### Program Committee

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<th>Name</th>
<th>Affiliation</th>
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<tr>
<td>Parvez Ahmed</td>
<td>University of North Florida</td>
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<td>Lian An</td>
<td>University of North Florida</td>
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<td>Young Tae Choi</td>
<td>University of North Florida</td>
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<td>University of North Florida</td>
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<td>Paul Fadil</td>
<td>University of North Florida</td>
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<td>David Swanson</td>
<td>University of North Florida</td>
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Landscapes of extraction: gauging sustainability in the United Arab Emirates and South Florida ................. 27

Christopher Baynard
ABSTRACT

As the 7th most significant oil producer in the world, the United Arab Emirates (UAE) relies heavily on hydrocarbons for a large portion of government revenues and exports. The central player in UAE’s oil industry, Abu Dhabi National Oil Company (ADNOC), aims to find new reserves while optimizing recovery through reservoir management. Like many large oil companies, ADNOC notes its commitment to sustainability in order to balance people’s needs and Earth’s resources. On another end of the oil production spectrum is Florida. While not known as a major oil producer, Florida ranks 24 in production. In South Florida oil fields are concentrated in Collier County, which also contains large federally protected areas, such as the Big Cypress National Preserve. However, subsurface mineral rights are privately owned, thus allowing exploration and production in these zones. Sustainable environmental business practices are therefore necessary to reduce environmental alterations associated with exploration and production activities. But how is sustainability measured when energy production relies on the extraction of hydrocarbon resources from the Earth? Traditional metrics included in annual company reports do not consider landscape alterations resulting from oil and gas exploration and production activities (OGEPA) though these can lead to large-scale changes that may affect local ecosystems and human populations. This paper responds to the mismatch in sustainability reporting by utilizing a methodology that combines geospatial data and techniques with landscape ecology metrics to measure field disturbance in both the UAE and South Florida. The aim is to map and monitor landscape alterations related to infrastructure expansion in and around oil fields in both locations. Findings can be used to create environmental performance standards for industry that will enhance sustainability and potentially reduce exposure, decrease negative publicity, enhance the award of future contracts and increase investments.
The Health of Left-behind Children in Rural China

Qiang Li
Southwest University for Nationalities, China
qiangliriem@gmail.com

Yuwen Zhang
Southwest University for Nationalities, China
365585120@qq.com

ABSTRACT

Child health is not only a key indicator of overall public health, but also vital for future economic development. In recent years, with rapid urbanization of China, many children in rural areas have been left at home while their parents go to urban areas to seek work. Because of the sheer size and speed of China’s rural-to-urban migration, understanding the effects of being a “left-behind child” on health status is extremely important for China’s future economic and social development. Using data from China Health and Nutrition Survey (CHNS), we analyze the physical health status of left-behind children relative to those living with both parents. We find that the left-behind children in rural areas are significantly more likely to get ill or develop chronic conditions than those living with both parents.
Assessing Business Opportunities In Bric Countries

Konstantin Kostin
Saint-Petersburg State University of Economics
kost_kos@mail.ru

Ronald Adams
University of North Florida
radams@unf.edu

A. Coskun Samli
University of North Florida
jsamli@unf.edu

ABSTRACT

The purpose of this study is to examine the economic potential of EU and BRICs; determine the most promising union between the two and the country within that union with the highest potential for foreign investment and doing business. The justification for selecting the union and the country with greatest foreign investment and doing business potential is presented.
Exchange Rate and US Macroeconomy

Lian An  
University of North Florida  
lian.an@unf.edu  

Xiaomei Ren  
Reliant Energy  
christina201314@hotmail.com  

Huimin Li  
West Chester University  
hli@wcupa.edu  

ABSTRACT

This paper aims to examine the macro effects of exchange rate movements on a wide array of real economic variables in the U.S. in a unifying model. By employing the nonlinear Factor-Augmented Vector Autoregressive (FAVAR) model with simulation methods, we could trace the effects of exchange rate appreciation and depreciation on a wide array of macroeconomic variables through the Impulse Response Function (IRFs). The main findings are: 1) In response to dollar depreciation, import price index (IMP), producer price index (PPI) and CPI increase significantly. The pass-through ratio declines along the distribution chain. 2) Merchandise trade balance, current account balance and output improve facing dollar depreciation; 3) Savings decreases in response to dollar depreciation; 4) Employment and average hourly earnings increase in times of exchange rate depreciation and vice versa. The effects on macro economy from appreciation and depreciation seem symmetric. Many other interesting findings are also documented.
ABSTRACT

