IABE-2015 Las Vegas Annual Conference

PROGRAM

October 11-13, 2015
Circus Circus Hotel & Casino
Nevada, USA

Conference Chair
Dr. Marius Gavriletea, Babes Bolyai University, Romania

Organizing Committee
Dr. Timothy K. Mantz, Program Chair
Dr. Cheick Wagué, Program Chair
Dr. Tahi J. Gnepa, Program Chair
Dr. Bhaves M. Patel, Program Chair

International Academy of Business and Economics®
Promoting Global Competitiveness™
IABE.EU
CALL FOR PAPERS

IABE-2016 - Orlando Spring Conference
Submission Deadline: January 11, 2016. Early Online Submissions Welcome!

Organizing Committee
Dr. Marius Gavriletea, Conference Chair
Dr. Tahi J. Gnepa, Program Chair
Dr. Bhavesh Patel, Program Chair

“Research / Teaching Excellence in Business and Economics”
We invite papers/articles, abstracts, or cases on topics related to research, practice, and teaching in all subject areas of Business Administration, Economics, International Business, E-Business, Public Administration, Healthcare Administration, and related subject areas. Please refer to our list for over 70 subject areas in 10 broadly defined tracks for the conference. Please visit our website: www.iabe.org.
All manuscripts will be double-blind peer-reviewed on a continual basis throughout the year. We will email the result of the review process to the author(s) in about eight weeks after the submission. All recommended manuscripts will be scheduled for presentation at the conference and for publication in the IABE Proceedings on CD. Based on the reviewers’ recommendations and subject area, the highly competitive papers will be published in one of the refereed journals.

Refereed Publications:

European Journal of Management: (ISSN: 1555-4015)
Journal of Academy of Business and Economics: (ISSN: 1542-8710)
Journal of International Business and Economics: (ISSN: 1544-8037)
Journal of International Finance and Economics: (ISSN: 1555-6336)
International Journal of Business Research: (ISSN: 1555-1296)
International Journal of Business Strategy: (ISSN: 1553-9363)
Journal of International Management Studies: (ISSN: 1930-6105)
Review of Business Research: (ISSN: 1546-2609)

Instructions for Submission of Manuscripts for the Review:
Submission Deadline: January 11, 2016. Early Online Submissions are Welcome!
Paper Format: Please Use MS Word, Arial font size 10 with single spacing.
Margins: All margins 1 inch each; Maximum 30 pages for review!
Online Submissions: Please submit your paper online at http://www.iabe.eu. It’s easy!
E-Mail Submissions: E-mail paper in an MS-Word file attachment to: Review@iabe.org

On completion of the review process in about eight weeks, author(s) of accepted papers will be emailed a letter of acceptance along with other information. Submit your paper early for full considerations!

Registration Fee*: $365 USD per participant. Please visit our website www.iabe.eu for more information.
Benefits: Registration fee includes an opportunity to publish your accepted paper in a publication, one printed issue of the journal or Proceedings CD containing your paper, the luncheon, the reception, breakfast/coffee breaks, an international forum to present your paper, attend other presentations, listing of your paper in the program, one-year IABE membership, and an opportunity to meet and network with your international colleagues in a friendly environment. + Orlando!
Welcome to the IABE-2015 Las Vegas!

Dear IABE Participants,

Welcome to the IABE-2015 Las Vegas - Annual Conference of the International Academy of Business and Economics (IABE-2015 Las Vegas) and welcome to Las Vegas! This Annual Conference is an exciting event to you as well as to us. As we have in the past, IABE is providing again another forum for you to interact with hundreds of like-minded scholars from all continents. Enjoy this truly global intellectual atmosphere! Explore the city of Las Vegas!

Throughout its existence, IABE has offered its members flexibility and open access, and we hope we can continue providing the same benefits in the future. Increasingly, though, we are going to need your help as we face the unavoidable challenges and constraints of growth. The IABE Annual conference will continue to be held during October each year; likewise, most IABE journals will continue to be published in March, December, June and October each year. Therefore, we now encourage all year-round submissions. Among other challenges, growth of our conference and journals has meant pressure on our paper review infrastructure and we believe the above innovations will make the whole paper submission-review-feedback process an enjoyable experience for all.

To all the authors, reviewers and board members who helped shape the current conference, we say thank you for your dedication and for making the 2015 Annual Conference a milestone in IABE history. To all IABE members, we announce that we will be holding our IABE-2015 Las Vegas Annual conference in Las Vegas, Nevada during October 11-13, 2015. (www.iabe.eu; www.iabe.org).

We appreciate following universities sponsoring our journals and the IABE-2015.

<table>
<thead>
<tr>
<th>Journal Name</th>
<th>Sponsoring University</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal of International Business and Economics (JIBE)</td>
<td>Mahasarakham University, Nevada, USA</td>
</tr>
<tr>
<td>European Journal of Management (EJM)</td>
<td>Faculty of Business, Universitatea Babes-Bolyai, Romania</td>
</tr>
<tr>
<td>Journal of Academy of Business and Economics (JABE)</td>
<td>School of Social Sciences, South Stockholm University Sodertom, Sweden</td>
</tr>
<tr>
<td>Journal of International Finance and Economics (JIFE)</td>
<td>College of Business Administration, CSU Stanislaus California, USA</td>
</tr>
<tr>
<td>International Journal of Business Research (IJBR)</td>
<td>School of Business, Keiser University, Florida, USA</td>
</tr>
<tr>
<td>Review of Business Research (RBR)</td>
<td>Catholic University of Brasilia</td>
</tr>
<tr>
<td>European Journal of Business Research (EJBR)</td>
<td>Johannes Kepler University Linz, Linz, Austria</td>
</tr>
</tbody>
</table>

On behalf of the IABE Executive Committee and the IABE Members, we highly appreciate our Luncheon Keynote Speaker, Professor Mehdi Hojjat of Neumann University.

