

GLOBAL CONFERENCE ON
BUSINESS AND FINANCE

CONFERENCE
PROGRAM

The Institute for Business and Finance Research

*San Jose Costa Rica
May 27-30, 2009*

Global

IBFR

TheIBFR.ORG

Table of Contents

Letter from the Conference Chair	3
The Institute for Business and Finance Research.....	5
Editorial Advisory Boards	8
Future Conferences.....	11
Schedule of Events.....	12
Presentation Equipment	13
Paper Sessions	14
Awards.....	36
Index of Participants	39
Universities, Institutions and Firms Represented.....	42
Countries Represented.....	44

**Welcome to San Jose, Costa Rica!
Have a productive and fun Conference!**

**Please Note That Admittance to the Awards Banquets Require an Admission
Ticket**

**Your Identification Badge is required for admission to All Conference
Functions**

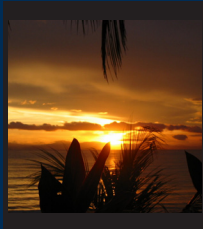
**Para Ingresar al evento de Premiación Usted Necesita un Tiquete de
admission
Por Favor Utilice su Gafete/Tarjeta de Identificación Durante Todas las
Funciones del Congreso**

**Bienvenidos a San Jose, Costa Rica
Deseamos que el Congreso sea Productivo!**

Letter from the Editor

Welcome to Costa Rica

*Welcome
Bienvenidos*



On behalf of the Staff and the IBFR, I welcome you to San Jose and the 2009 Global Conference on Business and Finance. We hope you have a productive conference and enjoy your time in Costa Rica. If we can be of any assistance to you during your time in Costa Rica please do not hesitate to contact us.

We all know that college professors must balance their teaching, research, and service obligations. Finding the right forum to share and obtain feedback on our research, new teaching techniques, and innovative administrative processes can be challenging at times. The Institute for Business and Finance Research was created to facilitate your work by providing an environment conducive to knowledge and experience sharing. We encourage the academic community to come and share their work at our conferences and Journals. We welcome articles which are of interest to scholars and practitioners in all fields of business, economics and related fields.

The 2009 Costa Rica GCBF represents a long term commitment to bring individuals from around the world together to share their ideas and promote research on business and finance. The response to the conference has been outstanding. We wish to thank you for selecting the GCBF as your research outlet. We also wish to thank the many people that have contributed to making the conference a success. We are delighted to report that the conference is truly a global conference. We have participants from all corners of the globe at this academic conference. These individuals come from a variety of high quality institutions and will present work on a broad mix of academic issues.

We are proud to announce two upcoming conferences. Our eighth conference will be held Kailua-Kona, Hawaii, January 3-6, 2010. Our ninth conference will be held once again in Costa Rica. We will be announcing the location and dates of this conference in the coming weeks. We hope that you are able to join us at these events.

We hope you take the time to enjoy the hotel facilities as well as to take in Costa Rica and the surrounding countryside. Costa Rica is a wonderful destination with much to offer. We recognize that in addition to presenting research and participating in the conference activities, it is also important to relax and rejuvenate yourself. Have some fun! You deserve it! We hope that you will go home refreshed and with a sense of accomplishment.

Warmest Regards,

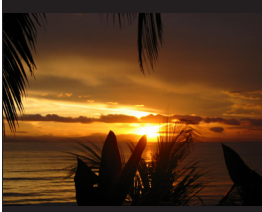
Mercedes Jalbert

Conference Chair

Carta del Editor

Bienvenidos a Costa Rica

Welcome
Bienvenidos



El Instituto y su personal les da la bienvenidos a San Jose, Costa Rica y al 2009 Global Conference on Business and Finance. Esperamos que su participación sea productiva y que disfruten Costa Rica.

Todo profesor de educación superior debe encontrar un balance entre su rol como educador, investigador y como servidor a su comunidad y su universidad. Encontrar un foro donde podamos compartir y obtener retroalimentación sobre nuestra investigación, nuevas técnicas de educación, procesos administrativos innovadores es retador. El Institute for Business and Finance Research (IBFR) fue creado para facilitar el trabajo del profesional en educación superior, profesional del sector públicos y profesional del sector privado al crear una plataforma global conducente al enriquecimiento de nuestro conocimiento a través de:

1. La exposición de trabajos investigativos en todas las áreas académicas de las ciencias administrativas, ciencias económicas, financieras, etc.;
2. La exploración de nuevos avances tecnológicos, teóricos, pedagógicos;
3. El intercambio de conocimiento en una plataforma verdaderamente global.

El Congreso 2009 GCBF representa un compromiso a larga plazo para unir a nuestros colegas de todos los continentes en nuestros congresos y compartir nuestras ideas, investigación y cultura en una plataforma bilingüe. Deseamos agradecer su participar, la cual hace realidad nuestro objetivos; el realizar un Congreso realmente Global con participación de educadores y profesionales de todos partes del mundo.

Con gran alegría anunciamos nuestros próximos Congresos en Kailua-Kona, Hawaii, enero 3-6, 2010. Las fechas y destino de nuestro Congreso en los Costa Rica para el 2010 se anunciarán próximamente. Será un placer el contar con su participación nuevamente.

Deseamos que disfruten su estancia en el Hotel Ramada y que tengan la oportunidad de explorar Costa Rica. Sabemos que además de exponer sus trabajos, es también importante tomar tiempo para relajarse, rejuvenecerse y conocer sobre otras culturas, tradiciones, etc. Esperamos que al regresar a sus hogares e instituciones se sientan rejuvenecidos y satisfechos con sus alcances y aprendizaje durante el Congreso.

Estamos para asistir durante el congreso y el futuro.

Saludos Cordiales,
Mercedes Galbert
Conference Chair

The Institute for Business and Finance Research

The Institute for Business and Finance Research (IBFR) seeks to promote the study of business, finance, and related issues. The Institute also seeks to make accessible this wealth of information to the global higher-education and business communities. The Institute does this by sponsoring The Global Conference on Business and Finance. We also publish seven journals: *The International Journal of Business and Finance Research*, *International Journal of Management and Marketing Research*, *Global Journal of Business Research*, *Accounting and Taxation*, *AgriBusiness Research*, *Business Education and Accreditation* and *Revista Internacional Administración y Finanzas*. We work under the principle of providing positive support toward getting your work published.

The Global Conference on Business and Finance

The Institute Sponsors the Global Conference on Business and Finance (GCBF). The GCBF provides the academic community with an opportunity to share their research, ideas, and discuss administrative issues. It also offers a great opportunity for networking and placement. Conference participants are able to:

- Network with other professionals
- Present your research at an international conference
- Receive feedback on your research
- Publish an abstract of your paper in the refereed proceedings
- Compete for the Outstanding Research Award
- Compete for the Best Paper in Session Award
- Have your paper considered for publication in a peer reviewed journal.
- Network with potential employers and employees

The Global Conference on Business and Finance Proceedings (ISSN: 1931-0285 on CD and ISSN 1941-9589 Online)

The Global Conference on Business and Finance Proceedings are peer reviewed. Abstracts, short versions or full papers that are presented at the Global Conference on Business and Finance can be published in the refereed proceedings.

Journals

Journal Announcements

We are delighted to report that *The International Journal of Business and Finance Research* is now ranked by the Australian Business Deans Council www.abdc.edu.au. They rank the journal as comparable to a number of very prestigious peer journals. We anticipate all of our journals will begin to catch the attention of ratings organizations in the near future.

The IBFR sponsors seven peer-reviewed journals:

- The International Journal of Business and Finance Research (IBFR)
ISSN # 1931-0269
- International Journal of Management and Marketing Research (IJMMR)
ISSN # 1933-3153
- Global Journal of Business Research (GJBR)
ISSN 1931-0277
- Accounting and Taxation (AT) (New)
ISSN 1944-592X
- AgriBusiness Research (AR) (New)
ISSN 1944-5911
- Business Education and Accreditation (BEA) (New)
ISSN 1944-5903
- Revista Internacional Administración & Finanzas (RIAF)
ISSN 1933-608X

All our Journals are peer-reviewed. Articles in all areas of business, economics, business education and related fields are welcome for publication consideration. Both theoretical and empirical papers are reviewed for possible publication. Papers may be academic or applied in nature. Submitted articles should be well written and free of spelling and grammar errors. Only original articles that are not under consideration for any other publication are considered for publication in the journals.

Please visit our web site for information about our journals indexing, ranking, distribution at www.theibfr.com/journal.htm (EBSCOHost, Econlit, e-JEL and JEL on CD, Cabell's and Ulrich's Periodical Directory, etc)

For additional information on the journals or proceedings, including manuscript submission instructions, please visit our website at www.theIBFR.com

Revistas Académicas

El IBFR patrocina cuatro revistas académicas. Trabajos de investigación teóricos, empíricos o aplicados en administración de empresas, finanzas, economía, contabilidad, gerencia, mercadeo, estadísticas, producción, sistemas de información, derecho laboral, planeamiento estratégico, política empresarial, teoría monetaria, comercio internacional, derecho comercial, temas en educación superior, avances en técnicas de educación y apoyo didáctico, acreditación o certificación, promoción y desarrollo académico, administración pública y disciplinas afines.

Proceso de Revisión

Todo trabajo de investigación enviado para consideración es sujeto a un double-blind-review process. Visite nuestro sitio web www.theIBFR.com para obtener información adicional.

Editorial Advisory Boards

Mercedes Jalbert, Managing Editor Terrance Jalbert, Academic Editor

The International Journal of Business and Finance Research (IJBFR) ISSN # 1931-0269

Robert J Boldin
Indiana University of Pennsylvania
James E. Briley
Northeastern State University
Chiaku Chukwuogor-Ndu
Eastern Connecticut State University
E. M. Ekanayake
Bethune-Cookman University
Gary M. Fleischman
University of Wyoming
Paul D. Hutchison
University of North Texas

John S. Jahera Jr.
Auburn University
Linda Naimi
Purdue University
M.T. Naimi
Purdue University
Petr Polák
Swinburne University
Jonathan D. Stewart
Abilene Christian University
Dirk Swagerman
University of Groningen

The IJBFR has been accepted for distribution through EBSCOhost Publishing, with nation-wide access in more than 70 countries. The Journal is listed in the eleventh editions of Cabell's publishing opportunity directories, Ulrich's Periodicals Directory and The American Economic Association's *Econlit*, *e-JEL*, and *JEL on CD* and *The Australian Business Deans Council*.

International Journal of Management and Marketing Research (IJMMR) ISSN # 1933-3153

John Brinkman
Liverpool Hope University
Grady Bruce
*California State University-
Fullerton*
Raymond Cairo
University of Surrey
Erdoğan H Ekiz
The Hong Kong Polytechnic Univ.
Robert D. Green
Lynn University
Mark C. Johlke
Bradley University

Qiang Gong
Peking University
Linda Naimi
Purdue University
M.T. Naimi
Purdue University
Abhijit Roy
University of Scranton
Andres C. Salazar
Northern New Mexico College
Bill Shaw
University of Texas-Austin

The IJMMR has been accepted for distribution through EBSCOhost Publishing, with nation-wide access in more than 70 countries. The Journal is listed in Ulrich's Periodicals Directory and in the eleventh editions of Cabell's Publishing Opportunity in Management, and Marketing.

Global Journal of Business and Finance Research (GJBR)
ISSN 1931-0277

Erdoğan H Ekiz
The Hong Kong Polytechnic Univ.
Anne B. Fosbre
Georgian Court University
Michael Godfrey
University of Wisconsin- Oshkosh
Jorge Hernández P.
Instituto Tecnológico Ciudad Juarez
Robert Isaac
University of Calgary

Petr Marek
University of Economics-Prague
Linda Naimi
Purdue University
M.T. Naimi
Purdue University
Robin Rance
Bethune-Cookman College
Erico Wulf Betancourt
Universidad de la Serena-Chile

The GJBR has been accepted for distribution through EBSCOhost Publishing, with nation-wide access in more than 70 countries. The Journal is listed in the eleventh editions of Cabell's publishing opportunity directories, Ulrich's Periodicals Directory and The American Economic Association's *Econlit*, *e-JEL*, and *JEL on CD*.

Accounting and Taxation (AT)
ISSN 1944-592X

Jeffrey L. Decker
University of Illinois - Springfield
Gary M. Fleischman
University of Wyoming
Anne B. Fosbre
Georgian Court University
John Shon
Fordham University
Kenton Walker
University of Wyoming

AT is listed in Cabell's online and will be included in the next printed edition of Cabell's

Business Education and Accreditation (BEA)
ISSN 1944-5903

Ellen Kraft

Richard Stockton College of New Jersey

Robert D. Green

Lynn University

Victor Lewis

National University- California

Linda Naimi

Purdue University

M.T. Naimi

Purdue University

BEA is listed in Cabell's online and will be included in the next printed edition of Cabell's

Revista Internacional Administration y Finanzas
ISSN 1933-608X

Neyda Cardozo Sánchez

Univ. Nacional Exp. de Táchira

Jorge Luís del Río Cortina

Fundación Univ. Tec. Comfenalco

Carlos Fong Reynoso

Universidad de Guadalajara

Jorge Hernández P.

Inst. Tecnológico de Ciudad Juárez

Carmen Patricia Jiménez Terrazas

Univ. Autónoma de Ciudad Juárez

Luz Stella Pemberthy

Universidad del Cauca

Oskar Villarreal Larrinaga

Universidad del País Vasco

Erico Wulf

Universidad de la Serena-Chile

RIAF ha sido aceptada para distribución/indexación a través de EBSCOHost Publishing en mas de 70 países. RIAF ha sido aceptada para indexación y distribución a través de EBSCOHost Publishing, con cobertura en más de 70 países.

Todas nuestras publicaciones en Ingles están indexadas en *11th edición de Cabells Directory*, *Ulrich's Periodical Directory*. Los Journals International Journal of Business and Finance Research y Global Journal of Business están indexados en The American Economic Association's *Econlit*, *e-JEL* and *JEL on CD* y el *The Australian Business Deans Council*.