A vector error-correction model is used to examine a relationship between the rate of interest and the level of consumption. This paper follows the methodology of an earlier empirical study conducted by Robert F. Mulligan (2006). Austrian business cycle (ABC) theory states that a lowering of the rate of interest, by the implementation of expansionary monetary policy, will cause a decrease in real consumable output. This theory holds that the artificial lowering of rates causes a double disequilibrium between both consumption and investment. The resulting misallocation of resources leads to a recession, lowering the level of consumable output. ABC theory has been able to successfully provide logical accounts of historic business cycles; however, it is largely ignored in modern economics. Empirical studies such as this allow for this theory to remain a relevant part of the economic policy conversation. Using U.S. macroeconomic data from January 1959 to August 2014 this study finds evidence to the contrary of Mulligan’s work and presents evidence against the above described Austrian theory.
ABSTRACT

Over the last years Argentina went into a vicious circle which consists in an excessive government spending, mostly fed by currency issuing. This behavior -plus the overvaluation of the peso and the stimulus of consumption- boosted inflation since 2006 up to now. By the end of 2014 Argentina is one of the top five countries with highest inflation in the world, with 38.53%. The question is what means high inflation? Many approaches could be addressed toward answer this question: macroeconomics; consumer behavior; power of purchase; investments; etc. This work is focused on the impact of high inflation (HI) in argentine companies. To size the effect of distortions made by HI, let us figure a 20% annual average rate in 5 or 10 years. It would generate a distortion in values of 2.5 or 6.2 times respectively. In terms of speed, things would change from 2.2 to 4.6 times faster than a country with average 3% inflation index per year. Therefore, it could be easily understand that HI will have a relevant impact in pricing, costs structure, salaries, contracts, debt policy and in general, every relation with any stakeholder.
Marketing To The Forgotten Majority

A. Coskun Samli
University of North Florida
jsamli@unf.edu

ABSTRACT

This article points out that the combined world’s poor represent a very large market. Because the global giants ignore the poorer and scattered markets of developing nations, it is necessary for entrepreneurial smaller firms to enter these markets and take advantage of these markets but also making many products and services available which are desperately needed in these markets.
The Effect Of The Depiction Of Individuals And Context-Related Bundled Presentations On The Evaluation Of Displays In Online-Catalogues

Sandra Pauser  
University of Vienna, Austria  
Sandra.pauser@univie.ac.at

Claus Ebster  
University of Vienna, Austria  
Claus.ebster@univie.ac.at

ABSTRACT

This research project tested the effect of context-related bundled presentations and the depiction of individuals on the evaluation of displays in online-catalogues in an online-experiment employing a 2x2 randomized factorial design. Although the findings did not support the use of models in online displays, they indicated a positive effect of context-related bundled presentations on product evaluation and an increase in purchase intention. Consequently, the use of context-related bundled presentations in an online setting is recommended as a managerial implication in practice, which allows marketers to compete more effectively with the experiential marketing strategies used by brick-and-mortar retailers.
Achievement of Social Media Marketing Objectives Through Organizational Processes and Factors

Young Tae Choi  
University of North Florida  
ychoi@unf.edu

Andrew Thoeni  
University of North Florida  
Andrew.thoeni@unf.edu

ABSTRACT

This research investigates what and how organizational processes and factors within the firm allow it to adopt and integrate social media into the firm’s strategic marketing activities. While previous social media literature has mainly focused on users’ behaviors, their antecedents and consequences, this research seeks to understand how firms adapt their practices to social media. In-depth interviews with those who oversee their firm’s social media strategies were conducted to discover and assess organizational processes and factors. Four step-by-step organizational processes (i.e., initiation, coordination, engagement, and measurement) create a framework to discuss factors extant in the literature and to include new factors that emerged from the research process (i.e., coordinated flexibility, monitoring competitors’ social media, and user-to-user engagement). Findings not only point the way for future empirical research on organizational processes but also provide implications for marketing practitioners and firms for effective and efficient utilization of social media to achieve their social media marketing objectives.
Foreign Market Selection Employing Econometrics for the Infrequent Exporter

