, Coventry Business School, United Kingdom
Steve Jewell, Coventry Business School, United Kingdom

Discussants
Sara Bassani, University Bergamo, Italy (Papers 1 & 2)
Karen Haycock, Tshwane University of Technology, South Africa (Papers 3 & 4)
Thursday, July 10   Time: 1:00PM to 2:30PM   Room: D

[MK7] GLOBAL MARKETING: CUSTOMER SERVICE AND QUALITY

Chairperson
Yaonan Lin, Lunghwa University of Science and Technology, Taiwan

The Impact of Emotions on Service Quality, Satisfaction: And Positive Word-of-Mouth Intentions Over Time

Christopher James White, RMIT University, Australia

Evolutionary Change in Fashion Apparel Industry: A Challenge for Speeding Up Production And Distribution

Hisao Fujimoto, Osaka University of Economics, Japan

Understanding the State of Customer Relationship Management Practices of Internet Businesses in Turkey

Hulya Zarali, Bogazici University, Turkey
Hande Kimiloglu, Bogazici University, Turkey

Inequality and Food Purchasing Behavior

Stephanie Bosak, Otto - Von Guericke University Magdeburg, Germany
Birgitta Wolff, Otto-von-Guericke University Magteburg, Germany
Paulo Cesar Motta, Pontifical Catholic University of Rio de Janiero, Brazil

Discussants

Nichola L. Robertson, Deakin University, Australia (Papers 1 & 2)
Johan De Jager, Tshwane University of Technology, South Africa (Papers 3 & 4)
Thursday, July 10     Time: 3:00PM to 4:30PM     Room: A

[F14] GLOBAL EQUITY MARKETS II

Chairperson
Mai Anttila, Helsinki School of Economics (HSE), Finland

Dividend Impact on Stock Price at the National Stock Exchange of India
Soumendra K. Dash, IFIM Business School, India

Financial Crises and Early Warning Systems: An Application for Turkish Economy
Kaya Tokmakcioglu, Istanbul Technical University, Turkey

Enterprise Financial Monitoring in the Global Knowledge Economy
Anna N. Zhilkina, State University of Management, Russia

Discussants

Neil Holden, Ohio University, U.S.A. (Papers 1 & 2)
Kullapapruk Piewthongngam, Khonkaen University, Thailand (Paper 3)
Thursday, July 10  
Time: 3:00PM to 4:30PM  
Room: B

[IS8] ECLECTIC PERSPECTIVES IN BUSINESS

Chairperson
Susana Rodrigues, Polytechnic Institute of Leiria, Portugal

Barriers and Desires of E-Services Adoption Initiatives - An Empirical Case in Macau
N.G. Sio-Wang, Macau Polytechnic Institute, China

Investing in Gulf Region: A PEST Analysis
Mourad Mansour, King Fahd University of Petroleum & Minerals, Saudi Arabia

Mari Ratinen, Swedish School of Eco. and Business Adm., Finland

Production of Asparagus and Positioning of the Producers on European Market
Slavica Kostic-Nikolic, Megatrend University of Applied Sciences, Belgrade  
Vesna Milanoviæ-goluboviæ, Megatrend University, Belgrade

Discussants
Borisas Melnikas, Vilnius Gediminas Technical University, Lithuania (Papers 1 & 2)  
Taina Paju, Turku School of Economics & Business Adm., Finland (Papers 3 & 4)
Thursday, July 10  Time: 3:00PM to 4:30PM  Room: C

[MG7] FIRM PERFORMANCE AND GLOBAL STRATEGIES II

Chairperson
Anna Putnova, Brno University of Technology, Czech Republic

Discourses, Organizations, and Power: Reflections on the Concept of Entrepreneur as an "Organizational Product"
Alessandra Mello da Costa, Fundacao Getulio Vargas, Brazil
Denise Franca Barros, Fundacao Getulio Vargas, Brazil
Paula Emilio Matos Martins, Fundacao Getulio Vargas, Brazil

Strategic E-hr: Matching E-Business Value Drivers and HR Management Tasks
Bjorn-Tore Flaten, UiA University of Agder, Norway
Rotem Schneor, UiA University of Agder, Norway

Characteristics of Innovation Planning in Russian Small and Medium Venture Enterprises
Anna Yakovleva, The State University - Higher School of Economics, Russia

Discussants
Andries J. du Plessis, Unitec Business School, New Zealand (Papers 1 & 2)
Jane L. Menzies, Deakin University, Australia (Paper 3)
Thursday, July 10  Time: 3:00PM to 4:30PM  Room: D

[MK8] GLOBAL MARKETING PERSPECTIVES

Chairperson
Railton Hill, Swinburne University of Technology, Australia

Salesperson Adaptive Selling Behavior and Customer Orientations: An Empirical Analysis of Pharmaceutical Salespeople in Turkey
Ali Kara, Pennsylvania State University, U.S.A.
Mehmet Turan, Cukurova University, Turkey
Serap Cabuk, Cukurova University, Turkey

Challenges of Online Advertising and Marketing in Ukraine
Leonora Fuxman, St. John's University, U.S.A.

