

# **The Institute for Business and Finance Research**

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**The 2007 Winter Global Conference on  
Business and Finance**

## **Conference Program**

**January 3- January 6, 2007  
South Padre Island, Texas**

**Sheraton South Padre Island  
Beach Hotel**

**Global**  
IBFR

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**Please note that Admittance to the Awards Dinner Requires a  
Dinner Ticket**

**Please Wear your Identification Badge to all Conference  
Functions**

**Welcome to South Padre Island, Texas!  
Have a productive and fun Conference!**

**Para Ingresar a la Cena de Premiación Usted Necesita un Tiquete  
Por Favor Utilice su Gafete/Tarjeta de Identificación Durante Todas las  
Funciones del Congreso**

**Bienvenidos a South Padre Island, Texas  
Deseamos que el Congreso sea Productivo!**

## Letter from the Conference Chair

On behalf of the Staff and the IBFR, I welcome you to South Padre Island and the 2007 Global Conference on Business and Finance. We hope you have a productive conference and enjoy your time in Texas. If we can be of any assistance to you during your time in South Padre Island 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 2007 South Padre Island 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 second annual Costa Rica Conference will be held at the newly remodeled Ramada Plaza Herradura Hotel and Convention Center, May 23-26, 2007. The dates and location of the second annual United States conference will be announced in the near future. We hope that you are able to join us at these future conferences.

We hope you take the time to enjoy the hotel facilities as well as to take in South Padre Island. South Padre Island is truly a splendid area 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*

Mercedes Jalbert  
Conference Chair

## Carta del Editor

El Instituto y su personal les da la bienvenidos a South Padre y al *2007 South Padre Global Conference on Business and Finance* Esperamos que su participación sea productiva y que disfruten South Padre Island.

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 South Padre 2007 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 de todos partes del mundo.

Con gran alegría anunciamos nuestros próximos Congresos en el Hotel Ramada Plaza Herradura y Centro de Convenciones, San Jose Costa Rica del 23 al 26 de Mayo, 2007. Nuestro Evento Académico para los Estados Unidos en el 2008 será anunciado próximamente. Será un placer el contar con su participación nuevamente.

Deseamos que disfruten su estancia en el Hotel Sheraton South Padre y que tengan la oportunidad de explorar South Padre. Sabemos que además de exponer sus trabajos, es también importante tomar tiempo para relajarse, rejuvenecerse y conocer sobre otras culturas, tradiciones, etc. Diviértase, disfrute, usted lo merece. 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 Jalbert*

Mercedes Jalbert  
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, The International Journal of Business and Finance Research, The International Journal of Management and Marketing Research, The Global Journal of Business Research, 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 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)**

The Global Conference on Business and Finance Proceedings are a peer reviewed. Abstracts of papers presented at the Global Conference on Business and Finance are published in the proceedings.

## **Journals**

- The International Journal of Business and Finance Research (IJBFR) ISSN # 1931-0269
- International Journal of Management and Marketing Research (IJMMR) ISSN # 1933-3153
- Global Journal of Business Research (GJBR), ISSN 1931-0277
- Revista Internacional Administración & Finanzas (RIAF), ISSN 1933-608X

Our Journals are peer-reviewed journals. 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.

For additional information on the Journals or Proceedings, including manuscript submission instructions, please visit our website at [www.theIBFR.com](http://www.theIBFR.com)

## **Editorial Advisory Boards**

Jalbert, Mercedes, Managing Editor, The Institute for Business and Finance Research  
Terrance Jalbert, Ph.D., Executive Editor, The Institute for Business and Finance Research