Enjoy IABE-2015 Las Vegas! Prepare for IABE-2015 San Francisco in December, IABE-2016 Orlando in March and IABE-2016 Italy (Florence and Pisa) in June!

Warm Regards,
Dr. Marius D. Gavriletea, Conference Chair
Dr. Cheick Wagué, Program Chair
Dr. Tahi J. Gnepa, Program Chair
Dr. Bhavesh M. Patel, Program Chair
IABE EXECUTIVE BOARD 2015:

President:    Dr. Cheick Wagué, South Stockholm University, Sweden

Vice Presidents:   Dr. Phapruke Ussahawanitchakit, Mahasarakham University, Thailand
Dr. Tahi J. Gnepa, California State University-Stanislaus, Turlock, CA
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Dr. Marius Gavriletea, Babes Bolayi University, Cluj-Napoca, Romania
Dr. Timothy K. Mantz, Keiser University, Fort Lauderdale, Florida, USA

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Dr. CB Claiborne, Texas Southern University, Houston Texas
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Dr. Vishnuprasad Nagadevara, Indian Institute of Management Bangalore, India
Dr. Manying Qiu, Virginia State University, Petersburg, Virginia, USA

IABE-2015 Las Vegas - Executive Committee:

Conference Chair:    Dr. Marius D. Gavriletea
Program Chair:    Dr. Cheick Wagué
Program Chair:  Dr. Timothy K. Mantz
Program Chair:  Dr. Tahi J. Gnepa
Program Chair:  Dr. Bhavesh M. Patel

Session Chairs:

Deborah Y. Cohn    Michael Cosgrove
Glendon Williams    Michael D. Yu
James P. Estes    Rolando Pena-Sanchez
James Thomas Kunnanatt    Sandip Mukherji
Jerry M. Chin    Syd Gilani
Jungki Lee    V. REDDY DONDETI
Marion J. Tyler    Wei-Lin Chang
Marius Dan Gavriletea    Zaid Mohammad Obeidat
Mark A. Lee
IABE Professional Membership:
We invite you to join the IABE as a Professional Member. As a Professional Member of the IABE, you will have full online access to one of the IABE journals of your choice and you will receive Professional Membership Certificate for an annual fee of US $75 (€60). You may also register for online subscription to an additional journal of your choice. Please join the IABE Professional Membership ONLINE at www.iabe.eu or www.iabe.org soon.

ONLINE Paper Submission:
IABE reviews papers for the conference presentation and for the journal publications throughout the year. Please submit your papers ONLINE at www.iabe.eu or www.iabe.org. It’s easy, quick and secure! You may also check status of your paper submitted and a summary of reviewers’ comments.

Paper Submissions Deadlines:
IABE-2016 Orlando: January 11, 2016  http://www.iabe.org
IABE-2016 Italy: April 18, 2016  http://www.iabe.eu

ONLINE Conference Registration:
Please complete your registration ONLINE at www.iabe.eu or www.iabe.org. During online registration, you can submit your formatted paper, if any, and pay your total registration fee using credit/debit card or checking account. It is easy, quick, and secure to register online and pay through Google Checkout or Paypal.

Join us as a Paper Reviewer:
We request you to join the IABE as a paper reviewer. Sign up as a paper reviewer ONLINE at www.iabe.eu or www.iabe.org.

Journal Sponsorship:
We are seeking sponsors for some of our journals. If your university / organization is interested in sponsoring our journal, please contact us at Admin@iabe.eu for more details.
IABE-2015 Las Vegas Program

WELCOME!

Please read all instructions below:

If you completed registration and you are planning to NOT attend the IABE-2015 Las Vegas Annual Conference:

Please email us immediately at Admin@iabe.eu with your name, mailing address, paper title, and publication name. We will send you the receipt for the registration fees and an issue of the publication containing your paper in November/December 2015. Please note that attendance at the conference is optional.

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

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

What to do if you have completed the registration process but your paper/abstract is not listed or is listed incorrectly in the Program:

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

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

On your arrival at Circus Circus Hotel & Casino, Las Vegas, please contact only Dr. Marius Gavriletea. All rescheduled presentations will be given during the conference, October 11-13, 2015. On a space available basis, Dr. Gavriletea will certainly try to help you with rescheduling your presentation, starting on October 11, 2015 and NOT before. Please DO NOT email Dr. Gavriletea regarding rescheduling your presentation.

What should you bring along for your presentation?

Power point equipment will be available for your presentation. Please bring in 15-20 copies of your formatted paper for distribution at your session. Each paper will have about 15 minutes for presentation. Session chairs will manage their sessions. Dr. Marius Gavriletea, Program Chair, will be available for any additional help.

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

Dr. Marius Gavriletea and David Morse will be ready to assist you with your problems at the IABE registration desk. If you have any other problem(s), please contact Dr. Gavriletea at the registration desk only (no emails please!).

What to do if you have a problem regarding your fees and/or paper publication: Please fill in the IABE Member Service Form. We will resolve the issue ASAP.

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

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

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

What else? Attend the events and sight-seeing, have fun and entertainment, great food, and visit great places in Las Vegas.

Thank You!
IABE-2015 Las Vegas: Annual Conference Program

Outline
October 11-13, 2015, Las Vegas, Nevada, USA
Venue: Circus Circus Hotel Casino, Las Vegas, Nevada, USA
2880 S Las Vegas Blvd, Las Vegas, NV 89109
Website: http://www.circuscircus.com/ Error! Hyperlink reference not valid.