The Effect of Culture on Consumer Intellectual Property Theft: An Exploratory Analysis
James Reardon, Monfort College of Business, U.S.A.
Vilte Auruskeviciene, University of Management and Economics, Lithuania
Laura Salciuviene, Manchester Business School, United Kingdom
Denny Mccorkle, Monfort College of Business, U.S.A.
Vida Skudiene, University of Management and Economics, Lithuania

Marketing Resources, Supply Chain Coordination and Business Performance in the Construction Industry: A Proposed Conceptual Framework
Akmal Aini Othman, Universiti Teknologi, Malaysia

Discussants
Dababrata N. Chowdhury, University of Plymouth, United Kingdom (Papers 1 & 2)
Filipe Mota Pinto, Polytechnic Institute of Leiria, Portugal (Papers 3 & 4)
Thursday, July 10  Time: 4:45PM to 6:15PM  Room: A

[EC4] EMERGING ECONOMIES: CHALLENGES AND STRATEGIES

Chairperson
Neil Holden, Ohio University, U.S.A.

Competition Between Multinational and Local Enterprises in Emerging Economies: A Case Study of Three Industries in India
Mahesh N. Rajan, San Jose State University, U.S.A.

FDI and Economic Growth Nexus Evidence From Seven Emerging Economies
Burhan Can Karahasan, Istanbul Bilgi University, Turkey
Mehmet Hakan Sengoz, Istanbul Bilgi University, Turkey

Collaboration: Key to Better Forecasting and Planning
Chaman L. Jain, St. John's University, U.S.A.

Determinants and Competencies for Sustainable Economic Development: A Case Study of the Bantubonke and Mamelo Communities Within the Midvaal Local Municipality
Amareza Buys, Vaal University of Technology, South Africa
Ben Du Preez, Vaal University of Technology, South Africa

Discussants
Mario Couto Soares Pinto, Pontifical Catholic University of Rio de Janeiro, Brazil (Papers 1& 2)
Nina Vladimirova, The State University - Higher School of Economics, Russia (Papers 3& 4)
Thursday, July 10  
Time: 4:45PM to 6:15PM  
Room: B

[F15] FINANCIAL MARKETS AND HEALTH CARE

Chairperson  
Engin Kucukkaya, Middle East Technical University, Turkey

Risk Management in Airlines: Case of Turkish Airlines  
Unal Battal, Anadolu University, Turkey

Working Together, ETL and VAR  
Sasa Zikovic, University of Rijeka, Croatia

The Economic Menace of Diabetes in the 21st Century  
Parul Acharya, Georgia Southern University, U.S.A.  
Milmine Elizabeth, Georgia Southern University, U.S.A.  
Eric Lewis, Georgia Southern University, U.S.A.  
Sneha Patel, Georgia Southern University, U.S.A.  
Shonta Chambers, Georgia Southern University, U.S.A.  
Renee Hotchkiss, Georgia Southern University, U.S.A.  
Gerald R. Ledlow, Georgia Southern University, U.S.A.

Buying Behavioral Pattern of Ethical and Generic Drugs In Western India: An Empirical Investigation  
Preshth Bhardwaj, Institute of Management Technology (IMT), India  
Jayraj D. Jadeja, University of Baroda, India

Discussants  
Alan B. Flaschner, TUI University, U.S.A. (Papers 1& 2)  
Anna Yakovleva, The State University - Higher School of Economics, Russia (Papers 3& 4)
Thursday, July 10  
Time: 4:45PM to 6:15PM  
Room: C

[MG8] MANAGING UNCERTAINTIES: COUNTRY STUDIES

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

Managing Supply Uncertainties: A Case of Thai Shrimp Industry
Kullapapruk Piewthongngam, Khonkaen University, Thailand
Supachai Pathumnakul, Khonkaen University, Thailand
Sakda Khamjan, Kasetsart University, Thailand

Littlepaw Skateboards Case Study
Larry W. Boone, St. John's University, U.S.A.
Geno Chou, Littlepaw Skateboards, U.S.A.
Chi Ho Cheng, St. John's University, U.S.A.

Building Innovation Capabilities: Institutional and Strategic Analysis of Chinese Manufacturing Firms
Daniel Z. Ding, City University of Hong Kong, China

Discussants
Guy Callender, Curtin University of Technology, Australia (Papers 1 & 2)
Paulo Gustavo Fuchs, Bndes - Brazilian Development Bank, Brazil (Paper 3)
Thursday, July 10  
Time: 4:45PM to 6:15PM  
Room: D

[MK9] GLOBAL BRANDING STRATEGIES

**Chairperson**
*Satyendra Singh, University of Winnipeg, Canada*

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**The Branding of Cellular Telephones to Tertiary Students**

*Antoine Drotsky, Tshwane University of Technology, South Africa*
*Janse van Rensburg, Tshwane University of Technology, South Africa*
*Johan W. de Jager, Tshwane University of Technology, South Africa*

**"Looking-in" on Global Consumer-users: To Develop Better Product Feature Sets**

*Leon G. Schiffman, St. John's University, U.S.A.*
*Elaine Sherman, Hofstra University, U.S.A.*
*Deborah Y. Cohn, Touro College, U.S.A.*

**The Dimensional Development of Chinese Aesthetic Preferences for Product Appearance**

*Yaonan Lin, Lunghwa University of Science and Technology, Taiwan*
*Ching-Yi Lai, Fu-Jen Catholic University, Taiwan*