Huseyin Arasli, Ph.D., Eastern Mediterranean University  
Robert J. Boldin, Ph.D., Indiana University of Pennsylvania  
James E. Briley, Ph.D., University of The Cumberland  
Chiaku Chukwuogor-Ndu, Ph.D., Eastern Connecticut State University  
Erdoğan H Ekiz, The Hong Kong Polytechnic University  
Meté Feridun, Cyprus International University  
Gary M. Fleischman, Ph.D., University of Wyoming  
Paul D. Hutchison, Ph.D., University of North Texas  
John S. Jahera Jr., Ph.D., Auburn University  
Mark C. Johlke, Ph.D., Bradley University  
Prem Lal Joshi, Ph.D., University of Bahrain  
Salih Turan Katircioglu, Ph.D., E. Mediterranean University  
Mustafa Mesut Kayali, Ph.D., Dumlupinar University  
Linda Naimi, Ph.D., Purdue University  
M.T. Naimi, Ph.D., Purdue University  
Ilhan Ozturk, Cag University  
Professor Erico Wulf, Universidad de la Serena-Chile

## **Future Conferences**

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

### **Summer 2007**

**San Jose, Costa Rica**

**May 23-26, 2007**

**Ramada Plaza Herradura Hotel & Convention Center**

The 2007 Summer Global Conference on Business and Finance Costa Rica.

### **January, 2008**

**United States**

The 2008 Global Conference on Business and Finance – United States. We are working to finalize the dates and locations for this conference. Expect to see an announcement in the near future.



## Schedule of Events

<b>Wednesday, January 3, 2007    Miércoles, Enero 3, 2007</b>	
4:00 PM to 7:00 PM	Conference Registration/Registro Congreso - Snacks Will Be Provided
4:00 PM to 7:00 PM	Internet Session (Registration Area)
<b>Thursday, January 4, 2007    Jueves, Enero 4, 2007</b>	
7:15 AM to 11:00 AM	Conference Registration/Registro Conferencia
8:00 AM to 9:45 AM	Concurrent Sessions/Sesiones Simultaneas ( Sand Dune B,C, D)
10:00 AM to 11:45 AM	Concurrent Sessions/Sesiones Simultaneas (Sand Dune B, C, D)
11:45 AM to 12:45 PM	Break/Receso
1: 00 PM to 2:45 PM	Concurrent Sessions/Sesiones Simultaneas (Sand Dune B, C, D)
<b>Friday, January 5, 2007    Viernes, Enero 5, 2007</b>	
7:15 AM to 11:00 AM	Conference Registration/Registro Conferencia
8:00 AM to 9:45 AM	Concurrent Sessions/Sesiones Simultaneas ( Sand Dune B,C, D)
10:00 AM to 11:45 AM	Concurrent Sessions/Sesiones Simultaneas (Sand Dune B, C, D)
11:45 AM to 12:45 PM	Break/Receso
1:00 PM to 2:45 PM	Concurrent Sessions/Sesiones Simultaneas (Sand Dune B, C, D)
6:30 PM	Award Ceremony at Blue Marlin?
<b>Saturday, January 6, 2007    Sábado, Enero 6, 2007</b>	
9:00 AM to 10:45 AM	Single Session/Sesión Única (Sand Dune B,C, D)
9:00 AM to 10:45 AM	Single Session/Sesión Única (San Dune B, C, D )

## **Presentation Equipment**

The conference rooms will each be equipped with a standard overhead projector (for use with transparencies only) and screen. Please make sure to prepare your transparencies in advance as hotels charge excessive fees for this service. Each room will also be equipped with a LCD computer projector. We **will not** be providing computers for use with the LCD projectors. If you wish to use the computer projector, you will need to provide your own laptop computer. Use of our LCD projectors with your equipment is at your own risk.

## **Equipo para Presentación**

Las salas de sesiones estarán equipadas con un Proyector Standard para uso con **transparencias o láminas de acetato**. Se recomienda que usted traiga sus transparencias confeccionadas. El costo de confección de transparencias/láminas de acetato es muy alto en el business center de los hoteles. También se ofrecerá un proyector LCD para uso con computadora portátil. **Equipo de cómputo no estará disponible en las salas de sesiones**. Si usted desea utilizar el proyector para computadora, por favor provea su propia computadora portátil. Al utilizar nuestro LCD proyector con su computadora, usted asume todo riesgo de daño a su equipo o al nuestro.