Presentation Rooms:
Conference Room A
Conference Room B
Conference Room E

Sunday, October 11, 2015: Arrival of Participants, Early
Registrations, and Presentations

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:45</td>
<td>AM - 3:30 PM Early Registration in Lower Level Foyer</td>
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<tr>
<td>7:45</td>
<td>AM - 8:00 AM Coffee/Snacks</td>
</tr>
<tr>
<td>8:00</td>
<td>AM - 9:50 AM Paper Presentations: Concurrent Sessions</td>
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<tr>
<td>9:50</td>
<td>AM - 10:00 AM Coffee/Snacks</td>
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<tr>
<td>10:00</td>
<td>AM - 11:50 AM Paper Presentations: Concurrent Sessions</td>
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<td>BREAK</td>
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<tr>
<td>1:00</td>
<td>PM - 2:50 PM Paper Presentations: Concurrent Sessions</td>
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<tr>
<td>2:50</td>
<td>PM - 3:00 PM Coffee/Snacks</td>
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<tr>
<td>3:00</td>
<td>PM - 4:50 PM Paper Presentations: Concurrent Sessions</td>
</tr>
<tr>
<td>4:00</td>
<td>PM - 6:00 PM Editor Meeting</td>
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Monday, October 12, 2015: Registrations and Presentations

<table>
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<th>Time</th>
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<tbody>
<tr>
<td>7:45</td>
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<tr>
<td>10:00</td>
<td>AM - 11:30 AM Paper Presentations: Concurrent Sessions</td>
</tr>
<tr>
<td>11:30</td>
<td>AM - 1:00 PM IABE-2015 Luncheon (Meeting Room C/D)</td>
</tr>
<tr>
<td>1:00</td>
<td>PM - 2:50 PM Paper Presentations: Concurrent Sessions</td>
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Tuesday, October 13, 2015: Registrations and Presentations

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<tr>
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<tr>
<td>10:00</td>
<td>AM - 11:50 PM Paper Presentations: Concurrent Sessions</td>
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<tr>
<td>4:30</td>
<td>PM - 5:00 PM Dinner Buffet (Ask for Details at Reception)</td>
</tr>
<tr>
<td>5:00</td>
<td>PM IABE-2015 Las Vegas Concludes!</td>
</tr>
</tbody>
</table>
Track: International Business

Session Chair: Rolando Pena-Sanchez

TEXAS SENATE BILL 11 CAMPUS CARRY OF FIREARMS: PROPOSING GUN-FREE ZONES INSIDE SCHOOL CAMPUSES
   Rolando Pena-Sanchez, Texas A&M International University, USA

NO MAN IS AN ISLAND: ICELANDIC EXPATRITES WORKING IN THE FISHERIES INDUSTRY
   Sigrún Edda Eðvarðsdóttir, University of Iceland, Reykjavík, Iceland
   Svala Guðmundsdóttir, University of Iceland, Reykjavík, Iceland

EXPATRIATES IN ICELAND: CULTURE, THE WORKPLACE AND COMMUNICATION WITH ICELANDERS.
   Auður Inga Ísleifsdóttir, University of Iceland, Reykjavík, Iceland
   Svala Guðmundsdóttir, University of Iceland, Reykjavík, Iceland

THE IMPORTANCE OF COMPANY CULTURE IN A MERGED COMPANY
   Gylfi Dalmann Adalsteinsson, School of Business, University of Iceland, Reykjavík, Iceland
   Elsa Grimsdottir, School of Business, University of Iceland, Reykjavík, Iceland

BARCODE AND RFID: TWO TECHNOLOGIES USED IN LOGISTICS TO IDENTIFY PHYSICAL PRODUCTS
   Rolando Pena-Sanchez, Texas A&M International University, USA

GDP GROWTH RATES OF MEXICO, USA AND CANADA BEFORE AND AFTER THE INTERNATIONAL TREATY: NAFTA
   Rolando Pena-Sanchez, Texas A&M International University, USA

DO THE FREE TRADE AGREEMENTS HAVE A NEGATIVE EFFECT OVER THE CONSUMERS IN THE EXPORTING COUNTRY? THE CASE OF DR-CAFTA, NICARAGUA AND BEEF EXPORTS TO U.S.
   Miguel Calderon, Agribusiness Management Department, Zamorano University
   Lauren Benavidez, Agribusiness Management Department, Zamorano University
Track: Finance Tracks

Session Chair: James P. Estes

Greed and Perceived Need Trumps Good Fiscal Practice: The Use of Capital Appreciation Bonds by States and Municipalities
   James P. Estes, California State University, San Bernardino, CA, USA
   Marc Fudge, California State University, San Bernardino, CA, USA

Concentration in the Banking Industry - Determinants and Impacts
   Cheick Wagué, Södertörn, University of Southern Stockholm, Sweden
   P. Nandakumar Warrier, Indian Institute of Management, Kozhikode, India

A Framework for a National Special Purpose Court for Banking and Financial Crimes: The (Financial) Predator Must Ultimately Become the Layman’s Prey!
   Stacy R. Barnes, Averett University, Danville, Virginia, USA

Bankruptcy Reform and Consumer Chapter 11 Filing Rates: An Interrupted Time-Series Regression Analysis
   Robert J. Landry III, Jacksonville State University, Jacksonville, AL, USA
   S. Keith Lowe, Jacksonville State University, Jacksonville, AL, USA
   Benjamin B. Boozer Jr., Jacksonville State University, Jacksonville, AL, USA
   John E. Sneed, Jacksonville State University, Jacksonville, AL, USA
   Cynthia A. Sneed, Jacksonville State University, Jacksonville, AL, USA

Time-Varying Correlations and Stock Market Co-Movements: Evidence from South Africa and Its Major Trading Partners
   George Ogum, La Sierra University, Riverside, California, USA

Internationalization, Corporate Governance and Firm Value
   Wei Ning, Texas A&M International University, Laredo TX USA
   Jorge Brusa, Texas A&M International University, Laredo TX USA
Track:  Economics Tracks

