

Annual London Business Research Conference

PROGRAM

12-14 July 2010

Main Theme:

“Research Matters”

Venue : Level 4, Electrical Engineering Building
Imperial College, South Kensington
London SW7 2AZ

Prof. Dr. Robert Clift
Conference Chair

Dr. Zia Haqq
Program Director

Sponsors : World Business Institute

Journal of Business and Policy Research
Global Economy and Finance Journal
International Review of Business Research Papers
World Journal of Management
Global Review of Accounting and Finance
Business Care Australia Pty Ltd

Welcome from the Conference Chair

I am delighted to welcome you to our Annual London Business Research Conference organised by the World Business Institute of Australia. Again it promises to be a great multi-cultural and multi-discipline event. We have participants from **Albania, Australia, Bangladesh, Canada, China, Egypt, France, Kenya, India, Indonesia, Iran, Ireland, Italy, Japan, Jordan, Korea, Malaysia, Mauritius Nigeria, Pakistan, Portugal, Romania, Spain, Saudi Arabia, Taiwan, Thailand, Uganda, United Arab Emirates, United Kingdom and United States (30 Counties)** and from all the business-related disciplines. Because we will be meeting in that well known conference venue, Imperial College, the intellectual atmosphere will make us all operate at a high level.

The theme of the conference encompasses all sorts of research activities – in Banking and Finance, in Economics, in Management, in fact, in all business-related disciplines – using different research methods. The organisers are delighted with both the range of topics and research methods.

I believe that the distinctive feature of our conferences is that they are multi-discipline. We attend discipline-based conferences, we usually meet old friends and continue to voice old arguments; at multi-discipline conferences, we are forced to recognise that the other fellow also thinks, perhaps differently to us but perhaps more clearly. So, I encourage you to attend some papers outside your own discipline; that can be very demanding but also great fun.

Even if you do not manage to attend such papers there are many opportunities for cross-fertilisation of ideas over coffee or meals; the person next to you may be of a different race and, perhaps even more demanding, of a different discipline.

I hope to make contact with many of you over the next few days but please initiate conversation as I am very shy.

Professor Robert Clift
University of Tasmania
Australia

Welcome from the Conference Coordinator

Dear Colleagues,

On behalf of the World Business Institute (WBI), I would like to welcome all of you attending this truly international gathering in this historic city of London, UK. This conference brings together our academic friends from **30 Counties** as you can see in the program.

There are hundred of business conference organizers in the world but very few can match us in terms of quality of service and care we provide to our distinguished delegates. Unlike other organisers, we get you paper blind reviewed and send these review reports to the authors for improving and revising your paper. Authors are followed up after the conference and we encourage them to increase the quality of their research and publish their papers. The secretariat of the World Business Institute, the publisher of six journals will contact you after the conference for your revised paper for particular issue of the particular journal.

The track chairs and paper reviewers played an important role in ensuring that this conference achieves high academic standards. I am more than ordinarily indebted to our conference team for their hard work and relentless efforts in making this conference successful. I am grateful to the Directors, especially to Khaleda Akhter, Managing Director and Finance Director of the WBI for their generous and continuous support. Special thanks go to Professor Robert Cliff, Conference Chair, Nuha Jahan, Publication Director of World Business Institute for their hard work and relentless efforts for this conference successful. Ms. Misha Levi, Events Manager, Imperial College, London deserves very special thanks for her continuous support and cooperation to make this international event hugely successful.

If you find this conference useful, please tell your friends about this and if we have missed anything, please tell us. We welcome your suggestions and value your comments. Your ideas will enable us to serve you better through our future conferences. I am sure that you would go home with a new experience and memories. Thanks for all your support and making this conference successful. We look forward to seeing you again in our next conference at Melbourne from 22-24 November 2010.

Dr. Zia Haqq

Honorary President, WBI

**Editor: *Journal of Business and Policy Research and
World Journal of Management***

Please Read all the Instructions Below

- **What to see in the program**

Please let Mrs. Khaleda Akhter, Conference Administrator, know **immediately** via papsconfo@gmail.com if you find information relating to your subject tract, paper title and personal details are not correct

- **How to reach the venue from the Airport**

You can go to your hotel or directly come to the conference venue from the Heathrow Airport either by underground train (called Tube) or by taxi. If you decide to use train from Heathrow to come to the conference venue at the Imperial College, follow the train station sign after custom and ask the person at the ticket counter for ticket to Piccadilly Line to go to South Kensington Station. You ask the counter for Underground Train map which is very handy to go to anywhere in London. It takes 50 minutes by train to come to Imperial College. As soon as you reach South Kensington underground station (follow the train map), get out of the underground station and you will find sign directing you to the campus of Imperial College. It is 5 minutes walk from train station to the Electrical Engineering Building and then come to Room 407A, level 4 for Registration. You can buy "Oyster" travel card for the underground network and this is very handy and very cheap to travel around London city. Ask the person at the counter, they will explain how to use Oyster card multiple trips. If you are coming from Gatwick airport, take a British Rail to Victoria Station (which is a 40 minute-journey) and then take underground train (Circle line or District line, westbound) to South Kensington or bus 52 to Royal Albert Hall which is opposite to Imperial College.