**Characteristics and Return Assessment of Sponsorship Projects: Propositions for New Approaches**

*André Lacombe Penna Da Rocha, Pontifícia Universidade Católica Do Rio de Janeiro, Brazil*
*Caio Grynberg, Pontifícia Universidade Católica Do Rio de Janeiro, Brazil*
*Sergio Furtado Campos, Pontifícia Universidade Católica Do Rio de Janeiro, Brazil*

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**Discussants**

*Yamen Koubaa, University of Marketing & Distribution Sciences, Japan (Papers 1 & 2)*
*Cornelius Kilian, Tshwane University of Technology, South Africa (Papers 3 & 4)*
Friday, July 11  Time: 8:30AM to 10:00 AM  Room: A

[AC1] ENHANCING ACCOUNTING GLOBAL TECHNIQUES

Chairperson
Auke R. Leen, Leiden University, The Netherlands

The Level of Satisfaction with Current Management Accounting: Techniques
Davood Askarany, University of Auckland, New Zealand
Hasan Yazdifar, University of Sheffield, United Kingdom

Submitting Vehicle Claims for Auditing
Andre M. Caldeira, PUC-RJ, Brazil
Herberte B. Oliviera, PUC-RJ, Brazil
Walter Gassenferth, Faculdades IBMEC/RJ, Brazil
Maria Augusta Soares Machado, IBMEC-RJ, Brazil

Illegality in the Use of the Compensation Accounts as Instrument of Management by the Brazilian Public Accounting
Bernardino José da Silva, University of South of Santa Catarina, Brazil
Lenise Saraiva Vasconcelos Costa, UNISUL - University of South of Santa Catarina, Brazil

Using of Project Management Theory for Improving Budgeting System in Companies
Igor N. Tsarkov, The State University - Higher School of Economics, Russia

Discussants
Paulo Gustavo Fuchs, Bndes - Brazilian Development Bank, Brazil (Papers 1 & 2)
Sunti Tirapat, Chulalongkorn University, Thailand (Papers 3 & 4)
Friday, July 11  Time: 8:30AM to 10:00 AM  Room: B

[HC1] EVOLUTION IN THE HEALTH CARE INDUSTRY I

Chairperson
K. Prakash Vel, University of Wollongong in Dubai, Dubai

International Initiative in Biological Medical Supply: A Partnership in Intravenous Immunoglobulin Production
Thomas Kollars, Georgia Southern University, U.S.A.
Gerald R. Ledlow, Georgia Southern University, U.S.A.

Organizational Improvisation in Medical Practice: A Preliminary Model
Maria Batista, UAC, Portugal

An Investigation Into Promotional Practices of Turkish Pharmaceutical Industry in the Wider International Context
Elvin Yelgecen, Istanbul Bilgi University, Turkey

Satisfaction with Health Care Experience: Case of Japanese Patient
Eleuch Amira, Osaka University of Economics, Japan

Discussants
Hisao Fujimoto, Osaka University of Economics, Japan (Papers 1 & 2)
Ali Kara, Pennsylvania State University, U.S.A. (Papers 3 & 4)
Friday, July 11  Time: 8:30AM to 10:00 AM  Room: C

[MG9] ENTREPRENEURSHIP AND DECISION-MAKING STUDIES

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

Nikolay B. Filinov, The State University - Higher School of Economics, Russia

Establishing a Culture of Entrepreneurship as a Contributor to Sustainable Economic Growth
Leon de Wet Fourie, Vaal University of Technology, South Africa

Using Multi-Criteria Approach to Select Cane Growers for Supplier Development Program
Kullapapruk Piewthongngam, Khonkaen University, Thailand
J. Suksawat, Khonkaen University, Thailand
A. Tenglolai, Khonkaen University, Thailand

Cost and Benefit of Risk Management Systems in Thai State Owned Enterprises
Pornpipat Kaeokla, Ubon Rajathani University, Thailand
Uthai Tanlamai, Chulalongkorn University, Thailand

Discussants
Remigiusz Gawlik, Cracow University of Economics, Poland (Papers 1& 2)
Max Coulthard, Monash University, Australia (Papers 3&4)
Friday, July 11   Time: 8:30AM to 10:00 AM   Room: D

[MK10] MARKETING: INTERDISCIPLINARY PERSPECTIVES

Chairperson

Johan W. de Jager, Tshwane University of Technology, South Africa

Relative Role of Relationship Intensity And Contract on Firm Performance

Ana Lisboa, Polytechnic Institute of Leiria, Portugal
Carmen Lages, Instituto Superior de Ciencias Do Trabalho E Da Empresa, Portugal

An Application About Store Layout and Store Atmosphere From Turkey: Boyner Store

Guzide Oncu Eroglu, TC Halic Universitesi, Turkey

Some Notes on the Application of the Doctrine of Proper Purpose

Cornelius Kilian, Tshwane University of Technology, South Africa

Comparative Analysis of Results of Integrating an Activity as a Subject of Enterprise Control