## Paper Sessions

Wednesday, January 3, 2007	4 PM – 7 PM	Conference Center: Internet Session
Thursday, January 4, 2007	8 AM – 3 PM	Conference Center: Internet Session
Friday, January 5, 2007	8 AM – 3 PM	Conference Center: Internet Session
Saturday, January 6, 2007	8 AM – 12 PM	Conference Center: Internet Session

### **Session: Internet Session (Multidiscipline)**

**Language: English**

**Session Chair: Terrance Jalbert, JC Investments**

*Enterprise Vertical Integration by Using Semantic Metadata*

**Raymond C. Wu, IBM Software Group**

*Eliminating The Audit Expectations Gap : Reality or Myth?*

**Marianne Ojo, Oxford Brookes University**

*Retention of Talent and Ensuring Leadership Continuity in Challenging Environment*

**Anitha Ramachander, New Horizon College of Engineering**

*IAS 39: Do the Companies Fulfill the Requirements for Reporting of Financial Derivatives?*

**Jiří Strouhal, University of Economics-Prague**

*Higher Education Institutional Branding: A Comparison of Arab Country and U.S.*

*Higher Education Online Branding Strategies*

**Andy Lynch, American University of Sharjah**

*A Puzzle for Teaching the Constant Growth: Stock Pricing Model*

**Lynda S. Livingston, University of Puget Sound**

Wednesday, January 3, 2007	4 PM – 7 PM	Conference Center: Internet Session
Thursday, January 4, 2007	8 AM – 3 PM	Conference Center: Internet Session
Friday, January 5, 2007	8 AM – 3 PM	Conference Center: Internet Session
Saturday, January 6, 2007	8 AM – 12 PM	Conference Center: Internet Session

**Session: Internet Session (Multidiscipline)**

**Language: Spanish**

**Session Chair: Mercedes Jalbert, The Institute for Business and Finance Research**

*Aplicación de un Modelo de Gestión Tecnológica Empresariales Buscando Incrementar los Beneficios Empresariales*

**Angel Machorro Rodríguez, Instituto Tecnológico de Orizaba**

**Lura Rivera G., Instituto Tecnológico de Orizaba**

**Hilarión Muñoz Contreras, Instituto Tecnológico de Orizaba**

*Evaluación de la Oferta Brindada por el Sistema Financiero Mexicano para Pequeñas Inversiones a Corto Plazo*

**Jorge Alberto Soto Huerta, Universidad Veracruzana**

**Laura Verónica Herrera Franco, Universidad Veracruzana**

**Francisco Rafael García Monterrosas, Universidad Veracruzana**

Thursday, January 4, 2007 8:00 AM – 9:45 AM Conference Room: Sand Dune B

**Session: Finance and Economics**

**Language: English**

**Session Chair: Qiang Gong, Peking University**

*Dividend Policy and Security Price Behaviour in Emerging Financial Markets: Evidence from Bangladesh*