For underground Train Map, you can visit http://www.bbc.co.uk/london/travel/downloads/tube_map.html.

For Imperial College Map , you can visit :

[http:// www3.imperial.ac.uk/pls/portallive/docs/1/7893699.PDF](http://www3.imperial.ac.uk/pls/portallive/docs/1/7893699.PDF)

Then Look for Electrical Engineering Building:

- **How to Complete Registration on 12th July ?**

Registration will take place on 12th July between 2.00PM and 4.00PM. Once you find Electrical Engineering Building (Building no. 16 in attached Map), please come to Room 407A, level 4 and meet our Reception Team who will check your name and payment . If you cannot come on 12th July , you can also register on 13th July at the same place from 8 to 12 PM. For any matter, please always come to **Conference Secretariat at Room 407A, Level 4, (means 4th floor). Electrical Engineering Building (EEB) , Imperial College, South Kensington, London.**

Please report either to Dr. Zia Haqq or Mrs. Khaleda Akhter for your registration. If you have not yet paid your registration fee, please complete your cash payment on arrival. **We do not accept any other mode of payment except cash in American dollar or British Pound and please bring exact money as no change will be given there and hope you will not negotiate with us for other mode of payment such as bank check.** Please collect your Envelop which contains, among other materials, your name badge, your payment receipt, participation certificates, lunch and dinner coupons.

- **What should you bring along for your presentation ?**

Please bring in **15-20 copies** of your (printed) paper for distribution at your session. Each paper will have about 15-18 minutes for presentation and 5-7 minutes for discussion. **All presentation rooms are fitted with Data Projector or LCD projector) and please bring your pen drive/USB stick to make power point presentation. Please also bring overhead transparencies as stand-by if data projector does not work for any reason.** We have deputed a technician to assist you for operating these instruments. Please do not attempt to use these equipment before we show you as there is chance that these equipments may not work if you cannot handle them properly and as such please do not handle those before we show them to you and ask for the technician or Dr. Zia Haqq who is always available in the conference secretariat (Room 407A). For emergency, overhead projector will available from conference secretariat. **Please do not ask us for blank transparency or for photocopying facility or email or computer facilities as we do not have access to these facilities. Please make your file absolutely virus-free before you upload your paper to our computer.**

- **Presentation Rooms and Conference Secretariat**

There are two Presentation Rooms : Room 406 and 407B and you will present your paper in one of these rooms. Note: Room 406 means this room is located at level 4 of the Electrical Engineering Building. Conference Secretariat is located at Room 407A . For any matter, you can always visit Conference Secretariat.

- **What about Tea/Coffee Break and Lunch ?**

Hot lunch, Tea/coffee and break-foods will be served at Room 407A, level 4, Electrical Engineering Building. Lunch will be served between 12.45 PM :1.00 PM on July 13 and July 14 and please do not go to the Room 401A for lunch before 12.45 PM as caterers will be busy to set the food tables then. There will be **non-vegetarian (such as meat), vegetarian and Halal food**, salads, bread, deserts/sweets, juice, soft drink (no hard drink will be provided), tea and coffee. The area is a smoke-free area and please respect this requirement. Please bring your lunch coupon and these will be collected by our ream members before you

take lunch. If you lose them, please report to conference secretariat. In addition to 407A, you can use presentation Room 406 and 407B for your lunch

1. Do I need to bring my laptop ? Can I use my laptop ? Should I bring transparencies of my paper ?

No need, as it will be provided by the hotel. You cannot use your laptop for presentation. Yes, you should bring transparency of your paper.

2. How long is my presentation time ?

Your presentation must be finished by 20 minutes. 15-16 minutes for presentation and 4- 5 minutes for questions from the floor

3. Can I pay by check or by credit card on arrival ?

No. Only cash payment is received. No change is given

4. When can I see my paper in the proceedings ? How ?

Please visit www.wbiconpro.com to view your paper From 12 July 2010

5. When will I get Review Report ?When will my paper be published ?

Review report will be sent to you within 30 July 2010. If you do not get it by this time, please send a reminder to us. Your paper will be published within six months if you to comply to journal's guidelines. You must send your revised and reformatted paper to haqz53@gmail.com within 2 months after the conference. No reminder notice will be sent. If you do not send your paper within 2 months (within 12 September 2010), your paper will not be published and your publication fee you paid will not be refunded. You cannot also blame us for such lapse.