Session Chair:  Zaid Mohammad Obeidat

YOUTH UNEMPLOYMENT IN JORDAN: CAUSES & SOLUTIONS
  Zaid Mohammad Obeidat, Lecturer at the University of Jordan

A STUDY OF THE ECONOMIC CONTRIBUTION OF IMMIGRANTS WITHIN THE EASTERN SHORE POPULATION OF NORTHEASTERN VIRGINIA
  James Corprew, Norfolk State University, Norfolk, VA, USA
  Carl B. McGowan, Jr., Norfolk State University, Norfolk, VA, USA
  Luis A. Quintero, Strayer University, Norfolk, VA, USA

IS ONTARIO’S ELECTRICITY COST DISADVANTAGE IMPACTING IT’S MANUFACTURING SHIPMENTS?
  David B. Yerger, Indiana University of Pennsylvania, Indiana, PA, USA

DETERMINANTS OF QUILTS AND DISMISSALS (AN ANALYSIS OF DATA FROM A CHEMICAL COMPANY)
  Tekin Akgeyik, Istanbul University, Istanbul, Turkey

CASE STUDY: ADMINISTRATOR AND FACULTY SALARY COMPARISONS
  Michael Cosgrove, University of Dallas, Texas, USA
  Blake Frank, University of Dallas, Texas, USA

IDENTIFYING CONSTRAINTS THAT REDUCE TOTAL FACTOR PRODUCTIVITY IN NIGERIA
  George R.G. Clarke, Texas A&M International University

A MONETARIST CRITIQUE OF THE FEDERAL RESERVE’S MONETARY POLICY IN THE 2008-2013 PERIOD IN RESPONSE TO THE GREAT RECESSION AND FINANCIAL CRISIS
  Charles W. Johnston, Center for Graduate Studies, Baker College, Flint, Michigan, USA
Track:          MIS / CIS Tracks

Session Chair:  Jerry M. Chin

PERSONAL INNOVATIVENESS AND SELF-EFFICACY ON ERP SYSTEMS ADOPTION
   Alicia Iriberri, California State University, Fresno
   Jesus Canelon, University of Illinois, Springfield

A MIND MAP FOR THE TRUTH FUNCTIONAL FORM ALGORITHM
   Jerry M. Chin, Missouri State University
   Mary H. Chin, Missouri State University

FINANCIAL AND TECHNOLOGICAL CONSIDERATIONS OF NATIONAL HEALTH CARE POLICIES
   Ralph E. McKinney, Jr. Marshall University, Huntington, WV, USA
   Lawrence P. Shao, Slippery Rock University, Slippery Rock, PA, USA
   Dale H. Shao, Marshall University, Huntington, WV, USA

THE ULTIMATE SOLUTION FOR SMARTPHONE SPYWARE
   Ook Lee, Department of Information System, Hanyang University, Seoul, Korea

THE IMPACT OF EMPLOYEE DIVERSITY ON IT BUSINESS VALUE
   Shady Fraiha, American University of the Middle East, Kuwait
THE INFLUENCE OF GLOBAL CONSUMER VALUES AND PERCEIVED RISK FACTORS ON GREEN VEHICLE ADOPTION
  Deborah Y. Cohn - New York Institute of Technology, Old Westbury, New York USA
  Valerie L. Vaccaro - Kean University, Union, New Jersey USA

(NOT) GOING FOR BROKE: HOW RESIDENTS IN AN URBAN SETTING PERCEIVE IMPACTS OF SLOT MACHINE GAMING INTRODUCTION
  Omar J. Khan, Morgan State University
  Nathan K. Austin, Morgan State University

MANUFACTURERS’ REPRESENTATIVES AS A SOLUTION TO DISTRIBUTOR DISINTERMEDIATED INDUCED CHANNEL CONFLICT
  Peter A. Reday, Youngstown State University, Youngstown, Ohio
  T.F.J. Steyn, Cameron University, Lawton, Oklahoma
  Alfred L. Guiffrida, Kent State University, Kent, Ohio

TEACHING SUSTAINABILITY IN BUSINESS SCHOOLS: THE CONTEXT OF MARKETING MANAGEMENT
  Pramod Paliwal, School of Petroleum Management, Pandit Deendayal Petroleum University, Raisan-Gandhinagar-Gujarat, INDIA

STUDYING A FIRM’S INNOVATIONS AS A MULTI-FACETED (INTERACTIVE) SOCIO-TECHNICAL PROCESS
  Gabriel Baffour Awuah, Department of Marketing, Halmstad University/Sweden, Halmstad, Sweden
  Faisal Iddris, Department of Marketing, Halmstad University/Sweden, Halmstad, Sweden

THE ETHICS OF MULTI-LEVEL MARKETING AND PYRAMID SCHEMES
  Yanan Guo, University of the West, California, USA
  Peng Chan, Cal State Fullerton, USA

PARALLEL PRODUCT AND PRODUCTION ROAD MAPS: THE KEYS TO CRM THROUGH CLOSER CUSTOMER-SUPPLIER COLLABORATION?
  Peter A. Reday, Youngstown State University, U.S.A.
  Derik Steyn, Cameron University, U.S.A.
  Anthony J. Kos, Youngstown State University, U.S.A.
  Jason Harrington, Verizon Wireless, U.S.A.
Track: Management Tracks

Session Chair: Marion J. Tyler

CHANGE AS A CATALYST LEADING TO THE ERA OF CORPORATE SOCIAL INNOVATION: REFLECTIONS ON THE CANADIAN SOCIETY’S EFFORTS TO PROMOTE CSI
Zeinab Younis, The British University in Egypt - BUE

WHAT BECOMES OF THE ACCUMULATED KNOWLEDGE OF EMPLOYEES FOLLOWING THEIR RETIREMENT?
Sigridur Hjalmarsdottir, School of Business, University of Iceland, Reykjavik, Iceland
Gylfi Dalmann Adalsteinsson, School of Business, University of Iceland, Reykjavik, Iceland