FUTURE CONFERENCES

We hope that you are able to join us at these upcoming events

Big Island of Hawaii 2010

The 2010 Winter Global Conference on Business will be held at the Keauhou Beach Resort in Kailua Kona, Hawaii. The conference runs from January 3-6, 2010.

Costa Rica 2010

The 2010 Global Conference on Business and Finance - Costa Rica. We are working to finalize the dates and locations for this conference. Look for details on the dates and location of this conference in the coming weeks.

Congresos Futuros**2010 GCBF United States
Kailua-Kona, Isla de Hawaii**

El Congreso Global de Administración y Finanzas 2010 se realizará en el Keauhou Beach Resort in Kailua Kona, Hawaii del 3 al 6 de Enero, 2010

Costa Rica 2010

El destino y fechas del Congreso Global en Administración y Finanzas, Costa Rica se anunciará próximamente.

SCHEDULE OF EVENTS

Wednesday, May 27 2009 Miercoles, 27 de Mayo	
2:00 PM to 8:00 PM	Conference Registration /Registro Conferencia, Tiffany's
4:30 PM to 8:00 PM	Conference Reception (hour' dourves and drinks will be provided)/ Recepcion al Congreso, bocadillos y bebidas se servirán, Tiffany's
2:00 PM to 8:00 PM	Internet Session Begins/ Inicio Sesión Internet, Tiffany's
Thursday, May 28, 2009 Jueves, 28 de Mayo	
7:30 AM to 11:00 AM	Conference Registration/Registro Conferencia , Tiffany's
7:45 AM	Coffee Break/Refrigerio, Tiffany's
8:00 PM to 5:00 PM	Internet Session Begins/ Inicio Sesión Internet, Tiffany's/Patio
9:30 AM	Coffee Break/Refrigerio, Tiffany's
8:00 AM to 9:50 AM	Concurrent sessions/Sesiones simultaneas, Anturios, Girasol, Azaleas, Gardenias
10:00 AM to 11:50 AM	Concurrent sessions/Sesiones simultaneas, Anturios, Girasol, Azaleas, Gardenias
12: Noon to 1:00 PM	Networking Luncheon/Almuerzo Networking, Tiffany's
1:00 PM to 2:50 PM	Concurrent sessions/Sesiones simultaneas, Anturios, Girasol, Azaleas, Gardenias
2:30 PM	Coffee Break/Refrigerio, Tiffany's
3:00 PM to 4:50 PM	Concurrent sessions/Sesiones simultaneas, Anturios, Girasol, Azaleas, Gardenias
Friday, May 29, 2009 Viernes, 29 de Mayo	
7:30 AM to 11:00 AM	Conference Registration/Registro Conferencia/Congreso, Tiffany's
7:45 AM	Coffee Break/Refrigerio, Tiffany's
8:00 PM to 3:00 PM	Internet Session / Sesión Internet, Tiffany's/Patio
9:30 AM	Coffee Break/Refrigerio, Tiffany's
8:00 AM to 9:50 AM	Concurrent sessions/Sesiones simultaneas, Anturios, Girasol, Azaleas, Gardenias
10:00 AM to 11:50 AM	Concurrent sessions/Sesiones simultaneas, Anturios, Girasol, Azaleas, Gardenias
11:50 AM to 1:00 PM	Lunch break (on your own)/Receso de almuerzo (receso de almuerzo por su cuenta)
1:00 PM to 2:50 PM	Concurrent sessions/Sesiones simultaneas, Anturios, Girasol, Azaleas, Gardenias
6: 30 PM to 9:30 PM	Awards Ceremony/Ceremonia de Premiación, Orquideas Ballroom
Saturday, May 30, 2009 Sabado, 30 de Mayo	
8:30 AM	Conference Registration/Registro al Congreso, El Patio
8:45 AM	Coffee Break/Refrigerio, El Patio
8:00 PM to 11:50 AM	Internet Session / Sesión Internet, Patio
9:00 AM to 10:50 AM	Special Session with the Editors, Girasol
12:00 Noon	Conference Ends/Conferencia Finaliza

Presentation Equipment

The conference rooms will each be equipped with a LCD projector, computer and screen. The computers are equipped with Windows Vista and Microsoft Office 2007. One document camera (Elmo) for presenting plain paper documents and most transparencies is available on advanced reservation on a first come first served basis. Please bring your pin drive with data for use with our equipment. In addition, you may connect your computer to the system to display the screen if you so choose. Use of our equipment with your equipment and files is at your own risk. Meeting rooms will **not** be equipped with internet access.

Equipo para Presentación

Las salas de sesiones estarán equipadas con computadora, y un proyector LCD "video beam." Al utilizar nuestro LCD proyector con su computadora, usted asume todo riesgo de daño a su equipo o archivo o a nuestro equipo. Las salas sesiones **no** estarán equipadas con conexión a internet. Usted solo necesitar traer su Pin Drive con su presentación en PowerPoint.

Paper Sessions

Internet Sessions

The internet sessions take place continuously throughout the conference. To review the presentations online please visit our website at: www.theIBFR.com/internet.htm. You may also view the presentations in the binders located in the registration area. Please take a moment to review the papers and to provide feedback to the authors using the forms contained in the session binders.

CONTINUOUS	INTERNET SESSION ROOM: EI PATIO/TIFFANY'S	
SESSION TRACK		Finance
SESSION CHAIR		Terrance Jalbert, The IBFR
	ENGLISH	<i>Two Heads Are Better Than One: Evaluating Alternative Weighting Schemes for Funds of Funds</i> Lynda S. Livingston, University of Puget Sound
		<i>An Empirical Analysis of Upward and Downward Phases in Latin-American Stock Markets</i> Antonio de la Torre Gallegos, Universidad de Sevilla Edith Bellini, Universidad de Sevilla
		<i>Project Finance - The Rule of International Financial Institutions</i> Elvis Mujacevic, University of Rijeka
		<i>Did Financial Performance of European Firms Improve and Converge after Introduction of the Euro?</i> Sergiy Rakhmayil, Ryerson University

CONTINUOUS	INTERNET SESSION ROOM: EI PATIO/TIFFANY'S	
SESSION TRACK		Finance
SESSION CHAIR		Terrance Jalbert, The IBFR
	ENGLISH	<i>The Performance of Funds Investing in Europe versus Latin-America</i> Antonio de la Torre Gallegos, Universidad de Sevilla Edith Bellini, Universidad de Sevilla
		<i>Causalities between the Sentiment Indicators and Stock Market Returns under Different Market Scenarios</i> Her-Jiun Sheu, National Chi Nan University Yang-Cheng Lu, Ming Chuan University Yu-Chen Wei, National Chiao Tung University
		<i>The Impact of Education on the Wage Gap between Immigrants and Locals: A Cross-national Comparison</i> Kalpana Pai, Texas Wesleyan University
		<i>Data Mining and Crisis Forecasting Opportunities</i> Vladimir V. Prelov, Russian Academy of Sciences

CONTINUOUS	INTERNET SESSION ROOM: EI PATIO/TIFFANY'S	
SESSION TRACK		Economics and Accounting
SESSION CHAIR		Terrance Jalbert, The IBFR
	ENGLISH	<p><i>A General View over the Strategy for National Sustainable Development: The Case of Romania</i> Florin-Razvan Oncioiu, University of Agronomic Sciences and Veterinary Medicine of Bucharest -Romania</p> <p><i>The Economic Crisis and Its Effects in the European Union</i> Cosmin Tileaga, Lucian Blaga University Sibiu</p> <p><i>Intangible Assets Financial Reporting -A Constructivist and an Analytical Approach</i> Nicoleta Radneantu, Romanian-American University Emilia Gabrovanu, Romanian-American University Roxana Stan, Romanian-American University</p> <p><i>Audit Market in the Republic of Macedonia Seen Through Transparency Reports</i> Zorica Bozinovska-Lazarevska, University "Ss. Cyril and Methodius" Maja Stolevska, Unit Authority of pre-accession EU funds in Republic of Macedonia</p>

CONTINUOUS	INTERNET SESSION ROOM: EI PATIO/TIFFANY'S	
SESSION TRACK		Management
SESSION CHAIR		Terrance Jalbert, The IBFR
	ENGLISH	<p><i>Triple Bottom Line and Sustainability Report</i> Paolo Tenuta, University of Calabria</p> <p><i>Stochastic Reengineering of Human Capital Strategies in the Digital Environment</i> Alexandra Mironescu, Romanian American University Gheorghe H. Popescu, Dimitrie Cantemir University Elvira Nica, The Academy Of Economic Studies, Bucharest</p> <p><i>The Paradigmatic Changes Implications over the Human Resources Management</i> Gheorghe H. Popescu, Dimitrie Cantemir University Elvira Nica, The Academy Of Economic Studies, Bucharest Alexandra Mironescu, Romanian American University</p> <p><i>Tourist Satisfaction with a Small Island Destination</i> Perunjodi Naidoo, University of Technology, Mauritius Prabha Ramseook-Munhurrun, University of Technology, Mauritius Jeynakshi Ladsawat, University of Technology, Mauritius</p>

CONTINUOUS	INTERNET SESSION ROOM: EI PATIO/TIFFANY'S	
SESSION TRACK		Management
SESSION CHAIR		Terrance Jalbert, The IBFR
	ENGLISH	<p><i>From Technological Readiness to Business Sophistication Through ICT Applications</i> Mihaela Herciu, Lucian Blaga University of Sibiu Claudia Ogorean, Lucian Blaga University of Sibiu Lucian Belascu, Lucian Blaga University of Sibiu</p> <p><i>Government's Role in Promoting Adoption and Effective Use of Health IT in the U.S.</i> Adora H. Holstein, Robert Morris University John Dunn, Robert Morris University Patrick Litzinger, Robert Morris University Robert Faulkner, Robert Morris University</p> <p><i>The Ethical and Non Ethical Funds: An Age-Cohort Analysis</i> Angela Coscarelli, University of Calabria Domenica Federico, University of Calabria Antonella Notte, University of Calabria</p> <p><i>Hotel Managers' Perceptions of Service Quality: A Case Study</i> Perunjodi Naidoo, University of Technology, Mauritius Soolakshna D. Lukea Bhiwajee, University of Technology, Mauritius Prabha Ramseook-Munhurrun, University of Technology, Mauritius M. Ramchurrun, University of Technology, Mauritius</p>

CONTINUOUS	INTERNET SESSION ROOM: EI PATIO/TIFFANY'S	
SESSION TRACK		Multidisciplinary
SESSION CHAIR		Terrance Jalbert, The IBFR
	ENGLISH	<p><i>A Critical View on the Concept of Fair Value</i> Ionica Holban (Oncioiu), Academy of Economics Studies from Bucharest & Alexandru Ioan Cuza University of Iasi</p> <p><i>Factors Influencing Job Satisfaction and Intention to Quit -A Case Study of Licensed Aircraft Engineers in an Airline Company</i> Soolakshna D. Lukea Bhiwajee, University of Technology, Mauritius Perunjodi Naidoo, University of Technology, Mauritius Prabha Ramseook-Munhurrun, University of Technology, Mauritius</p> <p><i>Effects of Information Technology on Models of Distribution and Sales Channels, Performance and Productivity of Businesses: Some Marketing Implication on E-business</i> Kozeta Sevrani, University of Tirana Klodiana Gorica, University of Tirana</p> <p><i>Clusters and National Competitiveness - Some Evidence from European Union</i> Silvia Mărginean, "Lucian Blaga" University of Sibiu Ramona Toma, "Lucian Blaga" University of Sibiu</p>

CONTINUOUS	INTERNET SESSION ROOM: EI PATIO/TIFFANY'S	
SESSION TRACK		Multidisciplinary
SESSION CHAIR		Terrance Jalbert, The IBFR
	ENGLISH	<p><i>Measuring Call Centre Employee Satisfaction and Loyalty</i> Prabha Ramseook-Munhurrin, University of Technology, Mauritius Perunjodi Naidoo, University of Technology, Mauritius Soolakshna D. Lukea Bhiwajee, University of Technology, Mauritius</p> <p><i>Issues of The Definition And Reporting Of Mortgage Loans In Albania</i> Dorina Kripa, University of Tirana Edlira Luçi, University of Tirana</p> <p><i>Screencasts as a Learning Resource to Enhance a Quantitative Business Methods Course</i> Ellen Kraft, Richard Stockton College of New Jersey</p> <p><i>Examination of Multicultural/Diversity Concentration for the Master of Human Resources and Organizational Development Degree: Equipping Future Professional to Think Critically about Multifaceted Organizational Issues of Diversity in the Workplace</i> Roxanne Helm-Stevens, Azusa Pacific University Gregory Wallace, Azusa Pacific University Linda Hunt, Azusa Pacific University</p>

CONTINUOUS	INTERNET SESSION ROOM: EI PATIO/TIFFANY'S	
SESSION TRACK		Entrepreneurship
SESSION CHAIR		Mercedes Jalbert, The IBFR
	SPANISH	<p><i>Análisis del Nivel de Conocimiento del Personal Que Labora en el Área de Recursos Humanos de una Empresa Ensambladora de Vehículos GMV; Sobre los Procesos del Departamento de Desarrollo Organizacional</i> Ero Del Canto, Universidad de Carabobo Guía Sullins, Universidad de Carabobo Freddy Gamarra, Universidad Jose Antonio Paez Adrián Pacheco, Universidad de Carabobo</p> <p><i>Las Empresas Familiares y el Proceso de Sucesión</i> Mariana Monserrat Valenzuela Montoya, Univ. Autónoma del Estado de Baja California Ana Cecilia Bustamante Valenzuela, Univ. Autónoma del Estado de Baja California Sósima Carrillo, Univ. Autónoma del Estado de Baja California</p> <p><i>Aplicación de la Inteligencia Emocional para Mejorar el Desarrollo y Desempeño de los Empleados de Ventas: Caso ING, S.A. de C.V.</i> Zulema Córdova Ruiz, Universidad Autónoma del Estado de Baja California Ana Cecilia Bustamante Valenzuela, Universidad Autónoma del Estado de Baja California Sósima Carrillo, Universidad Autónoma del Estado de Baja California Santiago Pérez Álcala, Universidad Autónoma del Estado de Baja California</p>