6. I want to publish my paper but I have not paid yet. Can I pay now?

Yes, you can pay now. But you need to check the name of the journal as indicated in your acceptance letter.

7. When can I know that my paper got best session paper award ?

All winners will be informed within 2 weeks after the conference.

8. If I want to publish my best paper, do I need to pay ?

Yes, you need to pay US\$150 as submission fee if you have not paid for the Journal.

Conference Team

Professor Robert Clift, University of Tasmania, Conference Chair

Prof. Zia Haqq, World Business Institute, Australia, Program Director

Mrs. Khaleda Akter, Managing & Finance Director, World Business Institute

Mr. Quddus Prodhan, Technical Adviser, World Business Institute

Ms. Nuha Jahan, Publication Director, World Business Institute

Mr. Tanzil Hoque, Events Director, World Business Institute

Salman Al-Hoque, Program Manager, World Business Institute

Mr. Abdul Quddus Prodhan, Technical Affairs Manager, WBI

Conference Program Outline

Level 4, Electrical Engineering Building (EEB)
Imperial College, South Kensington, London

Monday, 12 July 2010

2.00 - 4.00 PM

Conference Registration

Room 407A, Level 4 , EEB

Tuesday , 13 July, 2010

8.00 AM : 12.00 PM

Late Registration, Room 407A,
Electrical Engineering Building (EEB)

9.00 AM - 10.40 AM

Paper presentation: Two Concurrent Sessions
Room 406 and 407B, EEB

10.40 AM-11.00 AM

Light refreshment and Tea/Coffee
Room 407A,EEB

11.00 AM - 12.40 PM

Paper Presentation : Two Concurrent
Sessions: Room 406 &407B

12.45 PM - 1.50 PM

Hot Buffet Lunch
Room 407A (can use 407B and 406)

2.00 PM - 3.40PM

Paper Presentation : Two Concurrent
Sessions : Rooms :406 & 407B

3.40 PM - 4.00 PM

Light Refreshment and Tea/coffee Break
Room 407A, EEB

4.00 PM - 5. 40 PM

Paper presentation : Two Concurrent
Sessions: Rooms: 406 &407B

Note: If you want more information, Please contact
Conference Secretariat

Wednesday, 14 July 2010

8.30 AM - 9.00 PM	Arrival Tea/Coffee and light refreshment Room 407A
9.00 AM - 10.40 AM	Paper presentation: Two Concurrent Sessions Room 406 and 407B, EEB
10.40 AM-11.00 AM	Light refreshment and Tea/Coffee Room 407A,EEB
11.00 AM -12.40 PM	Paper Presentation : Two Concurrent Sessions: Room 406 &407B
12.45 PM -1.50 PM	Hot Buffet Lunch Room 407A (can use 407B and 406)
2.00 PM - 3.40PM	Paper Presentation : Two Concurrent Sessions : Rooms :406 & 407B
3.40 PM - 4.00 PM	Light Refreshment and Tea/coffee Break Room 407A, EEB
4.00 PM - 5. 40 PM	Paper presentation : Two Concurrent Sessions: Rooms: 406 &407B
7.00 PM – 10.30 PM	Conference Dinner, 170 Queens Gate South Kensington

End of Conference

Monday 12 July 2010 2.00PM – 4.00PM Room : 407A

Activities : Only Registration

Tuesday 13 July 2010 9.00AM – 10.40AM Room : 406

Track : Accounting and Finance

Session Chair : Professor Robert Clift, University of Tasmania, Australia

(103)Developing Trust In Multiple Stages: The Implications For Management Accounting: David Emsley, University of Melbourne, Australia

(105) The Language of Annual Reports as an Indicator of the Organizations' Financial Situation: Willi Miguel dos Santos Dias and Raquel Matias-Fonseca, University of Aveiro, Portugal”

(326) Subjective Goodwill as a Determinant of Earnings Quality: Yuko Katsuo, Gakushin University, Japan

(313) Corporate Social Responsibility, Corporate Financial Performance and Institutional Ownership: Evidence from Malaysia: Rusnah Muhamad, Norhayah Zulkifli, University Malaya and Mustaruddin Saleh, Tanjungpura University, Malaysia

(328) The Forward Premium Puzzle: Before the Euro: Sorin Tuluca, Fairleigh Dickinson University, USA

Tuesday 13 July 2010 9.00AM - 10.40AM Room : 407B

Track : Management

Session Chair : Professor Oskar Kayasan, University of London, UK

(457) Intra- and Inter-Team Knowledge Sharing and Team Performance: A Social Capital Perspective: Joseph Kwon, Yong Sauk Hau and Heeseok Lee KAIST, South Korea