SOCIAL MEDIA IN HUMAN RESOURCE MANAGEMENT
Ralph E. McKinney, Jr. Marshall University, Huntington, WV, USA
Lawrence P. Shao, Slippery Rock University, Slippery Rock, PA, USA
Dale H. Shao, Marshall University, Huntington, WV, USA

DYNAMIC CAPABILITY-BASED DIVERSIFICATION: IMPLICATIONS FOR ECONOMY OF SCOPE
Woonghee Lee, Hanyang University

SYNCHRONOUS VERSUS ASYNCHRONOUS LEARNING ELEMENTS: IS THERE A MEASURABLE DIFFERENCE?
Marion J.Tyler, Kaplan University
Andryce M. Zurick, Kaplan University

ECONOMIC IMPACTS AND DETERMINANTS OF FOREIGN DIRECT INVESTMENT IN DEVELOPING COUNTRIES
Fathollah M. Bagheri, University of North Dakota, Grand Forks, North Dakota, USA
Andrea M. LaFrance, University of Denver, Denver, Colorado, USA

BORDER SPILLOVER EFFECTS ON HUMAN DEVELOPMENT INDEX
Fathollah M Bagheri, University of North Dakota, Grand Forks, USA
Guido Giuntini, Shady Side Academy, Pittsburgh, USA
Track: MIS / All Other Tracks

Session Chair: Wei-Lin Chang

THE ETHICS OF BIG DATA
Wei-Lin Chang, University of the West, California, USA
Peng Chan, Cal State Fullerton, USA

CREATING A CUSTOMER SATISFACTION INDEX FROM A SURVEY INSTRUMENT
In-Jae Kim, Minnesota State University, Mankato, MN, USA
Brian Barthel, LORAM Maintenance of Way, MN, USA
Sung Kim, Minnesota State University, Mankato, MN, USA
Dooyoung Shin, Minnesota State University, Mankato, MN, USA

RETAIL SITE ANALYSIS WITH THE HUFF MODEL
Woo Jang, Minnesota State University, Mankato, MN, USA
Jason Rhodes, Kennesaw State University, GA, USA
Dooyoung Shin, Minnesota State University, Mankato, MN, USA
Sung Kim, Minnesota State University, Mankato, MN, USA

OPTIMAL JOINT REPLENISHMENT STRATEGY FOR A CENTRAL FACTORY WITH MULTIPLE SATELLITE FACTORIES USING SIMULATED ANNEALING
Amit Kumar Gupta, Department of Operations Management, Management Development Institute, Gurgaon, India

ASSESSMENT OF BRAND IMAGE AND BRAND ATTACHMENT AMONGST CELL PHONE USERS
Prafulla, Arjun Pawar, Savitribai Phule Pune University
Track: Finance Tracks

Session Chair: Sandip Mukherji

MEAN-VARIANCE OPTIMAL PORTFOLIOS CONSIDERING SKEWNESS AND KURTOSIS
   Sandip Mukherji, Howard University, Washington, DC, USA

DISTRIBUTIONS OF U.S. ASSET RETURNS OVER DIFFERENT INVESTMENT PERIODS
   Sandip Mukherji, Howard University, Washington, DC, USA

ENTERPRISE RISK MANAGEMENT: A STUDY ABOUT THE LEVEL OF ERM IMPLEMENTATION IN BRAZILIAN COMPANIES ISSUING ADRs
   Jose Luiz Barros Fernandes, University Catholic of Brasília, Brasília, Brazil
   Alberto S. Matsumoto, University Catholic of Brasília, Brasília, Brazil
   Ricardo Gonçalves da Silva University Catholic of Brasília, Brasília, Brazil
   Rafael Araújo University Catholic of Brasília, Brasília, Brazil

CAPITAL STRUCTURE OF CONSTRUCTION SECTOR IN MEXICO: PANEL DATA ANALYSIS
   Juan Gaytan-Cortes, University of Guadalajara-CUCEA, Guadalajara, Jalisco, Mexico
   Gonzalo Maldonado-Guzman, University Autonomous of Aguascalientes, Aguascalientes, Ags. Mexico
   Juan Antonio Bargas-Baraza, University of Guadalajara-CUCEA, Guadalajara, Jalisco, Mexico

CREATING OPTIMAL MUTUAL FUND PORTFOLIOS USING EXCEL SOLVER
   Larry J. Prather, Southeastern Oklahoma State University, Durant, Oklahoma
   Han-Sheng Chen, Southeastern Oklahoma State University, Durant, Oklahoma
   Ying-Chou Lin, Southeastern Oklahoma State University, Durant, Oklahoma

ASSET ALLOCATION ACROSS INVESTMENT HORIZONS WITH INDEPENDENT RETURNS
   Ronald Best, University of West Georgia, Carrollton, Georgia, USA
   Charles W. Hodges, University of West Georgia, Carrollton, Georgia, USA
   James A. Yoder, University of West Georgia, Carrollton, Georgia, USA
Track: Marketing Tracks

Session Chair: Jungki Lee

EFFECTS OF PERCEIVED CONTROL ON SATISFACTION AMONG MEDICAL SERVICE CUSTOMERS
Jungki Lee, Korea University
Sam Fullerton, Eastern Michigan University

ENGAGEMENT BEHAVIOR AS A PRECURSOR FOR LOYALTY TO ALMA MATER AT BUSINESS SCHOOL
Jungki Lee, Korea University at Sejong, Sejong, South Korea
Seongryul Park, Korea University at Sejong, Sejong, South Korea

IMPACT OF INTERNAL MARKETING EFFORTS ON TEACHING SERVICE QUALITY IN THE TERTIARY EDUCATION SECTOR OF PAKISTAN
Farzana Rahman Safi, University of Peshawar KPK, Pakistan
Abu Saleh, School of Management, Faculty of BGL, University of Canberra, Australia
Razia Begum, University of Peshawar KPK, Pakistan
Irfanuzzaman Khan, School of Management, Faculty of BGL, University of Canberra, Australia