Alla N. Sterligova, The State University - Higher School of Economics, Russia

Discussants

Hsin-Hui Chou, Manchester Business School, United Kingdom (Papers 1 & 2)
Keun S. Lee, Hofstra University, U.S.A. (Papers 3 & 4)
Friday, July 11  Time: 10:30AM to Noon  Room: A

[EC5] GLOBAL ECONOMIC DEVELOPMENT: SELECTED PERSPECTIVES

**Chairperson**
Nerine C. Bresler, University of Johannesburg, South Africa

**CO2 Emissions and Economic Growth in Five OPEC Countries**
Ramazan Sari, Middle East Technical University, Turkey
Ugur Soytas, Middle East Technical University, Turkey

**Economic Impact of Hard Disk Drive Cluster on Thai Economy**
Prasert Vijitnopparat, Khonkaen University, Thailand
Kullapapruk Piewthongngam, Khonkaen University, Thailand

**Harmonious Development of the Lithuania Economy and Market Today: Theory and Practice**
Antanas Makstutis, General Jonas Zematis Military Academy of Lithuania, Lithuania
Aleksejus Malovikas, Cankaya University, Lithuania
Rasa Smaliukienė, General Jonas, Lithuania
Juozas Vijeikis, General Jonas, Lithuania
Aleksas Domarkas, General Jonas, Lithuania

**A Comparison of Irish and Indian Growth and the Role of USA Via FDI and Outsourcing**
Zeynep Deniz, Istanbul Bilgi University, Turkey

**Discussants**

Surasvadee Rajkulchai, Siam University, Thailand (Papers 1 & 2)
Birgitta Sandberg, Turku School of Economics and Business Administration, Finland (Papers 3 & 4)
Friday, July 11  Time: 10:30AM to Noon  Room: B

[MG10]  MANAGERIAL ISSUES AND HIGHER EDUCATION

Chairperson
Luis F. Hor-Meyll, Pontifical Catholic Univ. of Rio de Janeiro, Brazil

The Effect of Leader Member Exchange Quality on Employee's Perception of Politics and Organizational Citizenship Behavior: The Moderating Role of Organizational Justice
Sezer Cihan Çaliskan, T.C. Haliç University, Turkey

The Effects of Intellectual Capital, Network Centrality on Innovation Performance of Creative Industries: Mutual Trust Effects Among Organizations
Jyh-Liang Guan, Kainan University, ROC
Yen-ting Li, Kainan University, ROC

An Analysis of Bureaucratization in Turkish State Universities
Ahmet Can Kutlu, Istanbul Technical University, Turkey
Seckin Polat, Istanbul Technical University, Turkey

Broadening the Focus of Evaluation: An Experiment
Subrata Chakraborty, Jaipuria Institute of Management, India
Shailja Agarwal, Jaipuria Institute of Management, India

Discussants
Phillip Myburgh, Tshwane University of Technology, South Africa (Papers 1 & 2)
Leonora Fuxman, St. John's University, U.S.A. (Paper 3)
Friday, July 11  Time: 10:30AM to Noon  Room: C

[MG11] INNOVATIVE TECHNIQUES IN GLOBAL MANAGEMENT

Chairperson
Guy Callender, Curtin University of Technology, Australia

Can the Motivational Techniques Applied in Business Be Applied in Sport Management?
Patricia Rogers, Coventry University, United Kingdom
Raymond Rogers, Coventry University, United Kingdom
Suki Manak, Coventry University, United Kingdom

Role of Scenario Planning in Company’s Strategy Map Development
Nina Vladimirova, The State University - Higher School of Economics, Russia

Some Specific But Important Non-Linear Models, Their Applications in Regression Analysis and How Minitab Can Be Used to Solve Such Problems
A. Vasilopulos, St. John's University, U.S.A.

The Predictive Validity of the Discus for Academic Success of Students
Sonia Swanepoel, Tshwane University of Technology, South Africa

Discussants
Luigino Barisan, Universita Degli Studi Di Padova, Italy (Papers 1 & 2)
Pierre Joubert, Vaal University of Technology, South Africa, South Africa (Papers 3 & 4)
[MK11] COUNTRY OF ORIGIN AND CUSTOMER SATISFACTION

Chairperson
Liezel Lues, University of the Free State, South Africa.

Consumer Dissatisfaction with Self-Service Technologies: An Empirical Exploration of Its Antecedents
Nichola L. Robertson, Deakin University, Australia
Robin N. Shaw, Deakin University, Australia

Reconsidering the Effect of Country of Origin Related Attitudes on Product Evaluation and Consumer Subsequent Behaviour
Yamen Koubaa, University of Marketing & Distribution Sciences, Japan

Profitability Implications of Allocating Collaborative Resources to: Fit with Innovation and Global Competition
Mai Anttila, Helsinki School of Economics (HSE), Finland
Sami Kajalo, Helsinki School of Economics (HSE), Finland
Arto Rajala, Helsinki School of Economics (HSE), Finland
Matti Tuominen, Helsinki School of Economics (HSE), Finland

Discussants
Andrea Manzoni, University Bergamo, Italy (Papers 1& 2)
Sonja Petrovic-Lazarevic, Monash University, Australia (Paper 3)
Friday, July 11  Time: 1:00PM to 2:30PM  Room: A