Katie Arroyo  
Florida Small Business Development Center at UNF  
k.arroyo@unf.edu

Jared Bailey  
Florida Small Business Development Center at UNF  
jared.bailey@unf.edu

ABSTRACT

Effective foreign market selection is both art and science. Beyond limited resources, time, and expertise, the sheer volume of trade data and industry reports can discourage small business exporters from developing a strategic international expansion strategy. In order to reduce the time needed to gather and evaluate the data involved in global market analysis, the presenters, both SBDC consultants, developed a computer assisted econometric tool to target international markets most suited for the new-to-export or infrequent exporter’s initial export strategy. Using the International Marketing Metrics (IMM) tool, small business exporters are able to quickly compare dozens of markets via the interactive country ranking matrix and illustrative graphing system. In this tutorial we introduce attendees to the International Marketing Metrics (IMM) tool and explain how to use it effectively with real world case studies. In lieu of handouts we will present our video manual housed on YouTube.
The Student Credit Hour as Outmoded Currency: How the Market is Reconceiving Educational Value

A. Samuel Kimball
University of North Florida
skimball@unf.edu

ABSTRACT

The purpose of this paper is three-fold: (i) to understand how the academic credit hour, which arose in the early part of the twentieth-century, has functioned as a type of currency, (ii) to suggest how the credit hour is now being rendered obsolete in the course of being supplanted by a new conception of educational value based on standards of competency, proficiency, and mastery, and (iii) to examine how this educational revaluation points to a deeply paradoxical evolutionary-cum-economic principle. This principle undergirds the digital transformation of the means of symbolic representation and the exchanges this representation makes possible. More dramatically, the principle in question is necessary for understanding how and why the seemingly oppositional concepts of competition and cooperation cannot account for the migration of human life to the internet—in other words, for the economic future that is presaged by the digitization of reality.
The “Inter” Objective of Collegiate Study Abroad Experiences: Toward Ambiguity Resolution

Steven Paulson
University of North Florida
spaulson@unf.edu

ABSTRACT

The growing popularity of study abroad experiences for college students is generally regarded as a positive phenomenon for postsecondary education. Many benefits, educational and otherwise, are claimed for these experiences and these invariably focus on comparisons and relationships between different social settings. Upon further inspection, however, there is great variety as to the nature of such interconnections (i.e. the “inter” of interest) and ambiguity often arises as a result in terms of the objectives of such experiences. Six such “inters” are examined with respect to frequency and expected outcomes associated with each “inter” and these include: (1) international; (2) interlingual; (3) intercultural; (4) intercontinental; (5) interethnic; (6) intereconomic system. Conclusions are drawn and recommendations are presented for the study abroad program designer which will enable less ambiguous program objectives and greater student benefits.
Deductibility of Expenses for Studying Abroad

Robert Slater
University of North Florida
robert.slater@unf.edu

Dana Hart
University of North Florida
Dana.hart@unf.edu

Lakshmi Goel
University of North Florida
l.goel.96884@unf.edu

ABSTRACT

In this paper we examine the tax treatment of study abroad expenses for students and faculty members who engage in study abroad activities. Study abroad trips run the gamut from seven day excursions, to full semester trips, and even multiple year, multiple countries trips. The type of study abroad trip is important as the tax consequences of certain expenses depend on the type of trip, the duration of the visit, and the role of the participants involved. While both students and faculty participate in study abroad opportunities, the tax treatments of the expenses incurred by both are treated much differently.
ABSTRACT

A strategic partnership is one that advances the common goals of participating institutions. Two universities - University of North Florida (UNF) and Cologne University of Applied Science (CUAS) – have deepened their relationship beyond limited single-semester exchanges in order to meet such goals. Along with other partners, UNF and CUAS offer the GlobalMBA program - a double and joint master’s degree program. This program is distinct from other collaborative programs as it follows its own completely integrated curriculum.