(327) Examining the Trajectory of Competitive Advantage with Financial Ratios: Fen-May Liou, Yuanpei University and Cherng G. Ding, National Chiao Tung University, Taiwan

(412) Addressing MBA Shortcomings: Developing Management Competencies through Reflective Practice: Michael Segon, RMIT University, Australia

(411) Strategic Management Development from the State-owned Company to the Private Company: Koldo Zabalza and Jesus Matey, University of the Basque Country, Spain

(439) gender diversity in editorial boards of management journals: an update: Isabel Metz and Anne-Wil Harzing, University of Melbourne, Australia

Tuesday 13 July 2010 11.00AM – 12.40PM Room : 406
--

Track : Economics and Finance

Session Chair : Dr. Eshref Trushin, Queen Mary University of London, UK

(239) The Interactive Causality between Higher Education and Economic Growth in Romania: Lucian Belaşcu and Daniela-Emanuela Dănaşcă, Lucian Blaga University of Sibiu, Romania

(302) Good Corporate Governance And Environmental Disclosure: The Case Of State Owned Enterprises And Non State Owned Enterprises That Listed In Indonesian Stock Exchange: Zuhrohtun, Universitas Pembangunan Nasional, Indonesia

(245) Determinants Of Foreign Direct Investment Locations In Malaysia: Hasnah Ali, Universiti Kebangsaan Malaysia, Malaysia

(219) Conditions for Success: The Importance of Legal Governance in the Privatization Process: Houcem Smaoui and Narjess Boubakri, King Fahd University of Petroleum and Minerals, Saudi Arabia

(222) On The Regional Incidence Of Public Investment In Highways In The USA: Jorge Miguel Andraz and Alfredo M. Pereira, University of Algarve, Portugal

Tuesday 13 July 2010 11.00AM – 12.40PM Room : 407B

Track: Banking

Session Chair : Catarina Marvao, Trinity College Dublin, Ireland

(615) Does the credit channel of the monetary transmission mechanisms predict Recessions: Iman Sharif, Bangor Business School, United Kingdom

(612) Micro Credit in Western Europe: Case Study of the UK (2010): Syed Ali Tarek, University of East London, UK

(607) The Relation Between Performance Pricing Covenants and Corporate Loan Spreads: Title: Kamphol Panyagometh, National Institute of Development Administration (NIDA), Thailand

(604) The Effect of Restructuring on the Financing Pattern of Development Banks in Nigerian: Muhammad Tanko, kanduna State University, Nigeria

(457) Decision making for Customer's satisfaction with implementing Queue Networks (Case Study in Bank Service Systems) : Sadegh Abedi and Reza Radfar, Islamic Azad University Of Qazvin, Iran

Tuesday 13 July 2010 2.00PM - 3.40PM Room : 406

Track : Marketing

Session Chair : Dr. Micahel Segon, RMIT University, Australia

(509) Integrated Marketing Communication and its Measurement in Albania reality: Elenica Pjero and Xhiliola Agaraj, University Ismail Qemali and Irma Shyle, Polytechnic University of Tirana, Albania

(504) Developing a Benefit-based measurement scale using factor analysis: an improved method for understanding Egyptian car buyers: Dina El Kayaly and Ahmed Taher, Solution Consulting, Egypt

(510) Using the Internet Archive for measuring web site change: A methodology: Florian Stahl, Andrew King and Savvas Papagiannidis, Newcastle University, UK

(515) Consumer Loyalty in South Asia: A double edged sword? : Fara Azmat, Deakin University and Ramanie Samaratunge, Monash University, Australia.

***(511) The Impact Of The Global Financial Crisis On Consumer Behaviour**
: Priya Baguant, Helen E Perriman, University Of Mauritius, Mauritius and
Rooma Roshnee Ramsaran-Fowdar, Queensland, Australia.

Tuesday 13 July 2010	2.00PM - 3.40PM	Room : 407B
-----------------------------	------------------------	--------------------

Track : Economics

Session Chair : Dr. Jorge Miguel Andraz, University of Algarve, Portugal

(224) Do Liquidity Constraints Matter for R&D and Investment in the Pharmaceutical Industry?: Eshref Trushin, Queen Mary University of London, UK

(243) Quantitive Analysis on the Impact of China-New Zealand FTA on Both Sides' Economies: Tan Huiping and Li Cai, Dalian Nationalities University, China

(233) Incidences Of Currency Misalignment Across Exchange Rate Regimes In Malaysia: Azlul Kalilah Zaghlol and Saadiah Mohamad, Universiti Teknologi MARA, Malaysia

(205) The Functional And Institutional Distribution Of Income Across Different Institutional Agents And Sectors In Malaysia: Mukaramah-Harun, Universiti Utara Malaysia and M. AZALI, A.R. ZAKARIA Universiti Putra Malaysia, Malaysia.