**A. Sabur Mollah, University of Botswana**

**Asma Mobarek, University of Dhaka**

**Rafiqul Bhuyan, California State University-Sacramento**

**James Kuhle, California State University-Sacramento**

*Optimal Lag Choice in Minimum Distance Estimation of Garch(1,1)-Model*

**Baudouin Tameze, University of Dortmund-Germany**

*Baby Boomers and Financial Markets: A Relationship in Making*

**Damir Tokic, University of Houston - Downtown**

*Optimal Buy-Back Contracts with Asymmetric Information*

**Qiang Gong, Peking University**

Thursday, January 4, 2007 8:00 AM – 9:45 AM Conference Room: Sand Dune C

**Session: Multidisciplinary**

**Language: English**

**Session Chair: Andres C. Salazar, University of New Mexico**

*HIV/AIDS: A Management Concern for International Business*

**Susan C. Baxter, Bethune-Cookman College**

*Post-Violation Trust Rebuilding in B2C Electronic Commerce*

**Qinyu Liao, The University of Texas at Brownsville and Texas Southmost College**

**Xin Luo, Virginia State University**

**Anil Gurung, Kansas State University**

*An Empirical Study of the Training Dimension of Task-Technology Fit and the*

*Performance Impact of Customer Relationship Management Systems*

**Mary Layfield Ledbetter, Nova Southeastern University**

**Jay E. Aronson, University of Georgia**

*Opportunities for Rural Economic Development*

**Andres C. Salazar, University of New Mexico**

Thursday, January 4, 2007 10:00 AM – 11:45 AM Conference Room: Sand Dune B

**Session: Marketing**

**Language: English**

**Session Chair: Gillian Johnston, Queensland University of Technology, Brisbane**

*Is It Worth The Cost? Marketing to Negatively Perceived Consumer Groups*

**Susan C. Baxter, Bethune-Cookman College**

*A Women-Centered Grassroots Approach to Tobacco Control: The Case of China*

**Zhihong Gao, Rider University**

*Service Marketing – A Voyage of Discovery or How not to Run a Successful Services Organization*

**Morris K. Speter, College of Mount Saint Vincent**

*China's Little Emperors and Empresses: Parents' Perception of Children's Influence on Purchase Decisions and Agents Influencing Children's Consumer Behaviour*

**Glyn Atwal, Groupe Ecole Supérieure de Commerce de Rennes**

*Can a Sociolinguistic Interpretation Method Such as Leximancer Text Mining Software Be Used to Interpret The Means-End Chain Theory?*

**Gillian Johnston, Queensland University of Technology, Brisbane**

**Marilyn Healy, Queensland University of Technology, Brisbane**

Thursday, January 4, 2007 10:00 AM – 11:45 AM Conference Room: Sand Dune C

**Session: Accounting and Finance**

**Language: English**

**Session Chair: Ellen M. Kraft, Georgian Court University**

*Activity Based Costing – Effects of Supplier-Buyer Relationships*

**Henrik Agndal, Stockholm School of Economics**

**Ulf Nilsson, Sabanci University**

*Did the Sarbanes-Oxley Act Improve Auditor Effectiveness in Issuing Going Concern Opinions for Clients Filing Bankruptcy?*

**Paul Wertheim, Abilene Christian University**

**William Fowler, Abilene Christian University**

*Dividend Announcement and Security Price Reaction in Emerging Financial Markets: Evidence from Bangladesh*

**A. Sabur Mollah, University of Botswana**

**Asma Mobarek, University of Botswana**

*Shariah Governance in the Islamic Financial Institutions in Malaysia*

**Zulkifli Hasan, Islamic University College of Malaysia**

*The Broken Promise of Pension Funds*

**Ellen M. Kraft, Georgian Court University**

**Anne B. Fosbre, Georgian Court University**

**Nelcy M. Davila-Aponte, Georgian Court University**



Thursday, January 4, 2007 1:00 PM – 2:45 PM Conference Room: Sand Dune B

**Session: Multidisciplinary**

**Language: English**

**Session Chair: K.W. VanVuren, The University of Tennessee – Martin**

*Is There a Link between FIEs' Characteristics and the Creation of Their Local Supply Linkages?*

**Fei Jia, University of Surrey**

*Leadership Learning from Followers*

**John Brinkman, Liverpool Hope University**

*An Experimental Examination of Customer Preferences on Mobile Interfaces*

**Seung Baek, Hanyang University**

**Min Cho, WiderThan Co., Ltd**

**Bong Jun Kim, Hanyang University**

*Idealism and Relativism: A Study of Undergraduate Business Majors Versus Non-Business Majors*

**K.W. VanVuren, The University of Tennessee – Martin**

**Angelina MacKewn, The University of Tennessee – Martin**

Thursday, January 4, 2007 1:00 PM – 2:45 PM Conference Room: Sand Dune C

**Session: Economics and Finance**

**Language: English**

**Session Chair: Vera Adamchik, University of Houston-Victoria**

*Monopoly or Competition-Chinese Ariline Industry Market Structure*

**Qiang Gong, Peking University**

**Xingli Fan, General Administration of Civil Aviation China**

*Stocks Versus Bonds in The Nigerian Capital Market: Growth and Returns Analysis*