This paper provides perspectives and insight into the relationship over the past 20 years with specific foci on sustaining program funding, balancing exchange numbers and encouraging faculty involvement to ensure cohesive course development. The discussion suggests that in order to create and sustain such an ambitious strategic partnership, the universities need to cooperate on four levels: GlobalMBA, student and faculty exchange, summer programs, and joint research and conferences. Interorganizational theory serves as the conceptual framework for ideas considered.
Problems and Prospects of Small Business Development in the US and in Russia

Konstantin Kostin
St. Petersburg State University of Economics, Russia
kost_kos@mail.ru

Diane Denslow
University of North Florida
ddenslow@unf.edu

ABSTRACT

The purpose of this study is to examine the state of small business development in the U.S. and Russia, identify the challenges small businesses are facing in both countries, and determine the prospects for further development of small businesses in each country. The choice of Russia being compared to the U.S. in the small business segment is justified. Comparative analysis of small business development in the U.S. and Russia is performed, along with the investigation of similarities and differences. Based on the analysis performed, the forecast for small business development in the U.S. and Russia is presented.
Countries, organizations, and businesses are all managed by bureaucracies. In fact, there is no other way of managing societies and their components. Bureaucracy is a system of administration distinguished by its clear hierarchy of authority, rigid division of labor, written and inflexible rules, regulations and impersonal relationships (Gajduschek 2003; Webber 2008; Johnson 2014; Notes 2013). No country, no organization can function without fully active bureaucracies, but in time these bureaucracies have a tendency to become less functional. This article analyzes this change and explores its implications.
Economic Turmoil and the Makings of a Crisis: The Argentine Case

Ana Ines Navarro
Universidad Austral, Argentina

Andres Gallo
University of North Florida
agallo@unf.edu

ABSTRACT

The recent economic turmoil in Argentina has been followed very closely by international community. The current situation has many similarities with the last economic crisis in 2002. However, there is uncertainty regarding the economic future of the country. In this paper we use a series of variables to understand the developing of the crisis and to be able to assess the likeliness of a more profound economic turmoil in Argentina. While the evidence is significant, there is uncertainty on the future developments, especially due to the lack of economic transparency in official economic statistics.
ABSTRACT

Computer self-efficacy is one of the most important construct in Information Systems research. Over the years, IS researchers have debated about the multifaceted nature. In spite of the extensive research, we content that for information systems specifically, the nomological net capturing the various self-efficacy dimension are not covered. The focus of this paper is to outline such a nomological net, providing arguments for the missing components. We argue that four distinct types of computer self-efficacy exists. Using data gathered from a training session, we illustrate how these constructs are not only theoretically distinct but also have a distinct measurement item set. Implications of this research are discussed at the end.
The key role of ‘IT’ and County Level Management in Health Reform for America

Victor J. Borges
MD, General Surgeon (retired)
victorborges11@att.net

Sheina Paula Pereira Costa
University of North Florida
sheinapcosta@yahoo.in

ABSTRACT

This paper discusses the importance of health care management at the county level of the system and the role of health information technology in health reform for America. The key ideas discussed are the creation of county emergency medical units to solve the problem of rationing of healthcare, methods of addressing the problem of lack of healthcare infrastructure and efficient health insurance coverage, a way of addressing privacy and security concerns in HIT. Lastly, a solution to the problem of increasing cases of malpractice in the country has been proposed.
ABSTRACT

The paper attempts to address the following research question: Do technology acceptance, acceptability and appropriation represent key concepts to be considered when investigating technology adoption and diffusion? The answer seems to be positive as two main observations arise from the empirical data. First, it could be stated that if technology is accepted, acceptable and appropriated, then it is fully used. By extension, acceptance, acceptability and appropriation could be significant not only in explaining the extent of use of a technology (partial use vs. full use), but also the reasons why a technology was initially adopted and then discarded. Second, empirical results reject the presence of a chronological order between the three concepts and strongly suggest that acceptance, acceptability and appropriation coexist at any time during the implementation process.
The Impact Of Household Computer Ownership On The Educational Attainment Of Chinese Adolescents

Mary Beal-Hodges  
University of North Florida  
m.beal@unf.edu

Harriet Stranahan  
University of North Florida  
hstranah@unf.edu

ABSTRACT

Using multiple waves of the China Health and Nutrition Survey (CHNS), this study examines the impact that household computer ownership has educational attainment. A multi-level mixed effects regression model is used to determine which individual, household, and community level characteristics explain variation in educational attainment among Chinese adolescents. The results show that household personal computer (PC) ownership gives Chinese youth between the age of 11 and 21 more than a half of year advantage in education attainment than similar children living in homes without a computer.
An Assessment of Health Information System in the PHCs of the State of Goa- India

Sheina Paula Pereira Costa
University of North Florida
sheinapcosta@yahoo.in

Dola Saha
Manipal University, India
dola.saha@manipal.edu

ABSTRACT

BACKGROUND: Primary health care is recognized as a main driver of equitable health service delivery. For it to function optimally, routine health information systems (HIS) are necessary to ensure adequate provision of health care and the development of appropriate health policies. It is important for healthcare professionals to have sufficient knowledge towards HIS which can lead to positive attitude and can subsequently improve their practice towards it.