(214) Fiscal Refoms of States in India: Ratna Vadra, Institute of Management Technology, India

Tuesday 13 July 2010	4.00 – 5.40 PM	Room: 406
-----------------------------	-----------------------	------------------

Track : Management

Session Chair : Dr. Elenica Pjero, University 'Ismail Qemali', Albania

(449) Leadership and management practice: The more things change the more they stay the same: Chris Booth, Michael Segon, John Douglas Thomson and Dr Timothy O'Shannassy, RMIT University, Australia

(454) Protection Motivation theory and Cognitive styles: Exploring the interactions between cognitive styles and individual motivations: Seema Bhate, University of Sunderland, UK

***(441) Entrepreneurial Success In Africa: Exploring A Multi-Decision Model:**
Ntiedo J. Umoren, University Of Uyo, Nigeria

(410) A Comparison between Accounting, Business Administration and Theoretical Economics Students on the Impact of Their Majors on Personal Satisfaction in Acquiring General Skills: Vida Mojtahedzadeh and Seyed Hossein Alavi Tabari, , Al-Zahra University, Iran

(429) Exploiting the digital convergence: IPTV a new way for Italian telecoms?: Alberto Pezzi, University Roma Tre, Italy

Tuesday 13 July 2010	4-00PM - 5.40PM	Room : 407B
-----------------------------	------------------------	--------------------

Track : Finance

Session Chair : Professor Robert Clift, University of Tasmania, Australia

***(303) Expiration and Week effect: Empirical Evidence from the Indian Derivative Market:** Naliniprava Tripathy, Indian Institute of Management, India

(514) Reducing The Cognitive Gap Of Web Trust Between Web Users And Seal Services Providers Using The Cpa Auditing Service: Shi-Ming Huang and Lin-Yi Chou, National Chung Cheng University, Taiwan

(335) Multifactor Expected>Returns Models And The Performance Of Superstock Portfolios In The UK Equity Market: Paraskevas Pagas, Arief Daynes, University Of Portsmouth and Panagiotis Andrikopoulos, De Montfort University, United Kingdom

(332) Multi-period hedging, risk attitude, expected return, and interest rate: Chao-Chun Chen and Hsing-Wen Tu, Tunghai University, Taiwan

(308) CEO reputation and internal corporate governance: Christo Karuna, University of Houston, USA

Wednesday 14 July 2010	9.00AM - 10.40AM	Room : 406
-------------------------------	-------------------------	-------------------

Track : Management

Session Chair: Dina El Kayaly, Solution Consulting, Egypt

(458) Mentoring Communication Style: Implications For Managers: Michael Willemyns, University Of Wollongong Dubai, United Aran Emirates

(401) Corruption as part of National Culture: The disconnect between values, ethics and etiquette. Michael Segon, RMIT University, Australia

(408) The Challenge of Building Sustainable Supply Chain Relationships among Small Firms in Developing Economies: The Case of Kenya, Fred Mugambi Mwirigi, JKUAT, Kenya

(407) The Influence of Culture on Usability Perception of International Websites: Isabel Oller Bonet, La sale, Ramon Llull University, Spain

(431) Transformational Leadership: A Study of Gender Differences in Private Universities: Mahfuz Judeh, Applied Science University, Jordan

Wednesday 14 July 2010	9.00AM - 10.40AM	Room : 407B
-------------------------------	-------------------------	--------------------

Track : Finance

Session Chair : Dr. Meng Li, Roosevelt University, USA

***(331) Liquidity And Volatility On Indonesia Stock Exchange (Idx):**An Evidence Of JSX And SSX Merger: Luluk Kholisoh, Gunadarma University, Indonesia

(311) What Motivates Insurers to use Derivatives: Evidence from the United Kingdom Life Insurance Industry: Yung-Ming Shiu, National Cheng Kung University, Taiwan

(310) Project Returns from Investment Decisions: Evidence from Biopics: Raj Varma, University of Delaware and Wayne J. McMullen, Pennsylvania State University, USA

(309) Are stock returns predictable in the Saudi market ? an investigation of returns around earnings announcements: Ahmed Alzahrani, Institute of Public Administration, Saudi Arabia

Wednesday 14 July 2010	11.00AM - 12.40PM	Room : 406
-------------------------------	--------------------------	-------------------

Track : Economics

Session Chair: Professor Ilir Miteza, University of Michigan-Dearborn, USA

(235) The EU Leniency Programme and the Factors Affecting Fine Reductions: Catarina Marvao, Trinity College, Ireland

(207) Does Farmer's Diversification Into Non-Farm Employment Reduce Their Likelihood Of Poverty? Evidence In Malaysia: Siti Hadijah Che Mat and Roslan ABDUL-HAKIM, University Utara Malaysia, Malaysia