**Ntiedo J. Umoren, University of Uyo-Nigeria**

*Oil and Ethanol in Latin America and Asia Pacific*

**Jorge Torres-Zorrilla, Pontificia Universidad Católica del Perú**

*Assessing Labor Market Inefficiency in Poland -- a Transition Economy and a New Entrant to the EU: Preliminary Results from the Stochastic Wage Frontier Analysis*

**Vera Adamchik, University of Houston-Victoria**

**Arthur King, Lehigh University**

Friday, January 5, 2007 8:00 AM – 9:45 AM Conference Room: Sand Dune B

**Session: Multidisciplinary**

**Language: English**

**Session Chair: Qiang Gong, Peking University**

*Over (Under) Pay of Cash-CEO Compensation Affecting Shareholder Return in Thai Listed Company*

**Issaraporn Pholnaruksa, Chulalongkorn University**

*The Behaviour of Implied Volatility Surface: Evidence from Crude Oil Futures Options*

**Amine Bouden, Paris-Assas University**

*A Descriptive Study of Differences Among Audit Firms Whose Clients Issue Financial Statement Restatements*

**Paul Wertheim, Abilene Christian University**

*The Neutrality of Fuel Surcharge*

**Qiang Gong, Peking University**

**Xingli Fan, General Administration of Civil Aviation China**

Friday, January 5, 2007 8:00 AM – 9:45 AM Conference Room: Sand Dune C

**Session: Multidisciplinary**

**Language: Spanish**

**Session Chair: Carmen Patricia Jiménez Terrazas, Universidad Autónoma de Ciudad Juárez**

*Hacia el Planteamiento de una Estrategia Integral para Mejorar la Competitividad de Productores Rurales de Pequeña Escala en el Cauca – Colombia*

**Adolfo León Plazas Tenorio, Universidad del Cauca**

**Luz Stella Pemberthy Gallo, Centro Regional de Productividad e Innovación del Cauca**

**Deycy Janeth Sánchez Preciado, Universidad del Cauca**

*Errores de Diseño en Empresas de Autopartes y el Aprendizaje Organizacional*

**Ricardo Melgoza, Universidad Autónoma de Cd. Juárez-México**

*Análisis del Proceso de Toma de Decisiones: Visión desde la PYME y la Gran Empresa de Barranquilla*

**Leonor Cabeza de Vergara, Fundación Universidad del Norte**

**Alberto Elías Muñoz Santiago, Fundación Universidad del Norte**

*Oferteo Constante: Factor Primordial en el Incremento de las Ventas En Hipermercados Tres Casos En Ciudad Juárez, México*

**Jessica Xitlaly Vaal Alvarez, Universidad Autónoma de Ciudad Juárez**

**Carmen Patricia Jiménez Terrazas, Universidad Autónoma de Ciudad Juárez**

Friday, January 5, 2007 10:00 AM – 11:45 AM Conference Room: Sand Dune B

**Session: Multidisciplinary**

**Language: English**

**Session Chair: Rahim Quazi, Prairie View A&M University**

*Double-Loop Learning Performance Measurement System – Part I: Laying the Groundwork on The Theories of Organizational Learning*

**Chai Ching Tan, Seafresh Industry Public Company Limited**

*Value Relevance of Fair Value Information from Equity Method Investment*

**Narongrit Chansuwan, Chulalongkorn University**

*R&D Competition with Spillovers and Relative Performance Evaluation*

**Yiyi Zhou, Peking University**

**Xinqiao Ping, Peking University**

*NAFTA, Economic Freedom, and Foreign Direct Investment in Latin America*

**Rahim Quazi, Prairie View A&M University**

Friday, January 5, 2007 10:00 AM – 11:45 AM Conference Room: Sand Dune C

**Language: Spanish**

**Session Chair: Jorge Hernández Palomino, Universidad Nacional Autónoma de México**

*Sistema de Apoyo al Proceso de Toma de Decisiones de Inversión en Tecnología Enmarcado en el Modelo de Kepner y Tregoe: Caso-Empresas del Sector de Telecomunicaciones de Barranquilla, Colombia*