CONTINUOUS	INTERNET SESSION ROOM: EI PATIO/TIFFANY'S	
SESSION TRACK		Multidisciplinary
SESSION CHAIR		Mercedes Jalbert, The IBFR
	SPANISH	<p><i>México: Determinantes del Tipo de Cambio, 1986-2000</i> Arturo Morales Castro, Universidad Nacional Autónoma de México</p> <p><i>Análisis de la Implementación Impuesto sobre la Renta a la Compra-venta de Acciones en México</i> Rufina Georgina Hernández Contreras, Universidad Autónoma de Puebla Azucena Leticia Herrera Aguado, Universidad Autónoma de Puebla</p> <p><i>La Evaluación Colegiada, Estrategia en Busca de la Calidad de la Educación Superior, un Trabajo de Equipo: Caso Facultad de Ciencias Administrativas, UABC</i> Adelaida Figueroa Villanueva, Universidad Autónoma del Estado de Baja California</p> <p><i>Programa de Asesoría Integral al Sistema de Educación Básica: Vinculación y Aplicación de Conocimientos en Beneficio del Sector Educativo Estatal (SEE) del estado de Baja California México</i> Adelaida Figueroa Villanueva, Universidad Autónoma del Estado de Baja California Ricardo Ching Wesman, Universidad Autónoma del Estado de Baja California</p>

CONTINUOUS	INTERNET SESSION ROOM: EI PATIO/TIFFANY'S	
SESSION TRACK		Management
SESSION CHAIR		Mercedes Jalbert, The IBFR
	SPANISH	<p><i>Diseño de Estrategias de Mercadeo Educativo Que Permitan Incrementar y Consolidar La Matricula Estudiantil: Caso Instituto Universitario De Tecnología Industrial, Extensión Guacara</i> Ero Del Canto, Universidad de Carabobo Carlos Vargas, Universidad de Carabobo</p> <p><i>Análisis de Estrategias en Políticas Públicas para Apoyo de Microempresas en Tiempos de Crisis. Caso de Estudio: Gobierno del Estado de Baja California, México</i> José Gabriel Ruiz Andrade, Universidad Autónoma del Estado de Baja California Omaira Cecilia Martínez Moreno, Universidad Autónoma del Estado de Baja California</p> <p><i>Ecoeficiencia: ¿Es La Contaminación Medioambiental Igual A Ineficiencia?</i> Antonio Arbelo Alvarez, Universidad de la Laguna Pilar Pérez Gómez, Universidad de la Laguna Felipe Manuel Rosa González, Universidad de la Laguna Libertad Ramos Sequeira, Universidad de la Laguna</p> <p><i>Aplicación del Cuadro de Mando Integral (Balanced Scorecard) en las PYMES a Partir de la Planeación Estratégica: Caso KURODA</i> Rebeca Isabel Robles Reyes, Universidad Autónoma del Estado de Baja California Sósima Carrillo, Universidad Autónoma del Estado de Baja California Olga Lidia Gutiérrez Gutiérrez, Universidad Autónoma de Baja California</p>

CONTINUOUS	INTERNET SESSION ROOM: EI PATIO/TIFFANY'S	
SESSION TRACK		Management
SESSION CHAIR		Mercedes Jalbert, The IBFR
	SPANISH	<p><i>Análisis del nivel de aplicación de las Competencias básicas de la Inteligencia Emocional por Supervisores de Operaciones. Caso: Pepsi-Cola Venezuela C. A., Planta Valencia</i> Ero Del Canto, Universidad de Carabobo Yorman Fernández, Universidad de Carabobo Cristóbal Núñez, Universidad de Carabobo Nelson Pérez, Universidad de Carabobo Marynel Pérez, Universidad de Carabobo Magaly Ramos, Universidad de Carabobo</p> <p><i>Proceso de Planeación Estratégica en las Pequeñas y Medianas Empresas</i> Ana Cecilia Bustamante Valenzuela, Universidad Autónoma del Estado Baja California Sandra Julieta Saldivar González, Universidad del Estado Baja California Olga Lidia Gutiérrez Gutiérrez, Universidad Autónoma del Estado Baja California</p> <p><i>Desnutrición y Apoyo a Comunidades Marginadas: Estudio de Caso de una Empresa y el Impacto de su Programa de Responsabilidad Social Corporativa en la Frontera Norte de México</i> Lizette Alvarado Tarango, Universidad Autónoma de Chihuahua (UACH) Jesús Carlos Martínez Ruiz, Universidad Autónoma de Chihuahua (UACH) Oscar Javier Montiel Méndez, Universidad Autónoma de Chihuahua (UACH)</p> <p><i>Las PYMES y las Tecnologías de la Información y la Comunicación</i> Sandra Julieta Saldivar González, Universidad del Estado de Baja California Ana Cecilia Bustamante Valenzuela, Universidad Autónoma del Estado de Baja California Olga Lidia Gutiérrez Gutiérrez, Universidad Autónoma del Estado de Baja California Blanca Rosa García Rivera, Universidad Autónoma del Estado de Baja California</p>

CONTINUOUS	INTERNET SESSION ROOM: EI PATIO/TIFFANY'S	
SESSION TRACK		Tourism
SESSION CHAIR		Mercedes Jalbert, The IBFR
	SPANISH	<p><i>Primera Aproximación al Análisis de la Oferta Turística en el Corredor Turístico Playas De Rosarito - Ensenada, B. C. México, para Determinar su Nivel de Competitividad Como Producto Turístico</i> Omaira Cecilia Martínez Moreno, Universidad Autónoma del Estado de Baja California José Gabriel Ruiz Andrade, Universidad Autónoma del Estado de Baja California María Guadalupe Velázquez R., Universidad Autónoma del Estado de Baja California</p> <p><i>Alternativas Turísticas para un Desarrollo Municipal de Tala Jalisco, México: Estudio de Caso</i> Adriana del Carmen Rodríguez Guardado, Universidad de Guadalajara Sandra Gutiérrez Olvera, Universidad de Guadalajara/Centro Universitario de los Valles Gloria Silvana Montañez Moya, Univ. de Guadalajara/Centro Universitario de los Valles Beatriz Marcela Parra Gastélum, Universidad de Guadalajara</p> <p><i>Estimación de la Eficiencia en el Sector Hotelero en Canarias</i> Pilar Pérez Gómez, Universidad de la Laguna Antonio Arbelo Alvarez, Universidad de la Laguna Angel China Martin, Universidad de la Laguna Felipe Manuel Rosa González, Universidad de la Laguna</p> <p><i>Desarrollo Sostenible de las Microindustrias en Mexicali, Baja California</i> Olga Lidia Gutiérrez Gutiérrez, Universidad Autónoma del Estado de Baja California Ana Cecilia Bustamante Valenzuela, Universidad Autónoma del Estado de Baja California Sandra Julieta Saldivar González, Universidad del Estado de Baja California</p>

CONTINUOUS	INTERNET SESSION ROOM: EI PATIO/TIFFANY'S	
SESSION TRACK		Multidisciplinary
SESSION CHAIR		Mercedes Jalbert, The IBFR
	SPANISH	<p><i>Enseñanza de los Negocios para Estudiantes Universitarios, Bajo el Sistema Aprendizaje Basado en Problemas (ABP) con Enfoque Colaborativo</i> Aurelio Deniz Guizar, Universidad de Colima Juan Alonzo Livas De La Garza, Universidad de Colima Oscar Bernardo Reyes Real, Universidad de Colima</p> <p><i>Simuladores de Negocios: Aplicación a la Evaluación de Alumnos del Nivel Superior en Entornos Competitivos</i> Fidel Ramón Alcocer Martínez, Universidad Autónoma de Campeche Lilibeth de la Cruz Estrella, Universidad Autónoma de Campeche</p> <p><i>Disminución de la Actividad Maquiladora: Caso Ciudad de Tehuacán Puebla, México</i> Montserrat Vera Muñoz, Universidad Autónoma de Puebla Gerardo Vera Muñoz, Universidad Autónoma de Puebla Universidad del Valle de México, S.C. Campus Aguascalientes</p>

THURSDAY, MAY 28, 2009	
8:00 AM - 9:50 AM	ROOM: GIRASOL
SESSION TRACK	Management
SESSION CHAIR	Juan Camilo de la Pava Peña, Universidad Nacional de Colombia
	<p><i>La Dirección Estratégica en las Empresas Cooperativas Almazaras. Proposición de un Modelo Explicativo de los Determinantes del Resultado Empresarial Cooperativo</i> Víctor Manuel Martín López, Fundación Caja Rural de Toledo Valentín Molina Moreno, Universidad de Granada Ignacio Ruiz Guerra, Fundación Caja Rural de Toledo & Universidad de Castilla-Mancha</p> <p><i>Colaboración Escuelas de Negocios- Empresas: Mejores Prácticas para la Innovación</i> Maria del Carmen Domínguez Ríos, Universidad Autónoma de Puebla</p> <p><i>Estrategias de Administración de Recursos Hidrológicos: Su Importancia Binacional</i> José de Jesús Espinoza, Instituto Tecnológico de Ciudad Juárez Jorge Hernández P., Instituto Tecnológico de Ciudad Juárez José Luis García C., Instituto Tecnológico de Ciudad Juárez</p> <p><i>Tunneling y Gobierno Corporativo en Economías Emergentes. Caso Colombiano</i> Juan Camilo de la Pava Peña, Universidad Nacional de Colombia</p>
9:50 AM - 10:00 AM	SESSION BREAK RECESO SESION

THURSDAY, MAY 28, 2009	
8:00 AM - 9:50 AM	ROOM: AZALEAS
SESSION TRACK	Business Education and Accreditation
SESSION CHAIR	Victor Lewis, National University
	<p><i>Sustainability as a Catalyst for Curriculum Re-Design of a Supply Chain Program</i> Michael Godfrey, University of Wisconsin Oshkosh Steven Dunn, University of Wisconsin Oshkosh Andrew Manikas, University of Wisconsin Oshkosh</p> <p><i>Improving the Virtual Classroom and Pedagogy through Instructor Certification</i> Scott Mensch, Indiana University of Pennsylvania</p> <p><i>Sustainable Development: Creating a Model for the Business Community</i> Michael Nastanski, Saint Leo University</p> <p><i>Limiting Free Speech in the Classroom and the Workplace</i> Victor Lewis, National University</p>
9:50 AM - 10:00 AM	SESSION BREAK RECESO SESION

	THURSDAY, MAY 28, 2009	
8:00 AM - 9:50 AM	ROOM: ANTURIOS	
SESSION TRACK		Finance and Economics
SESSION CHAIR		Jose E. Gómez-González, Banco de la Republica-Colombia
	ENGLISH	<i>International Capital Mobility and Economic Inequality</i> Daron Djerdjian, American University of Sharjah
		<i>Determinants of Emerging Markets' Commercial Bank Stock Returns</i> Eric Girard, Siena College James Nolan, Siena College Tony Pondillo, Siena College
		<i>The JT Index as a Predictor of the Economy's Financial Stability</i> Petr Teplý, Charles University-Prague Petr Jakubik, Charles University-Prague
		<i>Bank Lending Channel of Monetary Policy: Evidence for Colombia, Using a Firms' Panel Data</i> Jose E. Gómez-González, Banco de la Republica Paola Morales Acevedoz, Banco de la Republica
9:50 AM - 10:00 AM	SESSION BREAK RECESO SESION	

	THURSDAY, MAY 28, 2009	
8:00 AM - 9:50 AM	ROOM: GARDENIAS	
SESSION TRACK		Management
SESSION CHAIR		Ma. Cruz Lozano Ramírez, Universidad del Valle-Aguascalientes
	SPANISH	<i>Perfiles y Características de la Gerencia de Recursos Humanos en una Muestra de Grandes y Medianas Empresas de Barranquilla, Santa Marta, Cartagena y Sincelejo (Colombia)</i> Olga Lucia Jaramillo Naranjo, Universidad Del Norte
		<i>Caracterización de la Microempresa Informal: El Caso de Mexicali</i> Gonzalo Llamas Bañuelos, Universidad Autonoma de Baja California Luis Ramón Moreno Moreno, Universidad Autonoma de Baja California
		<i>Influencia de la Comunicación en los Procesos de Aprendizaje</i> Ma. Cruz Lozano Ramírez, Universidad del Valle de México, S.C. Campus Aguascalientes
9:50 AM - 10:00 AM	SESSION BREAK RECESO SESION	

		THURSDAY, MAY 28, 2009	
10:00 AM - 11:50 AM		ROOM: GIRASOL	
SESSION TRACK		Finance	
SESSION CHAIR		Juan Sergio Cruz, CESA	
	SPANISH	<p><i>El Perfil Administrativo y Financiero de las Mipymes en Mexicali: Un Análisis Preliminar</i> Luis Ramón Moreno Moreno, Universidad Autonoma de Baja California Karla Susana Barrón Arreola, Universidad Autónoma de Nayarit Gonzalo Llamas Bañuelos, Universidad Autonoma de Baja California</p> <p><i>Valoración de Contratos de Leasing Operativo Mediante Opciones Reales: Una Aplicación para Colombia</i> Mónica Andrea Arango Arango, Universidad de Medellín Juan Camilo Arbelaez, Universidad de Medellín Catalina Causil Garcia, Universidad de Medellín</p> <p><i>El Riesgo Sistemático B, Desde la Perspectiva de Pensamiento de Linner, Sharpe, Merton Y Miller</i> Juan Sergio Cruz, CESA Christian Vargas, CESA</p>	
11:50 AM - 1:00 PM		SESSION BREAK RECESO SESION	
		THURSDAY, MAY 28, 2009	
10:00 AM - 11:50 AM		ROOM: AZALEAS	
SESSION TRACK		Management	
SESSION CHAIR		Mark Bagshaw, Marietta College	
	ENGLISH	<p><i>Relative Importance of Management Factors for Civil Aviation Flight Safety</i> Risa Morimoto, Toulouse Business School</p> <p><i>Optimal Implementation Timing for Sustainable Technologies</i> Andrew Manikas, University of Wisconsin Oshkosh Michael Godfrey, University of Wisconsin Oshkosh Steven Dunn, University of Wisconsin Oshkosh</p> <p><i>Divergent Leadership Concepts in the Team Structures of American Multinational Enterprises</i> Mark Bagshaw, Marietta College</p>	
11:50 AM - 1:00 PM		SESSION BREAK RECESO SESION	
		THURSDAY, MAY 28, 2009	