(245) Determinants Of Foreign Direct Investment Locations In Malaysia: Hasnah Ali and Sanep Ahmad, Unniversity Kebangsaan Malaysia, Malaysia

(229) Towards an Italian natural gas exchange: the implementation of the Clearing House model: Guendalina Capece, Francesca Di Pillo, Nathan Levialdi University of Rome and Livio Cricelli, Università di Cassino, Italy

202) Changing the Rules of the Game: The Impact of Privatization on Firm Industrial Relations: Dermot McCarthy, Bournemouth University and Eoin Reeves, Tom Turner, University of Limerick, UK

Wednesday 14 July 2010 11.00AM - 12.40PM Room : 407B

Track: Finance

Session Chair : Syed Ali Tarek, University of East London, UK

(334) Inflation, Stock Prices and Leverage in Emerging Markets: Deigo Pereira-Garmendia, University Pompeu Fabra. Spain

(319) Ownership preference and staffing decisions of Korean firms going to foreign markets: Heejung Yeo, Chungnam National University , South Korea

(316) Semi-Monthly Effect: Evidence From The Mauritian Official Stock Market: Ushad Subadar Agathee, The University of Mauritius, Mauritius

(338) Does consistency of monthly returns generate price momentum and subsequent reversals?: Abdulaziz M. Alwathainani, York University, Canada

(306) Value vs. Growth: Who Leads the Cyclical Stock Market?: Meng Li, Roosevelt University, USA

Wednesday 14 July 2010 2.00-3.40PM Room : 406
--

Track : Management & Marketing

Session Chair: Dr. Fara Azmat, Deakin University, Australia

(447) Using Unified Process To Develop An Online Publication: Foad Marzoughi, UTM, Malaysia

(450) Leadership and management education: An analysis of the experiences of an Australian group of managers: Chris Booth, RMIT University, Australia

*** (419) Have International Joint Ventures in Uganda's Manufacturing Industries Benefited from Foreign Partner's Technological Knowledge?:** Mary Basaasa Muhenda and Zainal Ariffin Ahmad Uganda Management Institute , Uganda

(426) Cultural Intelligence: Leveraging Differences to Bridge the Gap in the International Hospitality Industry: Pallvi Arora and Neelu Rohmetra, University of Jammu, India

(455) The impact of information technology threat avoidance factors on avoidance behavior of user: Hee-Ock Rho and Ilr Yu, Sun-Chon National University, South Korea

Wednesday 14 July 2010	2.00PM – 3.40PM	Room : 407B
-------------------------------	------------------------	--------------------

Track : Economics

Session Chair: Dr. Zia Haqq, World Business Institute, Australia

210) Industry Product Market Competition And Internal Corporate Governance: Christo Karuna, University Of Houston, USA

*** (230) Globalization, Capital mobility and tax competition: Panel data evidence from South Asia:** Farzana Munshi, BRAC University, Bangladesh

*** (246) Fiscal Deficits, Current Deficits and Investment: A Panel Cointegration and Error Correction Approach:** Ilir Miteza, University of Michigan-Dearborn, USA

*** (203) Curtailing Fertilizer Scarcity and Climate Change; an appraisal of Factors Affecting Organic Materials Use Option in Nigeria's Agriculture:** Segun Bamidele Fakayode, University of Ilorin. Nigeria.

*** (221) Developing a Dynamic Model for Iran's Economy:** Hossein Mirzaei, Karaj Payame Noor University, Iran

Wednesday 14 July 2010	4-00PM – 5.40PM	Room : 406
-------------------------------	------------------------	-------------------

Track : Finance and Economics

Session Chair: Professor Muhammad Tanko, Kanduna State university, Nigeria

(209) Financial Systems and Economic Performance: A cross country analysis: Yasuhiro Yonezawa, Waseda University, Japan and A.A.Azeez, University of Colombo, Sri Lanka.

(337) Application Multiple Attribute Group Decision Making in Evaluation and Selection problems Investors in Iran's stock exchange : Naser Hamidi, Sadegh Abedi and Zeinab Fathi, Islamic Azad University Of Qazvin, Iran

(317) Testing the contribution of the stock market towards economic growth: The case of Mauritius : Ushad Subadar Agathee and Raja Vinesh Sannasse, The University of Mauritius, Mauritius

***(203) Curtailing Fertilizer Scarcity and Climate Change; an appraisal of Factors Affecting Organic Materials Use Option in Nigeria's Agriculture:** Segun Bamidele, University of Ilorin, Nigeria.