[EC6] ECONOMIES IN TRANSITION

Chairperson
Sonia Swanepoel, Tshwane University of Technology, South Africa

The Express Delivery Services and Thai Export Industries
Surasvadee Rajkulchai, Siam University, Thailand
Uthai Tanlamai, Chulalongkorn University, Thailand
Anirut Asawasakulsorn, Chulalongkorn University, Thailand
Pakpachong Vadhanasindhu, Chulalongkorn University, Thailand
Pricha Pantumsinchari, M - Focused Company Limited, Thailand

Baltic Countries in the Context of Globalization: Regional Integration and the New Form of Transition
Borisas Melnikas, Vilnius Gediminas Technical University, Lithuania

Complexity of the Privatization on the Kosovo-Serbia
Slobodan Aæimoviæ, Economy Faculty Belgrade, U.S.A.
Jelena Acimovic, Ministry for Kosovo and Metohia, Serbia

SPES Non Confundit: Abandoning Rafts to Connect in Cuba
Patrick Flanagan, St. John's University, U.S.A.
Frank Paul Le Veness, St. John's University, U.S.A.

Discussants
Auke R. Leen, Leiden University, The Netherlands (Papers 1& 2)
Anna Yakovleva, The State University - Higher School of Economics, Russia (Papers 3& 4)
Friday, July 11  Time: 1:00PM to 2:30PM  Room: B

[IT2] INFORMATION MANAGEMENT STRATEGIES

Chairperson
Unal Battal, Anadolu University, Turkey

The Role of an Identification Technology on Firm Performance: A Conceptual Model Proposal
Susana Garrido Azevedo, University of Beira Interior, Portugal
Joao Ferreira, University of Beira Interior, Portugal

Data Mining Approach in Relationship: Marketing Database
Filipe Pinto, Polytechnic Institute of Leiria, Portugal
Tania Marques, Polytechnic Institute of Leiria, Portugal
Manuel Filipe Santos, University of Minho, Portugal

A Call Detail Analysis - Getting Insight Into Customer Behavior
Dragana Camilovic, Braca Karic Faculty of Management, Serbia

Discussants
Alla N. Sterligova, The State University - Higher School of Economics, Russia (Papers 1 & 2)
Anne Marie Zwerga-Villegas, EAFIT University, Colombia (Paper 3)
[IS9] FIFA/WORLD SOCCER: MANAGEMENT PERSPECTIVES

Chairperson
Ozlem Atalik, Anadolu University, Turkey

Gaining Sustainable Momentum in Marketing Technological Innovations: Insights from Network Approach to Strategy
Hsin-Hui Chou, Manchester Business School, United Kingdom
Judy Zolkiewski, Manchester Business School, United Kingdom

An Evaluation of South Africa’s Ability to Host the 2010 World Cup Soccer
Phillip Myburgh, Tshwane University of Technology, South Africa
Jan P. Grundling, Tshwane University of Technology, South Africa
Lizl Steynberg, Tshwane University of Technology, South Africa

Using Artificial Neural Networks and Adaptive Neuro-Fuzzy Inference Systems in Faults Predicting Models
Walter Gassenferth, Faculdades IBMEC/RJ, Brazil

The Socio-economic Impact and Spinoffs of Hosting the 2010 World Cup in South Africa: A Tshwane Metropolitan Municipality Perspective
Abram Kola Mogotsi, Tshwane University of Technology, South Africa
Titos Khalo, Tshwane University of Technology, South Africa

Discussants
Demetris Vrontis, University of Nicosia, Cyprus (Papers 1 & 2)
Jorge Augusto S. Freitas, Estacio de Sa University, Brazil (Papers 3 & 4)
Acquirer Returns in Transformational Deals of the 1993-2000 Merger Wave: Value Creation in Metamorphic Merging?

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


Golla Mulini Darshan, Andhra University, India

Acquisition Pitfalls in Developing Countries: A Case Study of the Acquisition of Congolese Wireless Networks (CWN) by Vodacom Group

Emanuel Gomes, Coventry University, United Kingdom
Macel Cohen, Coventry University, United Kingdom

Cross Sector and Cross Organizational Coordination for Local Sustainable Development: A Study in Araçuaí, Minas Gerais, Brazil

Ana Cristina Valente Borges, Fundação Getúlio Var, Brazil
Osmar Pancera, Universidade Federal Do Pará, Brazil
Carolina Rolim, Universidade de Sao Paulo, Brazil

Discussants

Jose Antonio Arantes Salles, UNINOVE, Brazil (Papers 1 & 2)
Elif Dayar, Atılım University, Turkey (Papers 3 & 4)
Friday, July 11    Time: 3:00PM to 4:30PM    Room: A

[IS10] PUBLIC POLICY: SELECTED GLOBAL PERSPECTIVES

Chairperson
Gerard Leo Danford, Haaga-Helia University, Finland

Effective Communication: A Solution to Successful Implementation of Governments Policy on HIV/AIDS.

M.A.W. Prinsloo, Tshwane University of Technology, South Africa
Stephanie Eeckman, Consultant, South Africa

The Development of Human Development and Deprivation Indices for Sub-national South African Policy Development

Karen Haycock, Tshwane University of Technology, South Africa

New Approach to Studying Public Policy and Measuring Its Status

L.I. Nikovsky, Russian Academy of Sciences, Russia
V.N. Yakimets, Russian Academy of Sciences, Russia

An Essay on the Challenge of Innovation in the Software Industry

Michael J. Maran, Patent Committee New York City Bar Association, U.S.A.