THURSDAY, MAY 28, 2009	
10:00 AM - 11:50 AM	ROOM: ANTURIOS
SESSION TRACK	Finance
SESSION CHAIR	Petr Tepy, Charles University-Prague
	<p><i>Cost of Carry on Steroids: Application to Oil Futures Pricing</i> Eric Girard, Siena College Trevor Reid, Cornerstone Companies</p> <p><i>On the Efficiency Theorem</i> Vladimir V. Prelov, Russian Academy of Sciences</p> <p><i>Dynamic Asset Allocation with Combined Criteria Decision System</i> Giuseppe Galloppo, University of di Roma Tor Vergata</p> <p><i>Negative and Positive Lessons from the 2007-2008 Financial Crisis</i> Petr Tepy, Charles, University-Prague Libena Cernohorska, University of Pardubice Libor Zeman, Technogroup</p>
11:50 AM - 1:00 PM	SESSION BREAK RECESO SESION

THURSDAY, MAY 28, 2009	
10:00 AM - 11:50 AM	ROOM: GARDENIAS
SESSION TRACK	Interdisciplinary
SESSION CHAIR	Jürgen Moormann, Frankfurt School of Finance & Management
	<p><i>Assessment of Alternative Energy Sources Efficiency - Economic Model of a Project Using Reed Canary Grass</i> Pavla Rehorová, Technical University of Liberec Markéta Dubová, Technical University of Liberec</p> <p><i>Regulatory Agency Levers to Reduce Manufacturing Emissions</i> Steven Dunn, University of Wisconsin Oshkosh Andrew Manikas, University of Wisconsin Oshkosh Michael Godfrey, University of Wisconsin Oshkosh</p> <p><i>Writing a Masterpiece Resume during a Downturn Economy</i> Allison Schieli, Indiana University of Pennsylvania William McPherson, Indiana University of Pennsylvania Greg Myers, New York University Bridget O'Connor, New York University</p> <p><i>Adopting Six Sigma in the Financial Services Industry: What It Makes to Be Successful</i> Jürgen Moormann, Frankfurt School of Finance & Management Diana Heckl, Frankfurt School of Finance & Management</p>
11:50 AM - 1:00 PM	SESSION BREAK RECESO SESION

THURSDAY, MAY 28, 2009	
1:00 PM - 2:50 PM	ROOM: GIRASOL
SESSION TRACK	Issues in Higher Education and Finance
SESSION CHAIR	Ignacio Ruiz Guerra, Fundación Caja Rural de Toledo & Universidad de Castilla-Mancha
	<p><i>La Motivación y el Clima Organizacional en la Facultad de Contaduría Pública de la Benemérita Universidad Autónoma de Puebla</i> Rafaela Martínez Méndez, Universidad Autónoma de Puebla María de Jesús Ramírez Domínguez, Universidad Autónoma de Puebla</p> <p><i>El Análisis Técnico Como Alternativa para Lograr Rendimientos Superiores en el Mercado de Divisas: Un Caso Revisado</i> Bernardo Quintanilla García, Universidad Autónoma del Carmen Lorena Zalthen Hernández, Universidad Autonoma del Carmen</p> <p><i>Gestión del Aprendizaje a Través de las TIC Desde el Sector Cooperativista: Caso Aplicado</i> Valentín Molina Moreno, Universidad de Granada Victor Manuel Martín López, Fundación Caja Rural de Toledo Ignacio Ruiz Guerra, Fundación Caja Rural de Toledo & Universidad de Castilla-Mancha</p>
2:50 PM - 3:00 PM	SESSION BREAK RECESO SESION

THURSDAY, MAY 28, 2009	
1:00 PM - 2:50 PM	ROOM: AZALEAS
SESSION TRACK	Marketing
SESSION CHAIR	Robert D. Green, Lynn University
	<p><i>In a New Millennium, Are We Still Doing It the Old Way?</i> Susan Baxter, Farmingdale State College - SUNY</p> <p><i>Marketing Intelligence: A Survey of Tour Operators in South Africa</i> Marius Potgieter, Tshwane University of Technology Johan de Jager, Tshwane University of Technology Neels van Heerden, Tshwane University of Technology</p> <p><i>Diffusion of Innovation Project in Finnish Preventive Health Education - Learning from Unsuccessful Launch of Diffusion</i> Kai Härkönen, University of Oulu Jari Salo, University of Oulu</p> <p><i>Household Buying Decisions Relationship to Customer-Based Brand Equity</i> Robert D. Green, Lynn University Hui-Chu Chen, TransWorld Institute of Technology</p>
2:50 PM - 3:00 PM	SESSION BREAK RECESO SESION

THURSDAY, MAY 28, 2009	
1:00 PM - 2:50 PM	ROOM: ANTURIOS
SESSION TRACK	Finance, Economics and Accounting
SESSION CHAIR	E.M. Ekanayake, Bethune-Cookman University
	<p><i>How Does National Foreign Trade React To The BCE'S Policy Within And Out UE?</i> Giovanni Tria, University of di Roma Tor Vergata Giuseppe Galloppo, University of di Roma Tor Vergata</p> <p><i>The Value Relevance of Environmental and Social Performance for SIX 300 Companies</i> Natalia Semenova, Åbo Akademi University Henrik Nilsson, Umeå School of Business Lars G. Hassel, Åbo Akademi University and Umeå School of Business</p> <p><i>Role of Bond Markets in Infrastructure Financing in India</i> Priyanka Juneja, TERI University-India Robin Tayal, SBICAPS Rahul Prasad, SBICAPS</p> <p><i>How Does Foreign Direct Investment Affect Growth in Developing Countries? An Empirical Investigation</i> E.M. Ekanayake, Bethune-Cookman University John R. Ledgerwood, Embry-Riddle Aeronautical University</p>
2:50 PM - 3:00 PM	SESSION BREAK RECESO SESION

THURSDAY, MAY 28, 2009	
1:00 PM -2:50 PM	ROOM: GARDENIAS
SESSION TRACK	Multidisciplinary
SESSION CHAIR	Scott Mensch, Indiana University of Pennsylvania
	<p><i>Multi-Criteria Decision-Making Approach for Vendor Selection at Public Procurements In Finland</i> Miikka Blomster, University of Oulu</p> <p><i>Interplay of "Cultural Imperialism" and "Cultural Nationalism" In Multinationals' Advertising Strategies in China</i> Luding Tong, Marietta College</p> <p><i>Economic Benefits of Nuclear Power in the Middle East</i> Anouar Boukhars, Wilberforce University</p> <p><i>One, Two, Free: Designing a FREE Online Training Program</i> Scott Mensch, Indiana University of Pennsylvania William McPherson, Indiana University of Pennsylvania</p>
2:50 PM - 3:00 PM	SESSION BREAK RECESO SESION

THURSDAY, MAY 28, 2009	
3:00 PM - 4:50 PM	ROOM: GIRASOL
SESSION TRACK	Management
SESSION CHAIR	Enrique Corona Sandoval, Universidad del Caribe
	<p><i>Fundamentos Estratégicos del Sector Oleícola y Sus Cooperativas de Toledo en Momentos de Incertidumbre</i> Víctor Manuel Martín López, Fundación Caja Rural de Toledo Valentín Molina Moreno, Universidad de Granada Ignacio Ruiz Guerra, Fundación Caja Rural de Toledo & Universidad de Castilla-Mancha</p> <p><i>Identificación de las Variables Que Impactan la Dinámica de la Curva de Aprendizaje de las Instituciones de Educación Superior en Cartagena: Caso Tecnológico Comfenalco Cartagena</i> Jorge L. Del Río Cortina, Fundación Universitaria Tecnológico Comfenalco Oswaldo Blanquicett Lozano, Fundación Universitaria Tecnológico Comfenalco Juan David Sepúlveda Chaverra, Fundación Universitaria Tecnológico Comfenalco</p> <p><i>Las Expectativas de los Turistas Cuando Contratan los Servicios de los Guías de Turistas: Un Enfoque Cualitativo</i> Lucila Zarraga Cano, Universidad del Caribe Enrique Corona Sandoval, Universidad del Caribe</p>

THURSDAY, MAY 28, 2009	
3:00 PM - 4:50 PM	ROOM: AZALEAS
SESSION TRACK	Marketing & Economics
SESSION CHAIR	Jari Salo, University of Oulu
	<p><i>Global Brands, Local Communities: International Strategies for Company Managed Virtual Communities</i> Laurent Arnone, University of Mons Oliver Colot, University of Mons Mélanie Croquet, University of Mons Angy Geerts, University of Mons Laetitia Pozniak, University of Mons</p> <p><i>Costco-Addiction: Having Seasonal and Specialty Items Increases Purchasing Frequency</i> Ramon Corona, National University-San Diego</p> <p><i>Customer Experience Management with Social Webs: A Music Industry Case Study</i> Jari Salo, University of Oulu Kai Härkönen, University of Oulu</p>

THURSDAY, MAY 28, 2009	
3:00 PM - 4:50 PM	ROOM: ANTURIOS
SESSION TRACK	Economics and Finance
SESSION CHAIR	Milan Hrdý, University of West Bohemia-Pilsen
	<p><i>The Impact of the HIV/AIDS Epidemic on Human Resources: A Cross Countries Study of the Burden of Disease</i> Juan J. Delacruz, FIT - State University of New York</p> <p><i>Sustaining Competitiveness in a Global Economy: Insights Offered by Total Factor Productivity Indicators for the U.S.</i> Tony Mutsune, Iowa Wesleyan College</p> <p><i>Collateralization of Assets, Over-Extension of Credit, and Free Trade: An Empirical Analysis in Search of Justice and an Expanding Middle Class</i> John Charalambakis, Asbury College David Coulliette, Asbury College Kent Rietz, Asbury College</p> <p><i>Hedge Funds Performance Appraisal: A Non-parametric Approach</i> Nicolas Nalpas, Toulouse Business School (ESC Toulouse) Anne Vanhems, Toulouse Business School (ESC Toulouse)</p> <p><i>Research in the Field of IAS/IFRS - A Comparison of the IAS/IFRS Accounting System with the Accounting System Based on the Czech Republic Legislation</i> Jana Hinke, University of West Bohemia-Pilsen Milan Hrdý, University of West Bohemia-Pilsen</p>
	ENGLISH

THURSDAY, MAY 28, 2009	
3:00 PM -4:50 PM	ROOM: GARDENIAS
SESSION TRACK	Accounting/Economics
SESSION CHAIR	Virginia López Torres, Universidad Autónoma del Estado de Baja California
	<p><i>El Ramo 33 y su Ineficiencia en el Combate a la Pobreza: Caso Chihuahua</i> Javier Martínez Morales, Universidad Autónoma De Chihuahua Amilcar O. Fernández D., Universidad Autónoma De Chihuahua</p> <p><i>Concentración Económica y Transparencia: Caso de Aplicación de las Normas Internacionales de Información Financieras en Chile</i> José Tello Avila, Universidad de Talca Keyla González Soto, Universidad de Talca</p> <p><i>Creación de un Cuadro de Mando Social Como Herramienta de Gestión en la Empresa Privada Colombiana, Sector Agroquímico</i> Ana del Carmen Quintana, Universidad de La Salle</p> <p><i>Análisis Longitudinal de Riesgos de Trabajo en una Planta Maquiladora</i> Virginia López Torres, Universidad Autónoma del Estado de Baja Californi Ma. Enselmina Marin Vargas, Universidad Autónoma de Baja California Robert Efraín Zarate Cornejo, Universidad Autónoma de Baja California</p>
	SPANISH

	FRIDAY, MAY 29, 2009	
8:00 AM - 9:50 AM	ROOM: GIRASOL	
SESSION TRACK	Finance	
SESSION CHAIR	Eduardo E. Sandoval, Universidad de Concepción	
	SPANISH	<i>Decisiones Financieras de los Gerentes de las PYMES de Manizales Colombia 2008</i> Jairo Toro Díaz, Universidad Autónoma de Manizales
		<i>Pricing de un Exótico del Clima para Colombia</i> Juan Sergio Cruz, CESA
		<i>Criteria Difusos en la Selección de Carteras</i> Christian Camilo Vargas Roncancio, Universidad Piloto de Colombia
		<i>¿Es el Riesgo Cambiario Preciado en el Mercado Accionario Chileno? Un Estudio Empírico Basado en la Teoría de Precios por Arbitraje</i> Eduardo E. Sandoval, Universidad de Concepción Angelo Benvenuto, Universidad de Concepción
9:50 AM - 10:00 AM	SESSION BREAK RECESO SESION	

	FRIDAY, MAY 29, 2009	
8:00 AM - 9:50 AM	ROOM: AZALEAS	
SESSION TRACK	Marketing	
SESSION CHAIR	Parimal Bhagat, Indiana University of Pennsylvania	
	ENGLISH	<i>The Impact of Brand Personality On Brand Preference and Brand Loyalty: A Study on Malaysian's Perception Towards Foreign Brand Coffee Outlets</i> Bamini KPD Balakrishnan, Universiti Malaysia Sabah Samuel Lee, Universiti Malaysia Sabah Azlinda Shazneem Md.Shuaib, Universiti Malaysia Sabah-Labuan Najihah Hanisah Marmaya, Univeirsiti Institut Teknologi Mara-Melaka Campus
		<i>A Theoretical Model of the Impacts of Experiential Value Proposition on Brand Personality and Brand Equity of Online Retailers</i> Saeed Shobeiri, Concordia University
		<i>The Moderating Role of Relationship Quality in Determining the Total Value for the End-Customer</i> Framarz Byramjee, Indiana University of Pennsylvania Parimal Bhagat, Indiana University of Pennsylvania Andreas Klein, University of Duisburg-Essen
9:50 AM - 10:00 AM	SESSION BREAK RECESO SESION	