TRAVELLERS’ ATTITUDE AND THEIR INTENTION TO VISIT REYKJAVIK
Fridrik Larsen, School of Business, University of Iceland, Reykjavik, Iceland
Thorhallur Gudlaugsson, School of Business, University of Iceland, Reykjavik, Iceland

UNDERSTANDING SHOPPING BEHAVIORS OF PARTNERS DURING A JOINT-SHOPPING TRIP
Junsang Lim, Virginia State University, Petersburg, Virginia, USA
Seungjae Lee, Keimyung College University, Daegu, South Korea

CUSTOMER INTEGRATION – A CRITICAL CASE - SUPPORTED OBSERVATION OF THE RISKS OF A MARKETING TREND
Mareike Ballendat, RWTH Aachen University, Germany
Antje S.J. Hüttten, RWTH Aachen University, Germany
David Antons, RWTH Aachen University, Germany
Thomas Niemand, TU Dresden, Germany
Florian U. Siems, TU Dresden, Germany

FAKE PHARMACEUTICAL A $431 BILLION MARKET
Dr. Salem L Boumediene
Professor Brian Gurney
Mr. Gary Amundson
Track: Accounting Tracks

Session Chair: Michael D. Yu

INCORPORATION CHOICE AND IMPLIED COST OF EQUITY
Jere R. Francis, University of Missouri-Columbia Columbia, Missouri, USA & University of Technology, Sydney, NSW, Australia
Michael D. Yu, University of West Georgia, Carrollton, Georgia, USA

SMB AUTOMATION OF ACCOUNTS PAYABLE AND ACCOUNTS RECEIVABLE
Cyril H. Mayes, ERP Business Process Specialist, Selmer, TN, USA
John N. Dyer, Georgia Southern University, Statesboro, GA, USA

THE BALANCED SCORECARD IN THE CONTEXT OF SMES: A LITERATURE REVIEW
Dag Øivind Madsen, Buskerud and Vestfold University College, Norway

FACEBOOK USE BY ACCOUNTING STUDENTS AT MINORITY-SERVING INSTITUTIONS
George E. Heilman, Winston-Salem State University, Winston-Salem, NC, USA
Sathasivam Mathiyalakan, Winston-Salem State University, Winston-Salem, NC, USA
Jorge O. Brusa, Texas A&M International University, TX, USA

A NEW APPROACH TO TEACH ACCRUAL ACCOUNTING AND INTERNAL ADJUSTMENTS
Kun Wang, Texas Southern University, Houston, Texas, USA
Sewon O, Texas Southern University, Houston, Texas, USA

PENSION FINANCE—THE CRITICAL ROLE OF DISCOUNT RATE ASSUMPTION
Jane Mooney, Simmons College, Boston, Massachusetts, USA
J. Barry Lin, Khalifa University of Science, Technology & Research, Abu Dhabi, United Arab Emirates
Bingsheng Yi, California State University - Dominguez Hills, Carson, California USA
Meng Zhao, California State University - Dominguez Hills, Carson, California, USA

RELATIONAL DATABASE LOGICAL DESIGN – A CASE STUDY IN TOURISM DEVELOPMENT AND CUSTOMER RELATIONSHIP MANAGEMENT
Jim Chen, Norfolk State University, Norfolk, Virginia, USA
Josephine Stanley-Brown, Norfolk State University, Norfolk, Virginia, USA
Paulette Edmunds, Elizabeth City State University, Elizabeth City, North Carolina, USA
Track: Marketing Tracks

Session Chair: Jungki Lee

CULTURAL INFLUENCES ON SERVICE EXPECTATIONS FROM BUSINESS SCHOOLS
Jungki Lee, Korea University at Sejong, Sejong, South Korea
Sekhar Anantharaman, Indiana University of Pennsylvania, Indiana, PA, USA
Germain Kline, Indiana University of Pennsylvania, Indiana, PA, USA

EVALUATING THE EFFECTIVENESS OF MARKETING TACTICS USING PURCHASE DATA
Noriko Yokoyama, Waseda University, JAPAN
Shin-ichiro Yokoyama, Tokyo City University, JAPAN
Shuji Hashimoto, Waseda University, JAPAN

AN INVESTIGATION OF INTERGENERATIONAL GAPS IN EXPECTATIONS FROM AIRLINE SERVICES
Yoonwoo Hong, Korea University at Sejong, Sejong, South Korea
Jungki Lee, Korea University at Sejong, Sejong, South Korea

CAUSE-RELATED MARKETING AS A TOOL FOR BRAND MANAGEMENT – FINDINGS FROM AN EMPIRICAL STUDY
Manfred Bruhn, University of Basel, Switzerland
Virginia Hess, University of Basel, Switzerland
Daniela Schäfer, University of Basel, Switzerland
Jana Stolz, TU Dresden, Germany
Thomas Niemand, TU Dresden, Germany
Florian U. Siems, TU Dresden, Germany

MUSIC PIRACY IN CHINA
Eric K. W. Lau, Department of Marketing, City University of Hong Kong, Hong Kong
Suki, Y. T. Yao, MBA Graduate, College of Business, City University of Hong Kong

MODELING WAITING TIME IN ONLINE APPLICATIONS OF EDUCATIONAL ADMISSION WEBSITE
Lianlian Song, Nanjing University of Aeronautics and Astronautics, China
Jhony Choon Yeong Ng, Nanjing University of Aeronautics and Astronautics, China
Hing-Po Lo, University of Hong Kong, China
Track: International Business

Session Chair: James Thomas Kunnanatt

CULTURAL ADJUSTMENT AND THE MODERN EXPATRIATE
Cody Walsh, Cameron University
Ankur Nandedkar, Cameron University