***(323) Issuers' features and stock market reaction to convertible bonds issuance: Evidences from the French market:** Emmanuel Boutron, University of Paris- Quest Nanterre La Defense and Jérôme Hubler, Université de Nancy, France

(232) Overcoming the Liability of Network Outsidership – Rapid Internationalization Strategy of Emerging Markets: Hueiting Tsai, National Cheng Kung University, Taiwan

Wednesday 14 July 2010	4-00PM – 5.40PM	Room : 406
-------------------------------	------------------------	-------------------

Track : Management

Session Chair : : Dr. Michael Segon, RMIT University, Australia

***(427) Assessing Industry Experts' Ethnocentrism and Perceptions Towards Domestic and Foreign Products in Mauritius :** Priya Baguant University of Mauritius, Mauritius and Rooma Roshnee Ramsaran-Fowdar, Queensland University, Australia.

*** (444) A Research Study on “Examining the Best Practices in Performance Appraisal”:** Archana Ernest Gaekwad, Sinhgad Institute of Business Administration & Research, India

(466) The Population Dynamics Phenomenon The Role of Emerging Giants: China, India and Brazil: Oskar Kayasan, University of London, UK

(425) Modeling an e-Government portal for tourism industry: Foad Marzoughi UTM, Malaysia, Malaysia, Malaysia

List of Presenting Authors

Dr. Elenica Pjero	University of Vlora	Albania
Dr. David Emsley	University of Melbourne	Australia
Dr. Isabel Metz	University of Melbourne	Australia
Mr. Chris Booth	RMIT University	Australia
Dr. Michael Segon	RMIT University	Australia
Dr. Fara Azmat	Deakin University	Australia
Dr. Farzana Munshi	BRAC University	Bangladesh
Prof. Abdulaziz Alwathainani	York University	Canada
Mrs. Li Cai	Dalian Nationalities University	China
Mrs. Huiping Tan	Dalian Nationalities University	China
Ms. Dina El Kayaly	Solution Consulting	Egypt
Mr. Emmanuel Boutron	University Paris Quest Nanterre La Defense	France
Ms. Pallvi Arora	University of Jammu	India
Dipa Mitra	Birla School of Management	India
Dr. Ratna Vadra	Institute of Management Technology	India
Dr. Naliniprava Tripathy	Indian Institute of Management Shillong	India
Dr. Archana Ernest Gaekwad	Sinhgad Inst. of Business Administration and Research	India
Ms. Zuhrohtun	Uni.'tas Pembangunan Nasional "Veteran" Yogyakarta	Indonesia
Dr. Luluk Kholisoh	Gunadarma University	Indonesia
Mr. Milad Nozari	Sharif University of Technology	Iran
Dr. Naser Hamidi	Islamic Azad University Qazvin	Iran
Dr. Vida Mojtahedzadeh	Al-Zahra University	Iran
Dr. Seyed Hossein Alavi Tabari	Al-Zahra University	Iran
Dr. Hossein Mirzaei	Karaj Payam Noor University	Iran
Ms. Catarina Marvao	Trinity College Dublin	Ireland
Dr. Guendalina Capece	University of Rome "Tor Vergata"	Italy
Mr. Alberto Pezzi	University Roma Tre	Italy
Prof. Yuko Katsuo	Gakushuin University	Japan
Dr. Mahfuz Judeh	Applied Science University	Jordan
Mr. Fred Mugambi Mwirigi	Jomo Kenyatta Uni. of Agriculture and Technology	Kenya
Mrs. Mukaramah Harun	University Utara Malaysia	Malaysia
Mrs. Siti Hadijah Che Mat	University of Utara Malaysia	Malaysia
Assoc. Prof. Hasnah Ali	University Kebangsaan	Malaysia
Mrs. Azlul Kalilah Zaghlol	Universiti Teknologi MARA	Malaysia