The Impact of Immigration on Foreign Remittances in the Case of Tonga and Mexico

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

Discussants

Frank LeVeness, St. John's University, USA (Papers 1 & 2)
Ljiljana Maurovic, University of Rijeka, Croatia (Papers 3, 4 & 5)
Friday, July 11  Time: 3:00PM to 4:30PM  Room: B

[MG13] GLOBAL STRATEGY DEVELOPMENT

Chairperson
Larry W. Boone, St. John's University, U.S.A.

Strategic Alliances in the Oil Upstream Sector: Case of Royal Dutch Shell Plc.
T. Diana L.V.A. Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil
Alessandra De Carvalho Aragao, Pontifical Catholic Univ. of Rio de Janeiro, Brazil
Marina Fernandes De Oliveira, Pontifical Catholic Univ. of Rio de Janeiro, Brazil
Renata Céli Moreira da Silva, Pontifical Catholic Univ. of Rio de Janeiro, Brazil

Conceptualizing Teamwork in Computer-Mediated Environments
Wilson Ozuem, Kingsbridge Management Center, United Kingdom
Kerry Howell, University of Plymouth, United Kingdom
Geoff Lancaster, London School of Commerce, United Kingdom

Elucidating the Mental Distances Effect on Divergent, Insightful, and Logical Thinking in the Strategy Process
Li-Yun Chang, National Taiwan Normal University, ROC
Hsueh-Chih Chen, National Taiwan Normal University, ROC
Yaonan Lin, Lunghwa University of Science and Technology, Taiwan
Chih-Chun Hsu, National Taiwan Normal University, ROC
Shu-Ling Peng, National Taiwan Normal University, ROC
Su-Chia Ling, National Taiwan Normal University, ROC

Strategic Alignment and Management of Faculty Programme Offering to State Higher Education Regulation: A Faculty Case Study at the University of Johannesburg
Amanda Breytenbach, University of Johannesburg, South Africa
Geoff A. Goldman, University of Johannesburg, South Africa

Discussants
Nikolay B. Filinov, The State University - Higher School of Economics, Russia (Papers 1 & 2)
Guy Callender, Curtin University of Technology, Australia (Papers 3 & 4)
Friday, July 11   Time: 3:00PM to 4:30PM   Room: C

[MK12] MARKETING: TECHNOLOGY AND PERFORMANCE

Chairperson
Keun S. Lee, Hofstra University, U.S.A.

Performance’s Analysis of Logistics in the Services Sector
Paulo Sérgio De Arruda Ignácio, Laboratório de Aprendizagem Em Logística E Transportes, Brazil
Orlando Fontes Lima Junior, Laboratório de Aprendizagem Em Logística E Transportes, Brazil
Miguel Martins, University of Wolverhampton, United Kingdom

Governance of Developing Country Industries: Should Business Take Primary Responsibility for Social Issues of Employees?
Claribel Muller, Tshwane University of Technology, South Africa
Peter J. Ras, Tshwane University of Technology, South Africa

The Effect of Consumer Attitudes Toward Technology on Perceived Value of Technologically Improved Marketing Activities
Nur Esra Kardes, Bogaziçi University, Turkey
Hande Kimiloglu, Bogaziçi University, Turkey

Customer Complaint Via E-Contact Center: The Role of Communication
Yun Jung Lee, Purdue University, U.S.A.
JungKun Park, Purdue University, U.S.A.

Discussants
Guzide Oncu Eroğlu, TC Halic Unıversitesi, Turkey (Papers 1 & 2)
Mahesh N. Rajan, San Jose State University, U.S.A. (Papers 3 & 4)
Friday, July 11  Time: 3:00PM to 4:30PM  Room: D

[TO1] EVOLUTION AND PERSPECTIVES IN TOURISM INDUSTRY

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

On Safari to Botswana: Describing the Product
Nerine C. Bresler, University of Johannesburg, South Africa

Time to Re-clarify the Applications of Upward Impression Management? A Perspective of Attitude's Valence
Che-Jen Su, Fu-Jen Catholic University, Taiwan

Country Tourist Appeal and Country Image: The US Market Perspective
Sara Bassani, University Bergamo, Italy

Proposed Tourism Satisfaction Index of Local Airlines for the FIFA 2010 World Cup Event
Ben Du Preez, Vaal University of Technology, South Africa

Discussants
Gerald R. Ledlow, Georgia Southern University, U.S.A. (Papers 1 & 2)
Pawan Budhwar, Aston University, United Kingdom (Papers 3 & 4)
Friday, July 11  Time: 4:45PM to 6:15PM  Room: A

[LA1]  CORRUPTION AND SOCIAL JUSTICE: LEGAL PERSPECTIVES
8:30AM to 10:00 AM  Room B

Chairperson
Michael J. Maran, Patent Committee New York City Bar Association, U.S.A.