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Hanan Al Mazrouei, United Arab Emirates University, UAE
James Thomas Kunnanatt, United Arab Emirates University, UAE
Robert Zacca, Alfaisal University, Kingdom of Saudi Arabia

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Hanan Al Mazrouei, UAE University
James Kunnanatt, UAE University
Robert Zacca, Al Faisal UnIversity

ATTRIBUTIONAL STYLE AND BURNOUT AMONG VETERAN POLICE OFFICERS
Daniel G.J. Kuchinka, Keiser University Graduate School
Richard A. Mendelson, Keiser University Graduate School
Tim Mantz, Keiser University Graduate School
Boris Djokic, Keiser University Graduate School

A COMPARISON OF US AND INDIAN CONSUMERS M-COUPON REDEMPTION BEHAVIORS
Richard A. Mendelson, Keiser University
Tim Mantz, Keiser University
Bonnie J. Gorder-Hinchey, Argosy University
Angel M. Bowie, Bauman College

AN EXPLORATORY ANALYSIS TO UNDERSTAND THE ROLE OF CONSUMER GENDER IN THE CONSUMER-BRAND RELATIONSHIP.
Vinod Bhagwatgiri Gosavi, Board of College and University Development, Savitribai Phule Pune University, Pune, India
Umesh Ramchandra Raut, Department of Management Sciences, Savitribai Phule Pune University, Pune, India

COMPLIANCE AND ENFORCEMENT OF THE UNITED NATIONS GLOBAL COMPACT
Margaret Sullivan Ryder, Keiser University, Ft. Lauderdale, Florida, USA
Matthias Eggertsson, Keiser University, Ft. Lauderdale, Florida, USA
IABE-2015 Las Vegas Luncheon

Keynote Speaker: FELICIA GUITY, MICROSOFT

Topic: EMOTIONAL INTELLIGENCE IN EDUCATION

Time: 11:30 PM – 1:00 PM, Monday, October 12, 2015

Venue: Circus Circus, Meeting Room C/D

Admission: IABE-2015 Las Vegas Official Name Badge Required
Track: Management Tracks

Session Chair: Mark A. Lee

LEADERSHIP EDUCATION FOR ONLINE LEARNERS: A CASE STUDY
   Joel D. Olson, Kaplan University
   Nathan Boyer, Kaplan University
   Carol Locker, Kaplan University

ALLIANCE MODE IN INTER-FIRM COOPERATION: A REAL OPTION VIEW
   Woonghee Lee, Hanyang University

COLLEGE GRADUATE SATISFACTION: OVER TIME AND BY MAJOR
   Frederick J. DeCasperis, Siena College, Loudonville, New York, USA
   Charles F. Seifert, Siena College, Loudonville, New York, USA

THE DEPLOYMENT OF HUMAN RESOURCES INFORMATION SYSTEMS IN THE ARABIAN GULF REGION
   Amr Swid, New York Institute of Technology, New York, USA
   Ahmed El Melegy, American University of Dubai, Dubai, UAE
   Rakesh Mittal, New York Institute of Technology, New York, USA

THE DISCIPLINE OF LEADING THROUGH EMPOWERMENT: IMPLEMENTING THE STINSON ORGANIZATIONAL WELLNESS MODEL
   Mark A. Lee – Trinity Western University, Langley, British Columbia, Canada
   David D. Stinson – Trinity Western University, Langley, British Columbia, Canada

QUANTITATIVE ANALYSIS OF EMOTIONAL INTELLIGENCE IN THE WORKPLACE
   Timothy Mantz, Keiser University
   Richard Mendelson, Keiser University
   Felicia Guity, Keiser University
Track: Finance Tracks

Session Chair: V. Reddy Dondeti

TWO PERENNIAL GOLDEN DILEMMAS: SHOULD GOLD BE A PART OF AN INVESTOR’S PORTFOLIO? SHOULD THE U.S. RETURN TO THE GOLD STANDARD?
V. Reddy Dondeti, Norfolk State University, Norfolk, Virginia, USA
Carl B. McGowan, Norfolk State University, Norfolk, Virginia, USA
Bidhu B. Mohanty, Norfolk State University, Norfolk, Virginia, USA

THE STRUCTURE OF RISK AND RETURN ON SHORT TERM INVESTMENTS.
Zahra Amirhosseini, Islamic Azad University, Tehran, Iran.
Vivian O. Okere, Providence College, Providence, Rhode Island. USA

ENHANCING THE LEARNING PROCESS IN A FINANCE COURSE THROUGH A SELF-ASSESSMENT EXERCISE
L V Ramana, Indian Institute of Management, Indore, M.P., India

CORPORATE GOVERNANCE AND CREDIT RATINGS IN CANADA
Nadia Hermassi, Faculty of Management and Economic Sciences, University Elmanar, Tunisia
Fodil Adjadou, Telfer School of Management, University of Ottawa, Canada
Chaker Aloui, Higher Institute of Accounting and Business, University of Manouba, Tunisia.

DOES IPO GRADING ADD VALUE TO RETAIL INVESTORS?
Palka Chhillar, Indian Institute of Management, Indore, M.P., India
L V Ramana, Indian Institute of Management, Indore, M.P., India

THE MARKET FOR KIDNEYS: IS THE IRANIAN MODEL A VIABLE ALTERNATIVE?
George Andreopoulos, City University of New York, New York, USA
Giuliana Campanelli Andreopoulos, William Paterson University, Wayne, New Jersey, USA
Alexandros Panayides, William Paterson University, Wayne, New Jersey, USA
Taghi Ramin, William Paterson University, Wayne, New Jersey, USA
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EXAMINING THE SUCCESS FACTORS OF HIGHLY INNOVATIVE COUNTRIES
Tansu Barker, Brock University, St. Catharines, CANADA

ALTERNATIVE INVESTMENTS REVISIT: APPRAISAL SMOOTHING BIAS, INFLATION HEDGING AND MEAN-VARIANCE EFFICIENCY
Ghulame Rubbaniy, College of Business, Zayed University, Abu Dhabi, UAE
Muhammad Muzammal Murtaza, UCP Business School, University of Central Punjab, Lahore, Pakistan.
Khurram Shahzad, Faculty of Business and Economics, Vrije University, HV Amsterdam, the Netherlands.
Abida Perveen, Department of Management Sciences, COMSATS Institute of Information Technology, Sahiwal, Pakistan.