FRIDAY, MAY 29, 2009	
8:00 AM - 9:50 AM	ROOM: ANTURIOS
SESSION TRACK	Rupendra Paliwal, Sacred Heart University
SESSION CHAIR	Finance
	<p><i>Current Problems of the Financial Management of the Small and Medium Enterprises in the Czech Republic within the Common Market of the European Union</i> Milan Hrdý, University of West Bohemia-Pilsen Michaela Horová, University of West Bohemia-Pilsen</p> <p><i>Enterprise Finance Management in Global Economy</i> Anna N. Zhilkina, The State University of Management</p> <p><i>Mean Reversion in Stock Returns</i> Sandip Mukherji, Howard University</p> <p><i>Intra-Industry Effects of Takeovers- A Study of the Operating Performance of Rival Firms</i> Rupendra Paliwal, Sacred Heart University</p>
9:50 AM - 10:00 AM	SESSION BREAK RECESO SESION

FRIDAY, MAY 29, 2009	
8:00 AM - 9:50 AM	ROOM: GARDENIAS
SESSION TRACK	Marketing
SESSION CHAIR	Jorge Del Río Cortina, Fundación Universitaria Tecnológico Comfenalco
	<p><i>Publicidad Infantil en el Día del Niño en México: A la Búsqueda de Consumidores Potenciales</i> Armando Ojeda Arredondo, Universidad Autónoma de Ciudad Juárez Aydeé Quintana Duarte, Universidad Autónoma de Ciudad Juárez Lorena Esmeralda Pérez Zamora, Universidad Autónoma de Ciudad Juárez Silvia Verónica Villalobos Chávez, Universidad Autónoma de Ciudad Juárez Carmen Patricia Jiménez Terrazas, Universidad Autónoma de Ciudad Juárez</p> <p><i>Competencias Distintivas en Marketing Caso de Estudio Empresas Manufactureras de Alimentos de la Ciudad de Manizales Colombia</i> Luis Ignacio López Villegas, Universidad Nacional de Colombia-Sede Manizales Carolina Cuervo, Universidad Nacional de Colombia-Sede Manizales Lucelly López, Universidad Nacional de Colombia-Sede Manizales</p> <p><i>Análisis de Los Portales de Internet Como Herramienta de la Transparencia de la Gestión de las Universidades Públicas</i> Sonia Elizabeth Maldonado-Radillo, Universidad Autónoma del Estado de Baja California Virginia López Torres, Universidad Autónoma del Estado de Baja California Ana Ma. Guillén Jiménez, Universidad Autónoma de Baja California</p> <p><i>Metodología para la Evaluación del Potencial Competitivo en Pequeñas y Medianas Empresas Basado en el Esquema De Capacidades Internas</i> Jorge Del Río Cortina, Fundación Universitaria Tecnológico Comfenalco Juan David Sepúlveda Chaverra, Fundación Universitaria Tecnológico Comfenalco Lourdes I. Meriño S., Fundación Universitaria Tecnológico Comfenalco Aleyda García, Universidad del Atlántico</p>
9:50 AM - 10:00 AM	SESSION BREAK RECESO SESION

FRIDAY, MAY 29, 2009	
10:00 AM - 11:50 AM	ROOM: GIRASOL
SESSION TRACK	Issues in Higher Education
SESSION CHAIR	Diego Fernando Santisteban Rojas, Universitaria de Investigación y Desarrollo
	<p><i>Desarrollo de Habilidades de Inteligencia Emocional con Técnicas Ericksonianas</i> Angélica I. Enríquez Pérez, Instituto Tecnológico de La Paz Jorge Hernández P., Instituto Tecnológico de Ciudad Juárez</p> <p><i>Incorporación de la Cátedra Calidad del Servicio en la Formación de Profesionales en Venezuela</i> Rebeca Quiñones, Universidad Bolivariana de Venezuela Deisy Pérez Hasbun, Universidad del Zulia (LUZ)</p> <p><i>Simulador Empresarial UDI Business Game</i> Diego Fernando Santisteban Rojas, Universitaria de Investigación y Desarrollo Johlver José Pardo García, Universitaria de Investigación y Desarrollo</p>
11:50 AM - 1:00 PM	SESSION BREAK RECESO SESION

FRIDAY, MAY 29, 2009	
10:00 AM - 11:50 AM	ROOM: AZALEAS
SESSION TRACK	Multidisciplinary
SESSION CHAIR	Susan M. Vance, Saint Marys College
	<p><i>Specificity of Small Business Financing in Periods of Economic Crisis</i> Yulia Fuks, The State University of Management</p> <p><i>Impact of Globalization on the Human Resources Management in Organizations</i> Petra Skalova, University of West Bohemia</p> <p><i>Part-Time Entrepreneurship: Theory and Evidence</i> Kameliia Petrova, SUNY Plattsburgh</p> <p><i>An Assessment of the Effectiveness and Efficiency of Information and Communication Technologies in the Development of the Small and Medium Sized Enterprises (SMEs)</i> Avraam Papastathopoulos, University of Patras, Greece George Anastasopoulos, University of Patras, Greece Christina Beneki, Technological Institute of Ionian Islands</p>
11:50 AM - 1:00 PM	SESSION BREAK RECESO SESION

	FRIDAY, MAY 29, 2009	
10:00 AM - 11:50 AM	ROOM: ANTURIOS	
SESSION TRACK	Multidisciplinary	
SESSION CHAIR	Raymond Cairo, University of Surrey	
	ENGLISH	<i>Health Care Costs for Combat-Related Traumatic Brain Injury in OEF/OIF Veterans</i> Kris Siddharthan, James A. Haley Veteran's Hospital Elizabeth Bass Henry L. Lew
		<i>Efficiently Tracking Information Flows in Supply Chains: Conceptually Positioning RFID in a Framework of Value Stream Mapping and Value Chain Management</i> Anuradha Venkateswaran, Wilberforce University
		<i>Enterprise Decision Support Systems Integration: A CORBA based Approach</i> Benjamin Khoo, New York Institute of Technology Guisseppi Forgionne, University of Maryland, Baltimore County Peter Harris, New York Institute of Technology
		<i>A Qualitative Approach to Game Theory and International Trade</i> Raymond Cairo, University of Surrey
11:50 AM - 1:00 PM	SESSION BREAK RECESO SESION	

	FRIDAY, MAY 29, 2009	
10:00 AM - 11:50 AM	ROOM: GARDENIAS	
SESSION TRACK	Management and Marketing	
SESSION CHAIR	Ramón Aguirre Vara, Benemérita Universidad Autónoma de Puebla	
	SPANISH	<i>Liderazgo Femenino en la Industria Maquiladora de Ciudad Juarez, Chih., Mexico</i> Carmen Patricia Jiménez Terrazas, Universidad Autónoma de Ciudad Juárez Armando Ojeda Arredondo, Universidad Autónoma de Ciudad Juárez
		<i>Estrategias para el Aprendizaje del Capital Humano PYME</i> Deisy Pérez Hasbun, Universidad del Zulia (LUZ) Rebeca Quiñones, Universidad Bolivariana de Venezuela-Punto Fijo & Universidad Nacional Experimental de la Fuerza Armada de Venezuela-Punto Fijo
		<i>Marco General Difuso para el Análisis de la Competitividad Empresarial</i> Ramón Aguirre Vara, Benemérita Universidad Autónoma de Puebla
11:50 AM - 1:00 PM	SESSION BREAK RECESO SESION	

	FRIDAY, MAY 29, 2009		
1:00 PM - 2:50 PM	ROOM: GIRASOL		
SESSION TRACK	Finance & Economics		
SESSION CHAIR	Miguel D. Rojas López, Universidad Nacional de Colombia, Sede Manizale		
	SPANISH	<p><i>Factores Económicos y Ambientales Predictores de la Actitud Hacia la Producción de Naranja en Montemorelos, Nuevo León Mexico 2005</i> Janette Brito Laredo, Universidad Autonoma de Baja California</p> <p><i>Determinación de la Estructura de Capital de las Empresas Colombianas</i> Juan Sergio Cruz, CESA Sandra Milena Wadnipar Herazo, CESA</p> <p><i>La Efectividad del Plan Nacional de Franquicias para Las Mipyme en México: Caso Municipio Benito Juárez, Quintana Roo</i> Francisco May Hernández, Universidad del Caribe</p> <p><i>Management Indicator System for Financial Decision Making</i> Miguel D. Rojas López, Universidad Nacional de Colombia, Sede Manizales Alejandro Cadavid Gil, Universidad Nacional de Colombia Lucas D. Escobar Vallejo, Universidad Nacional de Colombia Presentación en Español</p>	
2:50 PM - 3:00 PM		SESSION BREAK RECESO SESION	

	FRIDAY, MAY 29, 2009		
1:00 PM - 2:50 PM	ROOM: AZALEAS		
SESSION TRACK	Business Education		
SESSION CHAIR	Jeff Anstine, North Central College		
	ENGLISH	<p><i>Best Fits and Best Practices in Recruiting and Hiring of Virtual Employees in the Online Learning Environment</i> Bob Barrett, American Public University</p> <p><i>Prospering: Creating a New Type of Student Managed Fund</i> Lynda S. Livingston, University of Puget Sound Thomas Glassman, University of Puget Sound</p> <p><i>Service Based Learning in Financial Management</i> Rafael Romero, SUNYIT</p> <p><i>Graduation Rates at Colleges and Universities: What Factors Really Matter?</i> Jeff Anstine, North Central College</p>	
2:50 PM - 3:00 PM		SESSION BREAK RECESO SESION	

FRIDAY, MAY 29, 2009	
1:00 PM - 2:50 PM	ROOM: ANTURIOS
SESSION TRACK	International Business and Finance
SESSION CHAIR	Constance J. Crawford, Ramapo College of New Jersey
	<p><i>Short and Long Run Performance of Indonesian IPOS</i> Tanweer Hasan, Roosevelt University Muliaman Hadad, Bank Indonesia, Jakarta</p> <p><i>The Role of Financial Analysis in Improving Company's Performance, Determining Solvency and Forecasting Bankruptcy</i> Aleksandar Kocevski, The World Bank Zoran Minovski, University "St. Cyril and Methodius"</p> <p><i>Investment Decision Making of Enterprises in the Czech Republic</i> Michaela Horová, University of West Bohemia</p> <p><i>Determining Factors Related To Payment Delay Prediction For Widespread Natural Disaster Insurance Claims</i> Lawrence A. Wolfskill, Sam Houston State University Lindsey D. Bramson, Sam Houston State University Michael H. Lau, Sam Houston State University</p> <p><i>A Comparative Analysis of Social Services & Social Security Programs in the International Arena: Are There Best Practices To Be Used as a Template?</i> Constance J. Crawford, Ramapo College of New Jersey Raymond Rigoli, Ramapo College of New Jersey</p>
2:50 PM - 3:00 PM	SESSION BREAK RECESO SESION

FRIDAY, MAY 29, 2009	
1:00 PM - 2:50 PM	ROOM: GARDENIAS
SESSION TRACK	Intl. Trade and Finance
SESSION CHAIR	Olmo Alfredo Chiquillo Barragan
	<p><i>La Encrucijada, Entre la Política Ambiental y la Comercial</i> Catalina Cerra, Universidad Nacional de Colombia Oscar A. Hernández, Universidad Nacional De Colombia & IDEA</p> <p><i>Análisis de los Países del Caribe Desde el Punto de Vista de los Negocios: Una Aproximación A Un Prospecto Comercial</i> Harold Silva Guerra, Universidad del Norte</p> <p><i>La Participación de la Banca Comercial en las Microfinanzas: Caso de América Latina</i> María Eugenia Corella Torres, CETYS Universidad/Instituto Educativo del Noroeste, A.C. Celsa Guadalupe Sánchez Vélez, CETYS Universidad/Instituto Educativo del Noroeste, A.C.</p> <p><i>La Economía Informal y las Mipymes en Baja California: Caso de la Ciudad de Mexicali</i> Luis Ramón Moreno Moreno, Universidad Autonoma de Baja California Hilario De La Torre Pérez, Universidad Autonoma de Baja California Daniel Olivas Beltrán, Universidad Autonoma de Baja California</p> <p><i>Efectos de la Normatividad Ambiental No Integral en la Competitividad de la Cadena Productiva del Cuero Colombiana</i> Olmo Alfredo Chiquillo Barragan, Universidad Nacional de Colombia & IDEA</p>
2:50 PM - 3:00 PM	SESSION BREAK RECESO SESION

SATURDAY, MAY 30, 2009		
9:00 AM - 9:50 AM	ROOM: GIRASOL	
SESSION TRACK		Special Session (English and Spanish)
SESSION CHAIR	ENGLISH & SPANISH	Terrance Jalbert, The IBFR
		<i>Issues in Publishing in Peer-Reviewed Journals</i> Terrance Jalbert, The IBFR
9:50 AM - 10:00 AM	SESSION BREAK RECESO SESION	

SATURDAY, MAY 30, 2009		
9:00 AM - 10:50 AM	ROOM: ANTURIOS	
SESSION TRACK		Multidisciplinary
SESSION CHAIR	SPANISH	Rubén Araujo, Universidad de Zulia-Venezuela
		<p><i>Análisis del nivel de aplicación de las Competencias básicas de la Inteligencia Emocional por Supervisores de Operaciones. Caso: Pepsi-Cola Venezuela C. A., Planta Valencia</i> Ero Del Canto, Universidad de Carabobo Yorman Fernández, Universidad de Carabobo Cristóbal Nuñez, Universidad de Carabobo Nelson Pérez, Universidad de Carabobo Marynel Pérez, Universidad de Carabobo Magaly Ramos, Universidad de Carabobo</p> <p><i>Calidad de Servicio en los Programas de Postgrado en Gerencia en Instituciones de Educación Superior Caso: Universidad de Zulia. Estado Zulia, Venezuela</i> Rubén Araujo, Universidad del Zulia (LUZ) Caterina Clemenza, Universidad del Zulia (LUZ) Elizabeth Castro, Universidad del Zulia (LUZ) Ana Teresa Prieto, Universidad del Zulia (LUZ)</p>
9:50 AM - 10:00 AM	SESSION BREAK RECESO SESION	

OTHER PARTICIPATING INDIVIDUALS

NON PRESENTING PARTICIPANTS

We would like to especially thank the following individuals who will be attending the conference. We appreciate your support and contributions to the conference.