The Role of Paralegals in: The Promotion of Social Justice
Karen Haycock, Tshwane University of Technology, South Africa

Some Brief Considerations About Transparency in the Financial Markets
Rita Gonçalves Ferreira Da Silva, Universidade Coimbra, Portugal

As a Misconduct Indicator: Corruption and Its Effects on Turkish Economy
Pinar Sener, Istanbul Bilgi University, Istanbul

Exports and Corporate Social Performance
Sibel Yamak, Galatasaray University, Turkey
Yesim Buker, Galatasaray University, Turkey

The Linkage of Public Service Motivation (PSM) and Organizational Commitment (OC) - An Empirical Case of Macau Public Services Employees
N.G. Sio-Wang, Macau Polytechnic Institute, China

Discussants
Peretto Lorezo, University of Florence, Italy (Papers 1& 2)
E.J. Van Rooyen, University of Pretoria, South Africa (Papers 3& 4)
Friday, July 11  Time: 4:45PM to 6:15PM  Room: B

[IS11] INNOVATION IN CYBERSPACE

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

The Role of the Internet in Survey Research: Guidelines for Researchers and Experts
Thomas J. Maronick, Towson University, U.S.A.

Excerpts From Digitally Divided Lives in Turkey
Elif Dayar, Atilim University, Turkey

The Double Diploma in AVE as the Tool of Integration of Russia in the European Educational Space
Natalia Khutorova, Moscow State Forestry University, Russia

Discussants
V.N. Yakimets, Russian Academy of Sciences, Russia (Papers 1 & 2)
Kullapaprak Piewthongngam, Khonkaen University, Thailand (Paper 3)
Friday, July 11  Time: 4:45PM to 6:15PM  Room: C

[MG14] KNOWLEDGE MANAGEMENT AND INNOVATION: THE RESPONSE TO GLOBALIZATION

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

Preliminary Criteria Reduction for the Application of Analytic Hierarchy Process Method
Remigiusz Gawlik, Cracow University of Economics, Poland

The Effects of Knowledge Transfer, Intellectual Capital on Operating Performance of Multinational Corporations
Chen Ying-Fang, Kainan University, Taiwan
Guan Jyh-Liang, Kainan University, Taiwan

Innovative Public Sector Education and Training in a Developing South Africa: The Impact and Responses to Globalization
Hendri Kroukamp, University of the Free State, South Africa

Competence Management in the Brazilian Subsidiary of French Multinational Tire Company
Jorge Augusto S. Freitas, Estacio de Sa University, Brazil
Dense Paes Sztokman Rangel, Estácio de Sá University, Brazil

Discussants
Nikolay B. Filinov, The State University - Higher School of Economics, Russia (Papers 1 & 2)
Liezel Lues, University of the Free State, South Africa (Papers 3 & 4)
Friday, July 11   Time: 4:45PM to 6:15PM   Room: D

[MK13] PRODUCT DEVELOPMENT AND BRANDING IN EMERGING MARKETS

Chairperson
Elif Akagun Ergin, Cankaya University, Turkey

Abstract: Outsourcing Product Development: Internationally - Location and Objectives
Taina Paju, Turku School of Economics & Business Adm., Finland

Entering Strategies for Private Label Brands: In Emerging Asian Markets
Costas Hadjicharalambous, SUNY Old Westbury, U.S.A.

Organizing a Supply Chain and Its Participants in Order to Address Long Term Sustainability: An Exploratory Study of the Table Grape Industry
W.J. Vermeulen, Utrecht University, The Netherlands
Peter J. Ras, Tshwane University of Technology, South Africa
Claribel Muller, Tshwane University of Technology, South Africa

Memories of the Past, Consumption and Consumer Behavior: Exploring the Origins and Limits of the Nostalgic Trend Through Life Stories in Brazil
Joao Renato De Souza Coelho Bena, EBAPE-FRG-RJ, Brazil

Discussants
Akmal Aini Othman, University of Technology, Malaysia (Papers 1& 2)
Cristina Bettinelli, University Bergamo, Italy (Papers 3& 4)
[MG15] MANAGING SUSTAINABILITY IN A KNOWLEDGE ECONOMY

Chairperson
Vildan Durmaz, Anadolu University, Turkey

Knowledge Transfer Through Networks: The Case of Turkish Small and Medium Sized Enterprise (SMEs) Development and Survival
Dababrata N. Chowdhury, University of Plymouth, United Kingdom
Lynne Butel, University of Plymouth, United Kingdom

Assessing Transaction Cost to Describe Scope of the Firm in Emerging Farm Supply Chain in India: The Case of Itc E-Chaupal
Rakesh Singh, Great Lakes Institute of Management, India

Human Resource Management in Foreign Firms Operating in India: Issues and Learning
Pawan Budhwar, Aston University, United Kingdom
Ingmar Bjorkman, Swedish School of Eco. and Business Adm., Finland

Business Leadership Styles in Taiwan: Are They Different?
Lee Shiu Chen Chen, Swinburne University of Technology, Australia
Railton Hill, Swinburne University of Technology, Australia

Discussants
Ming-Chu Yu, Chang Jung Christian University, Taiwan (Papers 1 & 2)
K. Prakash Vel, University of Wollongong in Dubai, Dubai (Papers 3 & 4)
Saturday, July 12  Time: 8:30AM to 10:00 AM  Room: B

[MK14] SALES MANAGEMENT AND SALES BEHAVIOR: SELECTIVE PERSPECTIVES

Chairperson
Taina Paju, Turku School of Economics & Business Adm., Finland

The Economic Future of Puerto Rico: The Need for Radical Change
Frank Paul Le Veness, St. John's University, U.S.A.
Patrick Flanagan, St. John's University, U.S.A.