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Andrea Soberg, Trinity Western University, Langley, Canada

DOES CONTINENTAL TRADING CO-MOVE? A PRE, POST AND AMID FINANCIAL CRISIS ANALYSIS OF CDS, STOCK AND BOND MARKETS
Syed Kumail Abbas Rizvi, Lahore School of Economics (LSE), Lahore, Pakistan
Ghulame Rubbaniy, College of Business, Zayed University, Abu Dhabi, UAE
Bushra Naqvi, Lahore University of Management Sciences, (SDSB), Lahore, Pakistan
Sander Den Hartog, Erasmus School of Economics, Erasmus University, Rotterdam, Rotterdam, The Netherlands.

SEVEN FOLDERS OF PROFESSIONALISM: A CASE OF CAREER MANAGEMENT AND TRAINING
Nadir Kolachi, Skyline University, UAE

DETERMINANTS OF CHINESE OUTWARD FOREIGN DIRECT INVESTMENT IN AFRICA
Yuanfei Kang, Massey Business School, Massey University, New Zealand
Tim Beal, Victoria Business School, Victoria University of Wellington, New Zealand (Retired)

CREATING A LOGISTICAL-MEGA-GATEWAY: THE EMIRATE OF DUBAI POTENTIALS
Dr. Syd Gilani, Dubai Maritime Authority, Government of Dubai, United Arab Emirates
Shahrin Osman, DNV GL Maritime, Dubai, United Arab Emirates
Track: Economics Tracks

Session Chair: Marius Dan Gavriletea

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Marius Dan Gavriletea, Babes-Bolyai University Cluj Napoca, Romania
Mirela Oana Pintea, Babes-Bolyai University Cluj Napoca, Romania
Bente Corneliu, University of Oradea, Romania

CAR DEALER C.R.M. IN THE METROPOLITAN AREA OF GUADALAJARA
Araceli Durán Hernández, Universidad De Guadalajara
Jose de Jesús Urzúa López, Universidad De Guadalajara
Juan Flores Mora, Universidad De Guadalajara

SHORTAGE OF MEDICINES IN THE HEALTH INSTITUTIONS IN ZMG IN MEXICO
Araceli Durán Hernández
Iván Segura Durán
Ilse Segura Durán

EXPLORING CROSS-BORDER NATURAL GAS PRICE DYNAMICS: PENNSYLVANIA’S IMPACT UPON CANADIAN PROVINCES
David B. Yerger, Indiana University of Pennsylvania, Indiana, PA, USA

RISK EARLY WARNING RESEARCH ON CHINA’S LOCAL GOVERNMENT DEBT STRUCTURE
Yiping Liu, Nanjing University of Aeronautics and Astronautics, China
Bingjie Chen, Nanjing University of Aeronautics and Astronautics, China
Jhony Choon Yeong Ng, Nanjing University of Aeronautics and Astronautics, China

ECONOMETRIC MODELLING AND FORECASTING FOR NORWAY’S REVENUE FROM EXPORT OF SHIPS: AN APPLICATION TO TWO-WAY FACTORIAL WITH INTERACTION MODEL
Yohannes Yebabe Tesfay, Molde University College, Norway
Per Bjarte Solbakke, Molde University College, Norway
Track: Management Tracks

Session Chair: Dr. Glendon Williams

FINANCIAL LEADERSHIP, GLASS CEILING AND THE ROLE OF WOMEN CFO’S IN FORTUNE 500 COMPANIES FROM 2010 TO 2014.
  Uzell Freeman-Williams, Colorado Technical University
  Glendon Williams, Keiser University
  Boris Djokic, Keiser University
  Joan Cezair, Keiser University

MANAGERIAL HUMOR, LEADERSHIP STYLE, AND JOB SATISFACTION IN CHINA AND THE U.S.
  Wayne H. Decker, Salisbury University, Salisbury, Maryland, USA
  Thomas J. Calo, Salisbury University, Salisbury, Maryland, USA

HIC SUNT LEONES: EFFECTIVE LEADERSHIP AND THE CHALLENGE OF CHANGE
  Keith L. Thurgood, Kaplan University

THE IMPACT OF INTERNAL COMMUNICATION QUALITY ON EMPLOYEES’ ATTITUDES AND BEHAVIOR TOWARDS THE ORGANIZATION – A CROSS-CULTURAL STUDY
  Manfred Bruhn, University of Basel, Switzerland
  Verena Schoenmueller, University of Basel, Switzerland / Columbia Business School New York, USA
  Yvo Richner, University of Basel, Switzerland
  Thomas Niemand, Technical University of Dresden, Germany
  Josephine Dölz, Technical University of Dresden, Germany

WHAT ARE THE FACTORS AFFECTING A FIRM’S ABILITY TO INNOVATE?
  Christine Custis, Shenandoah University
  Jigish Zaveri, Morgan State University
  Xingxing Zu, Morgan State University
  Gregory Ramsey, Morgan State University
  Nathan Austin, Morgan State University

INCORPORATING INFORMAL BUSINESS ACTIVITIES INTO THE FORMAL ECONOMY: A CASE STUDY FROM EGYPT
  Samir M. Youssef, American University in Cairo, Egypt
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