Patricia Beas Roque, Universidad de Guadalajara

Carlos Eduardo Puga Murguía, Universidad Nacional Autónoma de México

Susan M. Vance, Saint Marys College

Jorge Fregoso, Universidad Anáhuac México Norte

Laura Zuñiga, Universidad Anáhuac México Norte

Marco Rodríguez Brenes, Condovac La Costa, Costa Rica

Alberto Gutierrez, Banco Central de Costa Rica

Joana Mitre, Autoridad de los Recursos Acuáticos de Panamá

IBFR STAFF

Mercedes Jalbert, Conference Chair, The IBFR

Terrance Jalbert, Academic Editor, The IBFR

Johanna Viquez Coto, Spanish Liaison, The IBFR

Maria T. Coto, Office Assistant, The IBFR

Maritza Madriz, Office Assistant, The IBFR

SESSION CHAIRS

The Conference Organizers wish to thank to following individuals for serving as session chairs:

Jeff Anstine, *North Central College*

Constance J. Crawford, *Ramapo College of New Jersey*

Diego Fernando Santisteban Rojas, *Universitaria de Investigación y Desarrollo*

Mark Bagshaw, *Marietta College*

Jose E. Gómez-González, *Banco de la Republica*

Rupendra Paliwal, *Sacred Heart University*

Milan Hrdý, *University of West Bohemia-Pilsen*

Parimal Bhagat, *Indiana University of Pennsylvania*

Robert D. Green, *Lynn University*

Jürgen Moormann, *Frankfurt School of Finance & Management*

Petr Těplý, *Charles University-Prague*

Ma. Cruz Lozano Ramírez, *Universidad del Valle, S.C, Campus Aguascalientes*

Juan Camilo de la Pava Peña, *Universidad Nacional de Colombia*

Miguel D. Rojas López, *Universidad Nacional de Colombia, Sede Manizales*

Ramón Aguirre Vara, *Benemérita Universidad Autónoma de Puebla*

Scott Mensch, *Indiana University of Pennsylvania*

Ignacio Ruiz Guerra, *Fundación Caja Rural de Toledo & Universidad de Castilla-Manch*

Juan Sergio Cruz, *CESA*

Virginia López Torres, *Universidad Autónoma del Estado de Baja California*

E.M. Ekanayake, *Bethune-Cookman University*

Jari Salo, *University of Oulu*

Olmo Alfredo Chiquillo Barragan, *Universidad Nacional de Colombia & Instituto de Estudios Ambientales*

Eduardo E. Sandoval, *Universidad de Concepción*

Raymond Cairo, *University of Surrey*

Enrique Corona Sandoval, *Universidad del Caribe*

Susan M. Vance, *Saint Marys College*

Jorge Del Río Cortina, *Fundación Universitaria Tecnológico Comfenalco*

Victor Lewis, *National University*

Rubén Araujo, *Universidad del Zulia*

AWARDS**Academic Leadership Award**

This award is given in recognition of an ongoing commitment to faculty development and in appreciation of research support provided to the academic communities. Congratulations to:

School of Management/Faculty of Management and Law
University of Surrey

Facultad de Economía y Negocios
Universidad del Caribe

College of Business and Management
Lynn University

College of Business
University of Wisconsin-Oshkosh

School of Business and Leadership
University of Puget Sound

Instituto Tecnológico de Ciudad Juárez

Department CEIS
University of Tor Vergata Rome

School of Business
Richard Stockton College of New Jersey

Depart. of Professional Studies/College of Letters and Sciences
National University

Romanian-American University of Bucharest

Academy of Economic Studies Bucharest

Faculty of Economics
Lucian Blaga University of Sibiu

Outstanding Research Award Winners

The following papers have been awarded the Outstanding Research Award. Congratulations to the authors for their hard work and quality manuscripts. Winners of the Outstanding Research Award will be offered publication in one of our Journals. About 17 percent of submitted papers were given the Award. We offer our sincere congratulations to the award winners.

INTERNATIONAL JOURNAL OF MANAGEMENT AND MARKETING RESEARCH

Spousal Purchasing Behavior as an Influence on Brand Equity

Robert D. Green, Lynn University
Hui-Chu Chen, TransWorld Institute of Technology

Sustaining Competitiveness in a Global Economy: Insights Offered by Total Factor Productivity Indicators for the U.S.

Tony Mutsune, Iowa Wesleyan College

Optimal Implementation Timing for Sustainable Technologies

Andrew Manikas, University of Wisconsin Oshkosh
Michael Godfrey, University of Wisconsin Oshkosh
Steven Dunn, University of Wisconsin Oshkosh

INTERNATIONAL JOURNAL OF BUSINESS AND FINANCE RESEARCH

Two Heads Are Better Than One: Evaluating Alternative Weighting Schemes for Funds of Funds

Lynda S. Livingston, University of Puget Sound

Cost of Carry on Steroids: Application to Oil Futures Pricing

Eric Girard, Siena College
Trevor Reid, Cornerstone Companies

Did Financial Performance of European Firms Improve and Converge after Introduction of the Euro?

Sergiy Rakhmayil, Ryerson University

How Does Foreign Direct Investment Affect Growth in Developing Countries? An Empirical Investigation

E.M. Ekanayake, Bethune-Cookman University
John R. Ledgerwood, Embry-Riddle Aeronautical University

Causalities between the Sentiment Indicators and Stock Market Returns under Different Market Scenarios

Her-Jiun Sheu, National Chi Nan University
Yang-Cheng Lu, Ming Chuan University
Yu-Chen Wei, National Chiao Tung University

GLOBAL JOURNAL OF BUSINESS RESEARCH

Bank Lending Channel of Monetary Policy: Evidence for Colombia, Using a Firms' Panel Data

Jose E. Gómez-González, Banco de la República
Paola Morales Acevedoz, Banco de la República

Determinants of Emerging Markets' Commercial Bank Stock Returns

Eric Girard, Siena College
James Nolan, Siena College
Tony Pondillo, Siena College

Regulatory Agency Levers to Reduce Manufacturing Emissions

Steven Dunn, University of Wisconsin Oshkosh
Andrew Manikas, University of Wisconsin Oshkosh
Michael Godfrey, University of Wisconsin Oshkosh

The Moderating Role of Relationship Quality in Determining the Total Value for the End-Customer

Framarz Byramjee, Indiana University of Pennsylvania
Parimal Bhagat, Indiana University of Pennsylvania
Andreas Klein, University of Duisburg-Essen

Dynamic Asset Allocation with Combined Criteria Decision System

Giuseppe Galloppo, University of di Roma Tor Vergata

How Does National Foreign Trade React To The BCE'S Policy Within And Out UE?

Giovanni Tria, University of di Roma Tor Vergata
Giuseppe Galloppo, University of di Roma Tor Vergata

The Impact of the HIV/AIDS Epidemic on Human Resources: A Cross Countries Study of the Burden of Disease

Juan J. Delacruz, FIT - State University of New York

Marketing Intelligence: A Survey of Tour Operators in South Africa

Marius Potgieter, Tshwane University of Technology (TUT)
Johan de Jager, Tshwane University of Technology
Neels van Heerden, Tshwane University of Technology

Global Brands, Local Communities: International Strategies for Company Managed Virtual Communities

Laurent Arnone, University of Mons
Oliver Colot, University of Mons
Mélanie Croquet, University of Mons
Angy Geerts, University of Mons
Laetitia Pozniak, University of Mons

Support Strategies for Microenterprises in Time of Crisis: Evidence from the State Government of Baja California, Mexico

"Análisis de Estrategias en Políticas Públicas para Apoyo de Microempresas en Tiempos de Crisis. Caso de Estudio: Gobierno del Estado de Baja California, México"

José Gabriel Ruiz Andrade, Universidad Autónoma del Estado de Baja California
Omaira Cecilia Martínez Moreno, Universidad Autónoma del Estado de Baja California

In a New Millennium, Are We Still Doing It the Old Way?

Susan Baxter, Farmingdale State College - SUNY

An Assessment of the Effectiveness and Efficiency of Information and Communication Technologies in the Development of the Small and Medium Sized Enterprises (SMEs)

Avraam Papastathopoulos, University of Patras, Greece
George Anastasopoulos, University of Patras, Greece
Christina Beneki, Technological Institute of Ionian Islands

Tourist Satisfaction with a Small Island Destination

Perunjodi Naidoo, University of Technology, Mauritius
Prabha Ramseook-Munhurrin, University of Technology, Mauritius
Jeynakshi Ladsawat, University of Technology, Mauritius

Measuring Call Centre Employee Satisfaction and Loyalty

Prabha Ramseook-Munhurrin, University of Technology, Mauritius
Perunjodi Naidoo, University of Technology, Mauritius
Soolakshna D. Lukea Bhiwajee, University of Technology, Mauritius

Enterprise Decision Support Systems Integration: A CORBA based Approach

Benjamin Khoo, New York Institute of Technology
Guisseppi Forgionne, University of Maryland, Baltimore County
Peter Harris, New York Institute of Technology

REVISTA INTERNACIONAL ADMINISTRACION & FINANZAS***Decisiones Financieras de los Gerentes de las PYMES de Manizales Colombia 2008***

Jairo Toro Díaz, Universidad Autónoma de Manizales

Factores Económicos y Ambientales Predictores de la Actitud Hacia la Producción de Naranja en Montemorelos, Nuevo León Mexico 2005

Janette Brito Laredo, Universidad Autónoma de Baja California

Desarrollo de Habilidades de Inteligencia Emocional con Técnicas Ericksonianas

Angélica I. Enriquez Pérez, Instituto Tecnológico de La Paz
Jorge Hernández P., Instituto Tecnológico de Ciudad Juárez

Concentración Económica y Transparencia: Caso de Aplicación de las Normas Internacionales de Información Financieras en Chile

José Tello Avila, Universidad de Talca
Keyla González Soto, Universidad de Talca

Determinación de la Estructura de Capital de las Empresas Colombianas

Juan Sergio Cruz, CESA
Sandra Milena Wadnipar Herazo, CESA

Análisis Longitudinal de Riesgos de Trabajo en una Planta Maquiladora

Virginia López Torres, Universidad Autónoma del Estado de Baja California
Ma. Enselmina Marín Vargas, Universidad Autónoma de Baja California
Robert Efraín Zarate Cornejo, Universidad Autónoma de Baja California

Las Expectativas de los Turistas Cuando Contratan los Servicios de los Guías de Turistas: Un Enfoque Cualitativo

Lucila Zarraga Cano, Universidad del Caribe
Enrique Corona Sandoval, Universidad del Caribe

¿Es el Riesgo Cambiario Preciado en el Mercado Accionario Chileno? Un Estudio Empírico Basado en la Teoría de Precios por Arbitraje

Eduardo E. Sandoval, Universidad de Concepción
Ángelo Benvenuto, Universidad de Concepción

La Motivación y el Clima Organizacional en la Facultad de Contaduría Pública de la Benemérita Universidad Autónoma de Puebla

Rafaela Martínez Méndez, Universidad Autónoma de Puebla
María de Jesús Ramírez Domínguez, Universidad Autónoma de Puebla

Crterios Difusos en la Selección de Carteras

Christian Camilo Vargas Roncancio, Universidad Piloto de Colombia

Metodología para la Evaluación del Potencial Competitivo en Pequeñas y Medianas Empresas Basado en el Esquema De Capacidades Internas

Jorge Del Río Cortina, Fundación Universitaria Tecnológico Comfenalco
 Juan David Sepúlveda Chaverra, Fundación Universitaria Tecnológico Comfenalco
 Lourdes I. Meriño S., Fundación Universitaria Tecnológico Comfenalco
 Aleyda García, Universidad del Atlántico

ACCOUNTING AND TAXATION*The Value Relevance of Environmental and Social Performance for SIX 300 Companies*

Natalia Semenova, Åbo Akademi University
 Henrik Nilsson, Umeå School of Business
 Lars G. Hassel, Åbo Akademi University and Umeå School of Business

BUSINESS EDUCATION AND ACCREDITATION*Screencasts as a Learning Resource to Enhance a Quantitative Business Methods Course*

Ellen Kraft, Richard Stockton College of New Jersey

Prospering: Creating a New Type of Student Managed Fund

Lynda S. Livingston, University of Puget Sound
 Thomas Glassman, University of Puget Sound

Sustainability as a Catalyst for Curriculum Re-Design of a Supply Chain Program

Michael Godfrey, University of Wisconsin Oshkosh
 Steven Dunn, University of Wisconsin Oshkosh
 Andrew Manikas, University of Wisconsin Oshkosh

Improving the Virtual Classroom and Pedagogy through Instructor Certification

Scott Mensch, Indiana University of Pennsylvania

The Impact of Brand Personality On Brand Preference and Brand Loyalty: A Study on Malaysian's Perception Towards Foreign Brand Coffee Outlets

Bamini KPD Balakrishnan, Universiti Malaysia Sabah
 Samuel Lee, Universiti Malaysia Sabah
 Azlinda Shazneem Md.Shuaib, Universiti Malaysia Sabah-Labuan
 Najihah Hanisah Marmaya, Univeirsiti Institut Teknologi Mara-Melaka Campus

BEST IN SESSION AWARD WINNERS*Did Financial Performance of European Firms Improve and Converge after Introduction of the Euro?*

Sergiy Rakhmayil, Ryerson University

The Impact of Education on the Wage Gap between Immigrants and Locals: A Cross-national Comparison

Kalpana Pai, Texas Wesleyan University

Audit Market in the Republic of Macedonia Seen Through Transparency Reports

Zorica Bozinovska-Lazarevska, University "Ss. Cyril and Methodius"
 Maja Stolevska, Unit Authority of pre-accession EU funds in Republic of Macedonia

Tourist Satisfaction with a Small Island Destination

Perunjodi Naidoo, University of Technology, Mauritius
 Prabha Ramseook-Munhurrun, University of Technology, Mauritius
 Jeynakshi Ladsawat, University of Technology, Mauritius

Government's Role in Promoting Adoption and Effective Use of Health IT in the U.S.