OBJECTIVE: To assess the knowledge, practice and attitude towards HIS of the healthcare professionals working in the PHCs of the state of Goa-India*.

METHODOLOGY: A cross-sectional study was carried out involving 170 healthcare personnel belonging to different designations across 19 PHCs located in the state of Goa-India*. Two types of structured, validated questionnaires, namely, clinical and non-clinical were administered personally to each person who volunteered to participate in the study. On completion of the data collection, Data was entered in SPSS, version 16 and descriptive statistics drawn. A mean score and standard deviation of correct answers for all 3 indicators was calculated and a correlation between them was obtained. Lastly, based on pre-formulated scales, the Knowledge, Attitude and Practice indicators were graded accordingly.

RESULTS: After a detailed analysis of all the 3 indicators, it was found that mean score and standard deviation of correct answers for the knowledge indicator was 8.09 ± 3.494 out of a total of 15 questions, attitude indicator was 2.89 ± 0.345 out of a total of 3 questions and for practice indicator it was found to be 10.71 ± 2.844 out of a total of 20 questions. A positive correlation was obtained between knowledge-practice (r = 0.393), knowledge-attitude (r = 0.337) and attitude-practice (r = 0.397). Also, based on the pre-formulated scales, we can conclude that the overall knowledge (52.8%) among the respondents was “Average”. Overall practice (56.23%) was observed to be “Average”. Lastly, the overall attitude (96.43%) towards HIS was noted to be “Positive”.

CONCLUSION: PHC staffs had “Average” knowledge and practice towards HIS and “Positive” Attitude towards it.
Capital Mobility, Foreign Aid, Remittance, and Openness in Sub-Saharan African Countries

Paul Mason  
University of North Florida  
pmason@unf.edu

Yeshanew Belayneh  
University of North Florida  
N00853440@ospreys.unf.edu

ABSTRACT

This paper extends Payne and Kumazawa (2005) based on the Feldstein-Horioka (1980) specification by introducing one more variable, “remittance,” into the model and specifically by addressing structural change issues using Chow tests for a different sample of 27 countries and over the 1982-2010 time frames. Accounting for these latter factors generates significantly different results than Payne and Kumazawa, all be it for an updated period of time. We find that the size, sign and significance of the coefficients on the interactive variable of time trend, and the size and significance of the savings and openness coefficients are reversed. The remittance variable is positive and statistically significant at the 0.01 level across pooled ordinary least squares (POLS), fixed effects (FE), and random effects (RE) estimators. Furthermore, the inclusion of remittance appears to increase the magnitudes of the savings and foreign aid coefficients.
Intergenerational Health Consequences of the 1959-1961 Great Famine on Children in Rural China

Qiang Li  
Southwest University for Nationalities, China  
qiangliriem@gmail.com

Taibi Jiang  
Southwest University for Nationalities, China  
jiangtb@163.com

Wen Zhu  
Southwest University for Nationalities, China  
1040567698@qq.com

Changde Zheng  
Southwest University for Nationalities, China  
zhengrong1962@aliyun.com

ABSTRACT

Using a difference-in-difference method and data from the China Health and Nutrition Survey (CHNS), this paper attempts to quantify the intergenerational health effects on children in rural China of the 1959-61 Great Famine. By differentiating mother, father, both parents, and none of parents exposed to famine, the analysis puts mother’s and father’s famine exposure in one unifying framework. Therefore, the methodology achieves identification without concern for multicollinearity and omitted variable bias found in the previous literature. The results imply that children with both parents born in the Great Famine are significantly shorter by 0.37 standard deviations (1.89 cm for boys and 1.78 cm for girls) compared to children with no parents born in the mass starvation. There are also gender and age differences relative to the intergenerational effects of the famine. Girls suffer more than boys, and children between 8 and 12 years of age suffer more than the other age groups.
Has the US Economy Been Good to China?