**Joe Luis Nassar Montenegro, Fundación Universidad del Norte**

**Alberto Elías Muñoz Santiago, Fundación Universidad del Norte**

*Café: Economía y Cultura en la Meseta de Popayán*

**Luz Stella Pemberthy Gallo, Centro Regional de Productividad e Innovación del Cauca**

**Deycy Janeth Sánchez Preciado, Universidad del Cauca**

**Bernardo Javier Tovar Quitiaquez, Centro Regional de Productividad e Innovación del Cauca**

*Etapas Históricas de la Industria Maquiladora en México*

**Carmen Patricia Jiménez Terrazas, Universidad Autónoma de Ciudad Juárez**

*Gobierno Corporativo de Compañías no Listadas en Mercados Emergentes: un Estudios Sobre México*

**Oscar Javier Montiel Mendez, Universidad Nacional Autonoma De Mexico**

*Comportamiento Ético Gerencial: La Industria Automotriz de Ciudad Juárez*

**Jorge Hernández Palomino, Universidad Nacional Autónoma de México**

**Rodolfo Rincones Delgado, University of Texas-El Paso**

Friday, January 5, 2007 1:00 PM – 2:45 PM Conference Room: Sand Dune B

**Session: Management and Marketing**

**Language: English**

**Session Chair: Susan C. Baxter, Bethune-Cookman College**

*Double-Loop Learning Performance Measurement System – Part II: Unifying Schools of Thought*

**Chai Ching Tan, Seafresh Industry Public Company Limited**

*Timing and Strategy of New Product Development for Latecomers in the Dynamic Environment - The Case of IC Design Houses in Taiwan*

**Wan-Ju Chen, Diwan College of Management**

**Lien-Sheng Chang, Taiwan Sugar Corporation**

*The Role of Self-Efficacy on Salesperson Effort: The Influence on New Product Introductions*

**Adam Rapp, Kent State University**

**Michael Ahearne, University of Houston**

**Joel Le Bon, ESSEC Business School**

**Kevin Trainor, Kent State University**

*Closing the Student Achievement Gap Outside of the Classroom: An Analysis of the Affect of Social Capital on Connecticut Public School*

**Michael H. Casson Jr., Delaware State University**

*Job Insecurity and Consequences a Comparative Study: Contract and Permanent Employees*

**Tahir Saeed, Foundation University**

**M. Anis-ul-Haque, Quaid-i-Azam University**

**S.M. Sabeeh, NUST-Consulting (Healthcare)**

*Mixed Media and Niche Marketing in the GLBT Population*

**Susan C. Baxter, Bethune-Cookman College**

Friday, January 5, 2007 1:00 PM – 2:45 PM Conference Room: Sand Dune C

**Session: Multidisciplinary**

**Language: English**

**Session Chair: Veronda Willis, The University of Texas at San Antonio**

*Technical Efficiency of Commercial Banking Systems in Gulf Cooperation Council GCC Countries: An International Benchmarking*

**Said Gattoufi, Sultan Qaboos University**

**Khaled Al Amri, Sultan Qaboos University**

*Company Disclosure Scoring on Intangibles and The Influence Factors : Case Study in Thailand Listed Company*

**Sukanya Kaneko, Rajamankala University of Technology Pranakorn Bangkok**

**Commercial Campus**

*Belarusian Economics: Investment Possibilities*

**Dzmitry Pankou, Belarusian State Economic University**

**Tatsiana N. Rybak, Belarusian State Economic University**

*Does Country Credibility Increase the Chance of Currency Crisis?*

**Bilge Kagan Ozdemir, Anadolu University**

*Dividend Policy Responses to Deregulation in the Electric Utility Industry*

**Julia D'Souza, Cornell University**

**John Jacob, The University of Colorado at Boulder**

**Veronda Willis, The University of Texas at San Antonio**



Saturday, January 6, 2006 9:00 AM – 10:45 AM Conference Room: Sand Dune B

**Session: Multidisciplinary**

**Language: English**

**Session Chair: Terrance Jalbert, The IBFR**

*Privacy Rights, Property Rights and Common Sense: Access to Email and Other Encrypted Media – Implications for Small Business and Beyond*