Getting Closer to Customers from the Perspective of Sales Representatives
Maciej Mitrega, The Karol Adamiecki University of Economics, Poland

Customer Satisfaction and Loyalty Behavior in Airline Industry
V. Aslihan Nasir, Bogazici University, Turkey
Hakan Uyanik, Bogazici University, Turkey

The Impact of International Diversification on the Market Value of New: Product Introductions
Shao-Chi Chang Chang, National Cheng-Kung University, Taiwan
Sheng-Syan Chen, National Taiwan University, Taiwan
Chi Feng Wang, Cheng Suiu University, Taiwan

Discussants
Ali Kara, Pennsylvania State University, U.S.A. (Papers 1 & 2)
Mario Couto Soares Pinto, Pontifical Catholic University of Rio de Janeiro, Brazil
(Papers 3 & 4)
[SP1] PANEL: CURRENT ISSUES IN IMMIGRATION

Moderator
Max Coulthard, Monash University, Australia

Panelists

Luis Eduardo Rivera-Solis, Dowling College, U.S.A.
Auke R. Leen, Leiden University, The Netherlands
Bruno Mascitelli, Swinburne University of Technology, Australia
Guy Callender, Curtin University of Technology, Australia
Nikolay B. Filinov, The State University - Higher School of Economics, Russia
Nejdet Delener, State University of New York Old Westbury, U.S.A.
Sonja Petrovic-Lazarevic, Monash University, Australia
Sonia Swanepoel, Tshwane University of Technology, South Africa
Kathleen Park, Massachusetts Institute of Technology, U.S.A.
Gerald R. Ledlow, Georgia Southern University, U.S.A.
Stanley Mukhola, Tshwane University of Technology, South Africa
Saturday, July 12  Time: 10:30AM to Noon  Room: B

[MG16]  FIRM PERFORMANCE: GLOBAL STRATEGIES: I

Chairperson
Slavica Kostic-Nikolic, Megatrend University of Applied Sciences, Belgrade

Performance Management: Experiences from Thailand
Chetsada Noknoi, Thaksin University, Thailand

Moral Intensity and Upward Impression Management in Greater China: Exploring the Role of Chinese Sub-Culture in Hong Kong and Taiwan
Che-Jen Su, Fu-Jen Catholic University, Taiwan
Kenneth K. Kwong, Hong Kong Polytechnic University, Hong Kong
H.M. Oliver Yau, City University of Hong Kong, Hong Kong

Management Development in South Africa: A Talent Management Approach
H.G. Van Dijk, Universtiy of Pretoria, South Africa

Discussants

Nina Vladimirova, The State University - Higher School of Economics, Russia (Papers 1 & 2)
Pavel Seknicka, Charles University, Czech Republic (Paper 3)
Saturday, July 12  Time: Noon to 1:30PM  Room: A

[MG17] ORGANIZATIONAL PERSPECTIVES IN EMERGING ECONOMIES

Chairperson
Emanuel Gomes, Coventry University, United Kingdom

Organizational Communication, Internationalization Process, and Construction of Organizational Identity
Jorge Augusto S. Freitas, Estacio de Sa University, Brazil
Ana Christina Celano Teixeira, Estacio de Sá University, Brazil

Australian Businesses in China: The Political Dimension
Jane L. Menzies, Deakin University, Australia
Mona Chung, Deakin University, Australia

Managers' Conceptions on: Organizational Strategy in a Brazilian: Firm in Telecommunications
Eduardo Peixoto Rocha, Unimep, Brazil
Jose Antonio Arantes Salles, UNINOVE, Brazil

Discussants
Pavel Uhlar, Charles University, Czech Republic (Papers 1 & 2)
Nina Vladimirova, The State University - Higher School of Economics, Russia (Papers 3 & 4)
Saturday, July 12  Time: Noon to 1:30PM  Room: B

[MG18] ORGANIZATIONAL BEHAVIOR: EMPIRICAL APPROACHES

Chairperson
Remigiusz Gawlik, Cracow University of Economics, Poland

Lessons Learned Through Balanced Scorecard Implementation
Sandra Regina da Rocha-Pinto, Pontifical Catholic Univ. of Rio de Janeiro, Brazil
Gisele Rosenda Araujo M Del Carpio, Pontifical Catholic Univ. of Rio de Janeiro, Brazil

Do Your Employees’ Ideas Enhance Innovation and Competitiveness in the Global Economy? Some Empirical Evidence
Andries J. du Plessis, Unitec Business School, New Zealand
Andrews Esra Marx, University of Pretoria, South Africa
Gregory Wilson, Unitec Business School, New Zealand

New Generation of Programming Languages
Anandasothy Vignarajah, Johns Hopkins University, U.S.A.

Discussants
Sununta Siengthai, Asian Institute of Technology, Thailand (Papers 1 & 2)
L.I. Nikovsky, Russian Academy of Sciences, Russia (Paper 3)
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