Dr. Rusnah Muhamad	University Malaya	Malaysia
Mr. Foad Marzoughi	Universiti Teknologi Malaysia	Malaysia
Mr. Ushad Subadar Agathee	University of Mauritius	Mauritius
Dr. Priya Baguant	University of Mauritius	Mauritius
Prof. Muhammad Tanko	Kanduna State University	Nigeria
Segun Bamidale Fakayode	University of Llorin	Nigeria
Dr. Ntiedo Umoren	University of UYO	Nigeria
Dr. Inayatullah Jan	Khyber Pakhtunkhwa Agricultural University	Pakistan
Raquel Matias Fonseca	University of Aveiro	Portugal
Mr. Willi Miguel Dos Santos Dias	University of Aveiro	Portugal
Dr. Jorge Andraz	University of Algarve	Portugal
Mr. Lucian Belascu	University of Sibiu	Romania
Dr. Houcem Smaoui	King Fahd of Petroleum Minerals	Saudi Arabia
Mr. Ahmed Alzahrani	Institute of Public Administration	Saudi Arabia
Dr. Waleed Alkhuzaim	Imam Mohammed Ibn Saud University	Saudi Arabia
Dr. Heejung Yeo	Chungnam National University	South Korea
Joseph Kwon	KAIST (Korean Advanced Inst. of Sc. & Tech)	South Korea
Dr. Hee-Ock Rho	Sun-Chon National University	South Korea
Mr. Diego Pereira-Garmendia	University Pompeu Fabra	Spain
Dr. Koldo Zabalza	University of the Basque Country	Spain
Dr. Jesus Matey	University of the Basque Country	Spain
Isabel Oller Bonet	La Salle, Ramon Llull University	Spain
Dr. Azeez Athambawa Abdul	University of Colombo	Sri Lanka
Dr. Hueiting Tsai	National Cheng Kung University	Taiwan
Dr. Yung-Ming Shiu	National Cheng Kung University	Taiwan
Dr. Fen-May Liou	Yuanpei University	Taiwan
Dr. Chao-Chun Chen	Tunghai University	Taiwan
Dr. Shi-Ming Huang	National Chung Cheng University	Taiwan
Dr. Kamphol Panyagometh	NIDA Business School	Thailand
Dr. Michael Willemyns	University of Wollongong in Dubai	UAE
Dr. Muhenda Mary Basaasa	Uganda Management Institute	Uganda
Dr. Dermot McCarthy	Bournemouth University	UK
Dr. Eshref Trushin	Queen Mary University of London	UK
Dr. Paraskevas Pagas	University of Portsmouth	UK
Dr. Panagiotis Andrikopoulos	De Montfort University	UK
Dr. Seema Bhate	University of Sunderland	UK
Mr. Florian Stahl	Newcastle University	UK

Mr. Syed A Tarek	University of East London	UK
Ms. Iman Sharif	Bangor Business School	UK
Prof. Oskar Kayasan	University of London	UK
Sorin Tuluca	Fairleigh Dickinson University	USA
Dr. Christo Karuna	University of Houston	USA
Dr. Raj Varma	University of Delaware	USA
Dr. Meng Li	Roosevelt University	USA
Prof. Ilir Mirteza	University of Michigan Dearborn	USA

Index of Presenting Authors

Name	Page No.
Abdulaziz Alwathainani	15
Ahmed Alzahrani	14
Alberto Pezzi	13
Archana Ernest Gaekwad	18
Azeez Athambawa Abdul	17
Azlul Kalilah Zaghlol	11
Catarina Marvao	11, 14
Chao-Chun Chen	13
Chris Booth	12 & 16
Christo Karuna	13 & 16
David Emsley	9
Dermot McCarthy	15
Diego Pereira-Garmendia	15
Dina El Kayaly	11 & 13
Elenica Pjero	11 & 12
Emmanuel Boutron	17
Eshref Trushin	10 & 12
Fara Azmat	11 & 15
Farzana Munshi	16
Fen-May Liou	10
Florian Stahl	11
Foad Marzoughi	15 & 18
Fred Mugambi Mwirigi	14
Guendalina Capece	15
Hasnah Ali	10 & 15
Heejung Yeo	15
Hee-Ock Rho	16
Hossein Mirzaei	16
Houcem Smaoui	10
Hueiting Tsai	17
Iilir Mirteza	14 & 16
Iman Sharif	11
Isabel Metz	10
Isabel Oller Bonet	14

Jesus Matey	10
Jorge Andraz	10 & 12
Joseph Kwon	9
Kamphol Panyagometh	11
Koldo Zabalza	10
Li Cai	12
Lucian Belascu	10
Luluk Kholisoh	14
Mahfuz Judeh	14
Meng Li	14 & 15
Michael Segon	10,11,14 & 17
Michael Willemyns	13
Mukaramah Harun	12
Muhammad Tanko	11 & 17
Mary Basaasa Muhenda	16
Naliniprava Tripathy	13
Naser Hamidi	17
Ntiedo Umoren	13
Oskar Kayasan	9 & 18
Pallvi Arora	16
Panagiotis Andrikopoulos	13
Paraskevas Pagas	13
Priya Baguant	12 & 17
Raj Varma	14
Raquel Matias Fonseca	9
Reza Radfar	11
Ratna Vadra	12
Rusnah Muhamad	9
Seema Bhate	12
Segun Bamidale Fakayode	16 & 17
Seyed Hossein Alavi Tabari	13
Shi-Ming Huang	13
Siti Hadijah Che Mat	15
Sorin Tuluca	9
Syed A Tarek	11 & 15
Tan Huiping	12
Ushad Subadar Agathee	15 & 17
Vida Mojtahedzadeh	13
Willi Miguel Dos Santos Dias	9

Yuko Katsuo	9
Yung-Ming Shiu	14
Zuhrohtun	10