**Taylor Klett, Sam Houston State University**

**Philips W. Morris, Sam Houston State University**

**Ronald J. Daigle, Sam Houston State University**

*Occupational Stress in Private and Public Organizations in Pakistan*

**Hina Rehman, Foundation University Institute of Management & Computer Sciences- (FUIMCS)**

**Muhammad Atiq Ur Rehman**

*The Impact of Liberalization on Airline Demand in the Philippines*

**Wilfred S. Manuela Jr., University of the Philippines**

*Intra-Industry Trade between the United States and Latin American Countries*

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

**Mihalis Halkides, Bethune-Cookman College**

**Robin Rance, Bethune-Cookman College**

**Iliana Filyanova, The Ohio State University**

Saturday, January 6, 2006 9:00 AM – 10:45 AM Conference Room: Sand Dune C

**Session: Management**

**Language: Spanish**

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*La Calidad en el Servicio Como Ventaja Competitiva de Una Empresa Automotriz, en el Mercado Local de Orizaba*

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**Alejandro Villafañez Zamudio, Instituto Tecnológico de Matamoros**

**Hector Treviño Villafranca, Instituto Tecnológico de Matamoros**

*Las Diferencias Culturales y su Impacto en el diseño de Programas de Motivación Laboral*

**Josefa Melgar Bayardo, Universidad Autónoma de Ciudad Juárez**

*Análisis Comparativo de las Prácticas Ergonómicas en las Estaciones de Trabajo de Plantas Maquiladoras y Empresas de Servicio en Ensenada, B.C., México*

**Virginia Guadalupe López Torres, Universidad Autónoma de Baja California**

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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 all submitted papers were given the Award.

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**Amine Bouden, University of Paris Assas**

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**E.M. Ekanayake, Bethune-Cookman College**  
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**Robin Rance, Bethune-Cookman College**  
**Iliana Filyanova, The Ohio State University**

*NAFTA, Economic Freedom, and Foreign Direct Investment in Latin America*  
**Rahim Quazi, Prairie View A&M University**

*Dividend Announcement and Security Price Reaction in Emerging Financial Markets: Evidence from Bangladesh*  
**A. Sabur Mollah, University of Botswana**  
**Asma Mobarek, University of Botswana**

*Assessing Labor Market Inefficiency in Poland -- a Transition Economy and a New Entrant to the EU: Preliminary Results from the Stochastic Wage Frontier Analysis*  
**Vera Adamchik, University of Houston-Victoria**  
**Arthur King, Lehigh University**

*The Impact of Liberalization on Airline Demand in the Philippines*  
**Wilfred S. Manuela Jr., University of the Philippines**

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**Fei Jia, University of Surrey**

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**Qiang Gong, Peking University**

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**Andy Lynch, American University of Sharjah**

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**Glyn Atwal, Groupe Ecole Supérieure de Commerce de Rennes**

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**Jorge Torres-Zorrilla, Pontificia Universidad Católica del Perú**

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**Anne B. Fosbre, Georgian Court University**

**Nelcy M. Davila-Aponte, Georgian Court University**

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**Jorge Hernández Palomino, Universidad Nacional Autónoma de México**

**Rodolfo Rincones Delgado, University of Texas-El Paso**

*Análisis Comparativo de las Prácticas Ergonómicas en las Estaciones de Trabajo de Plantas Maquiladoras y Empresas de Servicio en Ensenada, B.C., México*

**Virginia Guadalupe López Torres, Universidad Autónoma de Baja California**

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**Ma. Enselmina Marin Vargas, Universidad Autónoma de Baja California**

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**Alberto Elías Muñoz Santiago, Fundación Universidad del Norte**

*Evaluación de la Oferta Brindada por el Sistema Financiero Mexicano para Pequeñas Inversiones a Corto Plazo*

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United Arab Emirates  
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## Map of The Hotel Meeting Area

### Sheraton South Padre Island Beach Hotel Meeting & Event Facilities