Adora H. Holstein, Robert Morris University
John Dunn, Robert Morris University
Patrick Litzinger, Robert Morris University
Robert Faulkner, Robert Morris University

Factors Influencing Job Satisfaction and Intention to Quit -A Case Study of Licensed Aircraft Engineers in an Airline Company

Soolakshna D. Lukea Bhiwajee, University of Technology, Mauritius
Perunjodi Naidoo, University of Technology, Mauritius
Prabha Ramseook-Munhurrun, University of Technology, Mauritius

Screencasts as a Learning Resource to Enhance a Quantitative Business Methods Course

Ellen Kraft, Richard Stockton College of New Jersey

Aplicación de la Inteligencia Emocional para Mejorar el Desarrollo y Desempeño de los Empleados de Ventas: Caso ING, S.A. de C.V.

Zulema Córdova Ruiz, Universidad Autónoma del Estado de Baja California
Ana Cecilia Bustamante Valenzuela, Universidad Autónoma del Estado de Baja California
Sósima Carrillo, Universidad Autónoma del Estado de Baja California
Santiago Pérez Álcala, Universidad Autónoma del Estado de Baja California

La Evaluación Colegiada, Estrategia en Busca de la Calidad de la Educación Superior, un Trabajo de Equipo: Caso Facultad de Ciencias Administrativas, UABC

Adelaida Figueroa Villanueva, Universidad Autónoma del Estado de Baja California

Aplicación del Cuadro de Mando Integral (Balanced Scorecard) en las PYMES a Partir de la Planeación Estratégica: Caso KURODA

Rebeca Isabel Robles Reyes, Universidad Autónoma del Estado de Baja California
Sósima Carrillo, Universidad Autónoma del Estado de Baja California
Olga Lidia Gutiérrez Gutiérrez, Universidad Autónoma de Baja California

Análisis del nivel de aplicación de las Competencias básicas de la Inteligencia Emocional por Supervisores de Operaciones. Caso: Pepsi-Cola Venezuela C. A., Planta Valencia

Ero Del Canto, Universidad de Carabobo
Yorman Fernández, Universidad de Carabobo
Cristóbal Núñez, Universidad de Carabobo
Nelson Pérez, Universidad de Carabobo
Marynel Pérez, Universidad de Carabobo
Magaly Ramos, Universidad de Carabobo

Tunneling y Gobierno Corporativo en Economías Emergentes. Caso Colombiano

Juan Camilo de la Pava Peña, Universidad Nacional de Colombia

Sustainable Development: Creating a Model for the Business Community

Michael Nastanski, Saint Leo University

The JT Index as a Predictor of the Economy's Financial Stability

Petr Teplý, Charles University-Prague
Petr Jakubik, Charles University-Prague

Perfiles y Características de la Gerencia de Recursos Humanos en una Muestra de Grandes y Medianas Empresas de Barranquilla, Santa Marta, Cartagena y Sincelejo (Colombia)

Olga Lucía Jaramillo Naranjo, Universidad Del Norte

Pricing de un Exótico del Clima para Colombia

Juan Sergio Cruz, CESA

Relative Importance of Management Factors for Civil Aviation Flight Safety
Risa Morimoto, Toulouse Business School

Negative and Positive Lessons from the 2007-2008 Financial Crisis
Petr Těplý, Charles, University-Prague
Libena Cernohorska, University of Pardubice
Libor Zeman, Technogroup

Adopting Six Sigma in the Financial Services Industry: What It Makes to Be Successful
Jürgen Moormann, Frankfurt School of Finance & Management
Diana Heckl, Frankfurt School of Finance & Management

El Análisis Técnico Como Alternativa para Lograr Rendimientos Superiores en el Mercado de Divisas: Un Caso Revisado
Bernardo Quintanilla García, Universidad Autónoma del Carmen
Lorena Zalthen Hernández, Universidad Autónoma del Carmen

In a New Millennium, Are We Still Doing It the Old Way?
Susan Baxter, Farmingdale State College - SUNY

The Value Relevance of Environmental and Social Performance for SIX 300 Companies
Natalia Semenova, Åbo Akademi University
Henrik Nilsson, Umeå School of Business
Lars G. Hassel, Åbo Akademi University and Umeå School of Business

Interplay of "Cultural Imperialism" and "Cultural Nationalism" In Multinationals' Advertising Strategies in China
Luding Tong, Marietta College

Las Expectativas de los Turistas Cuando Contratan los Servicios de los Guías de Turistas: Un Enfoque Cualitativo
Lucila Zarraga Cano, Universidad del Caribe
Enrique Corona Sandoval, Universidad del Caribe

Costco-Addiction: Having Seasonal and Specialty Items Increases Purchasing Frequency
Ramon Corona, National University-San Diego

Sustaining Competitiveness in a Global Economy: Insights Offered by Total Factor Productivity Indicators for the U.S.
Tony Mutsune, Iowa Wesleyan College

Análisis Longitudinal de Riesgos de Trabajo en una Planta Maquiladora
Virginia López Torres, Universidad Autónoma del Estado de Baja California
Ma. Enselmina Marín Vargas, Universidad Autónoma de Baja California
Robert Efraín Zarate Cornejo, Universidad Autónoma de Baja California

¿Es el Riesgo Cambiario Preciado en el Mercado Accionario Chileno? Un Estudio Empírico Basado en la Teoría de Precios por Arbitraje
Eduardo E. Sandoval, Universidad de Concepción
Ángelo Benvenuto, Universidad de Concepción

The Impact of Brand Personality On Brand Preference and Brand Loyalty: A Study on Malaysian's Perception Towards Foreign Brand Coffee Outlets
Bamini KPD Balakrishnan, Universiti Malaysia Sabah
Samuel Lee, Universiti Malaysia Sabah
Azlinda Shazneem Md.Shuaib, Universiti Malaysia Sabah-Labuan
Najihah Hanisah Marmaya, Univeirsiti Institut Teknologi Mara-Melaka Campus

Intra-Industry Effects of Takeovers- A Study of the Operating Performance of Rival Firms
Rupendra Paliwal, Sacred Heart University

Metodología para la Evaluación del Potencial Competitivo en Pequeñas y Medianas Empresas Basado en el Esquema De Capacidades Internas

Jorge Del Río Cortina, Fundación Universitaria Tecnológico Comfenalco
Juan David Sepúlveda Chaverra, Fundación Universitaria Tecnológico Comfenalco
Lourdes I. Meriño S., Fundación Universitaria Tecnológico Comfenalco
Aleyda García, Universidad del Atlántico

Simulador Empresarial UDI Business Game

Diego Fernando Santisteban Rojas, Universitaria de Investigación y Desarrollo
Johlver José Pardo García, Universitaria de Investigación y Desarrollo

Part-Time Entrepreneurship: Theory and Evidence

Kameliia Petrova, SUNY Plattsburgh

Enterprise Decision Support Systems Integration: A CORBA based Approach

Benjamin Khoo, New York Institute of Technology
Guisseppi Forgionne, University of Maryland, Baltimore County
Peter Harris, New York Institute of Technology

Marco General Difuso para el Análisis de la Competitividad Empresarial

Ramón Aguirre Vara, Benemérita Universidad Autónoma de Puebla

La Efectividad del Plan Nacional de Franquicias para Las Mipyme en México: Caso Municipio Benito Juárez, Quintana Roo

Francisco May Hernández, Universidad del Caribe

Prospering: Creating a New Type of Student Managed Fund

Lynda S. Livingston, University of Puget Sound
Thomas Glassman, University of Puget Sound

Determining Factors Related To Payment Delay Prediction For Widespread Natural Disaster Insurance Claims

Lawrence A. Wolfskill, Sam Houston State University
Lindsey D. Bramson, Sam Houston State University
Michael H. Lau, Sam Houston State University

A Comparative Analysis of Social Services & Social Security Programs in the International Arena: Are There Best Practices To Be Used as a Template?

Constance J. Crawford, Ramapo College of New Jersey
Raymond Rigoli, Ramapo College of New Jersey

La Participación de la Banca Comercial en las Microfinanzas: Caso de América Latina

María Eugenia Corella Torres, CETYS Universidad/Instituto Educativo del Noroeste, A.C.
Celsa Guadalupe Sánchez Vélez, CETYS Universidad/Instituto Educativo del Noroeste, A.C.

Análisis del nivel de aplicación de las Competencias básicas de la Inteligencia Emocional por Supervisores de Operaciones. Caso: Pepsi-Cola Venezuela C. A., Planta Valencia

Ero Del Canto, Universidad de Carabobo
Yorman Fernández, Universidad de Carabobo
Cristóbal Núñez, Universidad de Carabobo
Nelson Pérez, Universidad de Carabobo
Marynel Pérez, Universidad de Carabobo
Magaly Ramos, Universidad de Carabobo

Calidad de Servicio en los Programas de Postgrado en Gerencia en Instituciones de Educación Superior Caso: Universidad de Zulia. Estado Zulia, Venezuela

Rubén Araujo, Universidad del Zulia (LUZ)
Caterina Clemenza, Universidad del Zulia (LUZ)
Elizabeth Castro, Universidad del Zulia (LUZ)
Ana Teresa Prieto, Universidad del Zulia (LUZ)

Index of Participants

Aguirre Vara, Ramón	32, 45	Cruz, Juan Sergio	23, 29, 33, 41, 43
Alcocer Martínez, Fidel Ramón	20	Cuervo, Carolina	30
Alvarado Tarango, Lizette	19	de Jager, Johan	25, 40
Anastasopoulos, George	31, 40	de la Cruz Estrella, Lilibeth	20
Anstine, Jeff	33	de la Pava Peña, Juan Camilo	21, 43
Arango Arango, Mónica Andrea	23	de la Torre Gallegos, Antonio	14
Araujo, Rubén	35, 45	De la Torre Pérez, Hilario	34
Arbelaez, Juan Camilo	23	Decker, Jeffrey L	9
Arbelo Alvarez, Antonio	18, 20	Del Canto, Ero	17, 18, 19, 35, 43, 45
Arnone, Laurent	27, 40	Del Río Cortina, Jorge	10, 27, 30, 42, 45
Bagshaw, Mark	23	DelaCruz, Juan J	28, 40
Barrett, Bob	33	Deniz Guizar, Aurelio	20
Barrón Arreola, Karla Susana	23	Djerdjian, Daron	22
Bass, Elizabeth	32	Domínguez Ríos, María del Carmen	21
Baxter, Susan	25, 40, 44	Dubová, Markéta	24
Beas Roque, Patricia	36	Dunn, John	16, 43
Belascu, Lucian	16	Dunn, Steven	21, 23, 24, 39, 40, 42
Bellini, Edith	14	Ekanayake, E.M	8, 26, 39
Beneki, Christina	31, 40	Ekiz, Erdoğan	8, 9
Benvenuto, Ángelo	29, 41, 44	Enríquez Pérez, Angélica I	31, 41
Bhagat, Parimal	29, 40	Escobar Vallejo, Lucas D	33
Blanquicett Lozano, Osvaldo	27	Espinoza, José de Jesús	21
Blomster, Miikka	26	Faulkner, Robert	16, 43
Boldin, Robert J	8	Federico, Domenica	16
Boukhars, Anouar	26	Fernández D, Amilcar O	28
Bozinovska-Lazarevska, Zorica	15, 42	Fernández, Yorman	19, 35, 43, 45
Bramson, Lindsey D	34, 45	Figueroa Villanueva, Adelaida	18, 43
Briley, James E	8	Fleischman, Gary M	8, 9
Brinkman, John	8	Fong Reynoso, Carlos	10
Brito Laredo, Janette	33, 41	Forgionne, Guisseppi	32, 41, 45
Bruce, Grady	8	Fosbre, Anne B	9
Bustamante V, Ana Cecilia	17, 19, 20, 43	Fregoso, Jorge	36
Byramjee, Framarz	29, 40	Fuks, Yulia	31
Cadavid Gil, Alejandro	33	Gabroveanu, Emilia	15
Cairo, Raymond	8, 32	Galloppo, Giuseppe	24, 26, 40
Cardozo Sánchez, Neyda	10	Gamarra, Freddy	17
Carrillo, Sósima	17, 18, 43	García C, José Luis	21
Castro, Elizabeth	35, 45	García Rivera, Blanca Rosa	19
Causil Garcia, Catalina	23	García, Aleyda	30, 42, 45
Cernohorska, Libena	24, 44	Geerts, Angy	27
Cerra, Catalina	34	Girard, Eric	22, 24, 39, 40
Charalambakis, John	28	Glassman, Thomas	33, 42, 45
Chen, Hui-Chu	25, 39	Godfrey, Michael	9, 21, 23, 24, 39, 40, 42
Chinea Martin, Angel	20	Gómez-González, Jose E	22, 40
Ching Wesman, Ricardo	18	Gong, Qiang	8
Chiquillo Barragan, Olmo Alfredo	34	González Soto, Keyla	28, 41
Chukwuogor-Ndu, Chiaku	8	Gorica, Klodiana	16
Clemenza, Caterina	35, 45	Green, Robert D	8, 10, 25, 39
Colot, Oliver	27, 40	Guillén Jiménez, Ana Ma	30
Córdova Ruiz, Zulema	17, 43	Gutiérrez G, Olga Lidia	18, 19, 20, 43
Corella Torres, María Eugenia	34, 45	Gutiérrez Olvera, Sandra	20
Corona Sandoval, Enrique	27, 41, 44	Hadad, Muliaman	34
Corona, Ramon	27, 44	Hanisah Marmaya, Najihah	29, 42, 44
Coscarelli, Angela	16	Härkönen, Kai	25, 27
Coto, María T	36	Harris, Peter	32, 41, 45
Coulliette, David	28	Hasan, Tanweer	34
Crawford, Constance J	34, 45	Hassel, Lars G	26, 42, 44
Croquet, Mélanie	27, 40	Heckl, Diana	24, 44