Mina Baliamoune  
University of North Florida  
mbaliamo@unf.edu

Thomas Kitch  
University of North Florida  
tom.kitch@gmail.com

ABSTRACT

Data published recently by the International monetary fund indicate that China has overtaken the United States as the world’s largest economy. This is hardly surprising. In the last two decades or so, China has experienced phenomenal growth rates in its gross domestic product (GDP) with average rates around 10% in the 1990s and 2000s. This surge in economic growth has contributed to lifting millions of Chinese households out of poverty. According to World Bank data, China increased income by over six folds over a period of about 23 years, raising the average real per capita income from $1,554 (PPP constant 2011 international dollars) to $11,524 in 2013. At the same time trade data show that China has increased its participation in the global economy. The share of exports in GDP rising from an average of about 10% in the 1980s to 18.5% and 31% in the 1990s and 2000s, respectively. Similarly, imports (as % of GDP) increased from an average of 10.5% in the 1980s to 16.4% and 26.5% in the 1990s and 2000s, respectively.

China’s trade composition has greatly changed over the last few decades. The country has moved from exporting primary commodities (petroleum and petroleum products) and textiles prior to the 1990s to exporting capital goods, durable and semi-durable consumption goods and industrial goods in the 2000s. This reflects the growing maturity of the Chinese economy and the significant industrialization efforts that are underway in China. Currently, manufactures exports constitute nearly 95% of China’s total merchandise exports to the world. Another important feature of China’s trade is that the largest shares of China’s imports (over 70% on average since 2000) and exports (an average of slightly more than 80% since 2000) is with high-income countries while China’s trade with sub Saharan Africa, although growing, remains a very low share in China’s total trade with the world (about 2 to 3 % on average in the last two decades).

In this paper, we examine these contributions by studying the changes in China’s trade with the U.S. in the last three decades and assessing Granger causality between trade with the US and economic growth in China. Given the important linkages between China and developed countries, and in particular the U.S. economy, it is interesting to explore the contributions of trade with the U.S. to China’s economic growth and structural changes.
The Efficiency of Public Hospitals in China: 
the Influence of Geographic Location and Government Ownership Level

Mei Zhao  
University of North Florida  
mzhao@unf.edu

Qiang Sun  
Shandong University, China  
qiangs@sdu.edu.cn

D. Rob Haley  
University of North Florida  
rhaley@unf.edu

Xiaolin Wei  
The Chinese University of Hong Kong  
xiaolinwei@cuhk.edu.hk

Jarrod Fowler  
Florida Medical Association  
jfowler@flmedical.org

Cheng Feng  
Bank of America, US  
Anniefeng666@gmail.com

ABSTRACT

Background: China’s healthcare industry has experienced various reforms over the past three decades in an effort to improve access, quality, and cost of care. However, China continues to struggle to provide cost-efficient care to its population. The purpose of this study is to assess the efficiency of China’s public hospitals by both geographic region and level of government ownership.

Methods: A sample of 181 hospitals was analyzed using Data Envelopment Analysis (DEA) methodology to measure hospital efficiency over a three-year period. The sample represented a relatively even distribution of hospitals in China’s eastern, middle and western regions by government ownership.

Results: This study found that there is an uneven distribution of medical resources and the associated uneven distribution of patients among different regions. The uneven distributions resulted in a significant efficiency gap between different geographic regions with China’s middle region having a significantly lower efficiency than hospitals in China’s eastern and western regions. In addition, while province-owned hospitals consumed the most resources, they also operated more efficiently compared to hospitals owned by city and county governments.

Conclusion: This study provides guidance for policy makers to consider the unique effect of region and government ownership on China’s hospitals when developing public policy.
ABSTRACT

The purpose of this session is to present a methodology for teaching the strategic marketing capstone course using a combination of inductive, deductive, and experiential approaches to learning. The opening act is the inductive approach, a series of lectures designed to integrate concepts learnt in the required principles of marketing, consumer behavior, and marketing research. The integration is couched in the context of the paradigm shift from transactional selling to relationship marketing and from a focus on product/service marketing to a focus on customer experience. The key to such integration is the development of a framework for the course.