Helm-Stevens, Roxanne	17	Mironescu, Alexandra	15
Herciu, Mihaela	16	Mitre, Joana	36
Hernández C, Rufina Georgina	18	Molina Moreno, Valentin	21, 25, 27
Hernández P, Jorge	9, 10, 21, 31, 41	Montañez Moya, Gloria S.	20
Hernández, Oscar A	34	Montiel Méndez, Oscar Javier	19
Herrera Aguado, Azucena L	18	Moormann, Jürgen	24, 44
Hinke, Jana	28	Morales Acevedoz, Paola	22, 40
Holban (Oncioiu), Ionica	16	Morales Castro, Arturo	18
Holstein, Adora H	16, 43	Moreno M, Luis Ramón	22, 23, 34
Horová, Michaela	30, 34	Morimoto, Risa	23, 44
Hrdý, Milan	28, 30	Mujacevic, Elvis	14
Hunt, Linda	17	Mukherji, Sandip	30
Hutchison, Paul D	8	Mutsune, Tony	28, 39, 44
Isaac, Robert	9	Myers, Greg	24
Jahera Jr., John S	8	Naidoo, Perunjodi	15, 16, 17, 41, 42, 43
Jakubik, Petr	22, 43	Naimi, Linda	8, 9, 10
Jalbert, Mercedes	3, 4, 36	Naimi, M.T	8, 9, 10
Jalbert, Terrance	36	Nalpas, Nicolas	28
Jaramillo Naranjo, Olga Lucia	22, 43	Nastanski, Michael	21, 43
Jiménez T, Carmen Patricia	10, 30, 32	Nica, Elvira	15
Johlke, Mark C	8	Nilsson, Henrik	26, 42, 44
Juneja, Priyanka	26	Nolan, James	22, 40
Khoo, Benjamin	32, 41, 45	Notte, Antonella	16
Klein, Andreas	29, 40	Núñez, Cristóbal	19, 35, 43, 45
Kocevski, Aleksandar	34	O'Connor, Bridget	24
KPD Balakrishnan, Bamini	29, 42, 44	Ogreaan, Claudia	16
Kraft, Ellen	10, 17, 42, 43	Ojeda Arredondo, Armando	30, 32
Kripa, Dorina	17	Olivas Beltrán, Daniel	34
Ladsawat, Jeynakshi	15, 41, 42	Oncioiu, Florin-Razvan	15
Lau, Michael H	34, 45	Pacheco, Adrián	17
Ledgerwood, John R	26, 39	Pai, Kalpana	14, 42
Lee, Samuel	29, 42, 44	Paliwal, Rupendra	30, 44
Lew, Henry L	32	Papastathopoulos, Avraam	31, 40
Lewis, Victor	10, 21	Pardo García, Johlver José	31, 45
Litzinger, Patrick	16, 43	Parra G, Beatriz Marcela	20
Livas De La Garza, Juan Alonzo	20	Pemberthy, Luz Stella	10
Livingston, Lynda S	14, 33, 39, 42, 45	Pérez Álcala, Santiago	17, 43
Llamas Bañuelos, Gonzalo	22, 23	Pérez Gómez, Pilar	18, 20
López Torres, Virginia	28, 30, 41, 44	Pérez Hasbun, Deisy	31, 32
López Villegas, Luis Ignacio	30	Pérez Zamora, Lorena Esmeralda	30
López, Lucelly	30	Pérez, Marynel	19, 35, 43, 45
Lozano Ramirez, Ma. Cruz	22	Pérez, Nelson	19, 35, 43, 45
Lu, Yang-Cheng	14, 39	Petrova, Kamellia	31, 45
Luçi, Edlira	17	Polák, Petr	8
Lukea Bhiwajee, Soolakshna D	16, 17, 41, 43	Pondillo, Tony	22
Madriz, Maritza	36	Popescu, Gheorghe H	15
Maldonado-Radillo, Sonia E	30	Potgieter, Marius	25, 40
Manikas, Andrew	21, 23, 24, 39, 40, 42	Pozniak, Laetitia	27, 40
Marek, Petr	9	Prasad, Rahul	26
Mărginean, Silvia	16	Prelov, Vladimir V	14, 24
Marín Vargas, Ma. Enselmina	28, 41, 44	Prieto, Ana Teresa	35, 45
Martín López, Víctor Manuel	21, 25, 27	Puga Murguía, Carlos E	36
Martínez M, Omaira Cecilia	18, 20, 40	Quiñones, Rebeca	31, 32
Martínez Méndez, Rafaela	25, 41	Quintana Duarte, Aydeé	30
Martínez Morales, Javier	28	Quintana, Ana del Carmen	28
Martínez Ruiz, Jesús Carlos	19	Quintanilla García, Bernardo	25, 44
May Hernández, Francisco	33, 45	Radneantu, Nicoleta	15
McPherson, William	24, 26	Rakhmayil, Sergiy	14, 39, 42
Mensch, Scott	21, 26, 42	Ramchurrun, M	16
Meriño S, Lourdes I	30, 42, 45	Ramírez D, María de Jesús	25, 41
Minovski, Zoran	34	Ramos Sequeira, Libertad	18

Ramos, Magaly	19, 35, 43, 45	Stolevska, Maja	15, 42
Ramseook-Munhurrún, Prabha	15, 16, 17, 41, 42, 43	Sullins, Guía	17
Rance, Robin	9	Swagerman, Dirk	8
Rehorová, Pavla	24	Tayal, Robin	26
Reid, Trevor	24, 39	Tello Avila, José	28, 41
Reyes Real, Oscar Bernardo	20	Tenuta, Paolo	15
Rietz, Kent	28	Teply, Petr	22, 24, 43, 44
Rigoli, Raymond	34, 45	Tileaga, Cosmin	15
Robles Reyes, Rebeca Isabel	18, 43	Toma, Ramona	16
Rodríguez Brenes, Marco	36	Tong, Luding	26, 44
Rodríguez G, Adriana del Carmen	20	Toro Díaz, Jairo	29, 41
Rojas López, Miguel D	33	Tria, Giovanni	26, 40
Romero, Rafael	33	Valenzuela M, Mariana Monserrat	17
Rosa González, Felipe M	18, 20	van Heerden, Neels	25, 40
Roy, Abhijit	8	Vance, Susan M	31, 36
Ruiz A, José Gabriel	18, 20, 40	Vanhems, Anne	28
Ruiz Guerra, Ignacio	21, 25, 27	Vargas R, Christian Camilo	29, 42
Salazar, Andres C	8	Vargas, Carlos	18
Saldívar G, Sandra Julieta	19, 20	Vargas, Christian	23
Salo, Jari	25, 27	Velázquez R, María Guadalupe	20
Sánchez V, Celsa Guadalupe	34, 45	Venkateswaran, Anuradha	32
Sandoval, Eduardo E	29, 41, 44	Vera Muñoz, Gerardo	20
Santisteban R, Diego Fernando	31, 45	Vera Muñoz, Montserrat	20
Schieli, Allison	24	Villalobos Chávez, Silvia Verónica	30
Semenova, Natalia	26, 42, 44	Villarreal Larrinaga, Oskar	10
Sepúlveda Ch, Juan David	27, 30, 42, 45	Viquez Coto, Johanna	36
Sevrani, Kozeta	16	Wadnihar Herazo, Sandra Milena	33, 41
Shaw, Bill	8	Walker, Kenton	9
Shazneem Md. Shuaib, Azlinda	29, 42, 44	Wallace, Gregory	17
Sheu, Her-Jiun	14, 39	Wei, Yu-Chen	14, 39
Shobeiri, Saeed	29	Wolfskill, Lawrence A	34, 45
Shon, John	9	Wulf, Erico	9, 10
Siddharthan, Kris	32	Zalthen Hernández, Lorena	25, 44
Silva Guerra, Harold	34	Zarate Cornejo, Robert Efraín	28, 41, 44
Skalova, Petra	31	Zarraga Cano, Lucila	27, 41, 44
Stan, Roxana	15	Zeman, Libor	24, 44
Stewart, Jonathan D	8	Zhilkina, Anna N	30
		Zuñiga, Laura	36

Universities, Institutions and Firms Represented

Academy of Economic Studies Bucharest
University of Maryland-Baltimore
Abilene Christian University
Åbo Akademi University
Alexandru Ioan Cuza University of Iasi
American Public University
American University of Sharjah
Asbury College
Autoridad de los Recursos Acuáticos de Panamá
Auburn University
Azusa Pacific University
Banco de la Republica-Colombia
Bank Indonesia, Jakarta
Benemérita Univ. Autónoma de Puebla
Bethune-Cookman College
Bradley University
Banco Central de Costa Rica
CAG University-Adana
California State Univ., Fullerton
CESA
CETYS Universidad
Charles University-Prague
Concordia University
Condova La Costa, Costa Rica
Cornerstone Companies
Cyprus International University
Dimitrie Cantemir University
Dumlupinar University
Eastern Connecticut State University
Embry-Riddle Aeronautical University
Farmingdale State College - SUNY
FIT - State University of New York
Fordham University
Frankfurt School of Finance & Management
Fundación Caja Rural de Toledo
Fundación Universitaria Tecnológico Comfenalco
Georgian Court University
Howard University
Indiana University of Pennsylvania
Instituto de Estudios Ambientales (IDEA)
Instituto Educativo del Noroeste, A.C.
Instituto Tecnológico de Ciudad Juárez
Instituto Tecnológico de Ciudad Juárez
Instituto Tecnológico de La Paz
Iowa Wesleyan College
James A. Haley Veteran's Hospital
Liverpool Hope University
Lucian Blaga University of Sibiu
Lucian Blaga University of Sibiu
Marietta College
Marietta College
Ming Chuan University
National Chi Nan University
National Chiao Tung University
National University
National University-San Diego
New York Institute of Technology
New York University
North Central College
Northern New Mexico College
Peking University
Purdue University
Ramapo College of New Jersey
Richard Stockton College of New Jersey
Robert Morris University
Romanian American University
Roosevelt University
Russian Academy of Sciences
Ryerson University
Sacred Heart University
Sam Houston State University
Saint Leo University
Saint Marys College
SBICAPS
Siena College
SUNY Plattsburgh
SUNYIT
Technical University of Liberec
Technogroup
Technological Institute of Ionian Islands
TERI University, India
Texas Wesleyan University
The Academy Of Economic Studies, Bucharest
The Hong Kong Polytechnic University
The State University of Management
The World Bank
Toulouse Business School (ESC Toulouse)
TransWorld Institute of Technology
Tshwane University of Technology (TUT)
Umeå School of Business
Umeå School of Business
Unit Authority of pre-accession EU funds in Rep. of Macedonia
Univeirsiti Institut Teknologi Mara-Melaka Campus
Universidad Anáhuac México Norte
Universidad Autónoma de Baja California
Universidad Autónoma de Campeche
Universidad Autónoma de Ciudad Juárez
Universidad Autónoma De Estado de Baja California
Universidad Autónoma de Manizales
Universidad Autónoma de Mexico
Universidad Autónoma de Nayarit
Universidad Autónoma de Puebla
Universidad Autónoma del Carmen
Universidad Autónoma del Estado Baja California
Universidad Bolivariana de Venezuela
Univ. Bolivariana de Venezuela-Punto Fijo
Universidad de Carabobo
Universidad de Castilla-Mancha
Universidad de Colima
Universidad de Concepción
Universidad de Granada
Universidad De Guadalajara
Universidad de Guadalajara-Valles
Universidad de la Laguna

Universidad de La Salle
Universidad de Medellín
Universidad de Sevilla
Universidad de Talca
Universidad del País Vasco
Universidad del Atlántico
Universidad del Caribe
Universidad del Cauca
Universidad del Estado Baja California
Universidad Del Norte
Universidad del Valle-Aguascalientes
Universidad del Zulia (LUZ)
Universidad Jose Antonio Paez
Univ. Nacional Autónoma de México
Universidad Nacional de Colombia
Universidad Nacional De Colombia
Univ. Nacional de Colombia-Manizales
Univ. Nacional Experimental de la Fuerza
Armada Venezulea-Punto Fijo
Univ.Nacional Experimental de Táchira
Universidad Piloto de Colombia
Universitaria de Investigación y Desarrollo
Universiti Malaysia Sabah
Universiti Malaysia Sabah-Labuan
University "St. Cyril and Methodius"
Univ. of Agronomic Sciences & Vet. Medicine of
Bucharest
University of Bahrain

University of Calabria
University of Calgary
University of California-Fullerton
University of di Roma Tor Vergata
University of Duisburg-Essen
University of Economics-Prague
University of Groningen
University of Illinois - Springfield
University of La Serena
University of Mons
University of North Texas
University of Oulu
University of Pardubice
University of Patras, Greece
University of Puget Sound
University of Rijeka
University of Scranton
University of Surrey
University of Technology, Mauritius
University of Texas- Austin
University of Tirana
University of West Bohemia
University of West Bohemia-Pilsen
University of Wisconsin Oshkosh
University of Wyoming
VSB-TU Ostrava
Wilberforce University

Countries Represented

Albania
Belgium
Canada
Chile
China
Colombia
Costa Rica
Croatia
Czech Republic
Finland
France
Germany
Greece
India
Indonesia
Italy
Kingdom of Bahrain

Malaysia
Mauritius
México
Panama
Republic of Macedonia
Romania
Russia
SouthAfrica
Spain
Taiwan, R.O.C
The Netherlands
Turkey
United Arab Emirates
United Kingdom
Venezuela