The 12th Annual International Business Research Conference Program

February 09-10, 2012

University Center – University of North Florida

Conference Committee

Saurabh Gupta (Program Chair)

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<th>Discipline</th>
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<td>Supply Chain Management</td>
<td>Antony Paulraj and Dawn Russell</td>
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<td>Finance and Accounting</td>
<td>Pieter de Jong and Oliver Schnusenberg</td>
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<td>Management</td>
<td>Paul Fadil and Saurabh Gupta</td>
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<td>Economics</td>
<td>Albert Loh and Mina Balamoune-Lutz</td>
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<td>Reham Eltantawy</td>
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Co-sponsored by:
Coggin College of Business – University of North Florida

The School of Management – Warsaw University, The Centre for Europe
Thursday, February 9, 2012

8:00-8:45 Room 1058

Breakfast and Registration

8:45-9:15 Room 1058

WELCOME
MARK WORKMAN, PROVOST, UNIVERSITY OF NORTH FLORIDA

INTRODUCTION BY BRUCE KAVAN, ASSOCIATE DEAN, COGGIN
COLLEGE OF BUSINESS

9:15-10:30 Room 1058

Session I: Business Strategy and its Measurement

Session Chair: Paul Fadil, University of North Florida

The Comparison of Social Media and Marketing Relationships in the East and the West
Sussan, Fiona George Mason University
Samli, A. Coskun University of North Florida

Analyzing the role of organization resilience in business transformation
Neeti Rana Gautam Buddha University
Sharadindu Pandey Gautam Buddha University

An Empirical Examination Of Efficiency Theory Of Mergers In India
Kavita Wadhwa Syracuse University
Tom Barkley Syracuse University

The Influence Of Uncertainty Avoidance On Dynamic Business Decision Making Across Cultures: A Growth Mixture Modeling Approach
C. Dominik Güss University of North Florida, University of North Florida,
Paul Fadil
Stefan Strohschneider Friedrich-Schiller-Universität Jena
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<tr>
<th>Time</th>
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<td>10:30-10:45</td>
<td>Coffee Break</td>
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<tr>
<td>10:45-12:00</td>
<td>Panel Discussion I: Container Port Logistics: Sea Ports, Inland Ports, and the Importance of Intermodal</td>
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<td><strong>Panelist:</strong></td>
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<td>Violeta Roso from Chalmers Technical University in Sweden</td>
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<td>Mark Szakonyi from the Journal of Commerce</td>
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<td>Dawn Russell, University of North Florida</td>
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<td>Jim Hertwig, President, Florida East Coast Railway</td>
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<td>Paul Paulraj, University of North Florida – Moderator + Introducer</td>
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<td>12:30-2:00</td>
<td>Lunch</td>
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<td><strong>Keynote Speaker:</strong></td>
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<td>Alojzy Nowak, Dean, Faculty of Management, Warsaw University</td>
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<td><strong>Topic:</strong></td>
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<td>The European Financial Crisis, Where do we go from here?</td>
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<td><strong>Introduction by:</strong></td>
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<td>Jeff Michelman, Director, International Business Flagship Program, Coggin college of Business</td>
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2:00-3:15  Parallel Sessions III

– Session III.1  Room 1073
Financial and Economic Crisis

Session Chair: Mina Baliamoune, University of North Florida

A Comparative Study on International Cultural Trade Development in China and the USA
Li Xiaomu  Beijing International Studies University
Jialin Wang  Beijing International Studies University

European Debt Crisis - How Long Will It Last?
Axel Gerloff  Wuerttemberg Coop. State University

The Correlation Analysis On International Volatility Indices During Financial Crisis
Yen-Hsien Lee  Chung Yuan Christian University

The Turkish Economy and the Global Crisis
Irem Yendi  Hacettepe University
Semih Cetin  Hacettepe University

Modern Methods of Marketing  Room 1097
Session Chair: Reham Eltantawy, University of North Florida

Existing Product in a New Market: Artificial Insemination Introduction and Acceptability Among Farmers In A Developing Market
Ayodele C. Oniku  InfoResource Consulting

Nanotechnology As An Economic Market Driver, With Educational Policy Implications Necessary For International Competitiveness
William Formanek  University of North Florida

Global Branding Constructs: Opportunities For Cross Disciplinary Research Collaboration
Adel I. El-Ansary  University of North Florida

The Effects Of The Use Of Female Nudity In Automobile Print-Ads As A Sexual Appeal Object On Perceived Specifications Of The Product
Ismail Onden  Okan University
Hayri Tuzla  Okan University
3:15-3:30  Coffee Break

3:30–4:45  Session IV  Room 1073

Investments and Banking

Session Chair: Pieter de Jong, University of North Florida

International Stock Market Integration: A Study of the US and the BRIC Markets
Sudhakara Reddy S  Syracuse University

Analyses On The Determinant Factors Of Higher Interest Rate Spread Of The Banking Sector In China
Ding Ning  Dongbei Uni. of Finance and Economics

Capitalization, Amortization, And The Value-Relevance Of R&D: A Comparison Of GAAP And IFRS
Elizabeth H. Turner  Florida International University
John McEldowney  University of North Florida
Clark Wheatley  Florida International University

International And U.S. Considerations Of Expanded Audit Reporting
John P. McAllister  University of North Florida
Christopher Chenga  University of North Florida
Friday, February 10, 2012

8:30-9:30 Room 1073

Breakfast

9:30-10:45 Parallel Session V Room 1097

Macro-Economic Issues in the Developing World
Session Chair: Harriet Stranahan, University of North Florida

Analysis To China Present Inflation
Liang Zhao Beijing International Studies University

Economic Growth And Inequality In India: An Inter State Analysis
Suneel Kumar Invertis University

Peer effect and and School Dropout in Rural China
Quan Li University of North Florida
Wenbin Zang

The Impact Of The Universal Child Allowance On Argentina’s Children Schooling Gap
Ana Inés Navarro Austral

Macro-Economic Issues in the Developing World Room 1073
Session Chair: Young Tae Choi, University of North Florida

Can A Technopark Project Really Help Uzbekistan To Strengthen Its Economy? Is Its Strategy To Adopt A Western Model Sufficient Enough?
Jaehoon Rhee Yeugnam University
Rumila Saitova Yeugnam University

Building Strategy Map Of Central Bank Of Iran; Using Balanced Scorecard (BSC) Approach
Zahra Mashayekhi

Changing Consumers of the World: An Opportunity or Challenge for Globalization
Samli, A. Coskun University of North Florida
Sussan, Fiona George Mason University
Panel Discussion 1: Economic Inequality and Its Impact on Business

Panelists: Earle Traynham, University of North Florida, Panel Chair
Dr. Aleksandra (Sasha) Milicevic, University of North Florida
Wayland (Tommy) Coppedge, University of North Florida

Introduction by: Oliver Schnusenberg, University of North Florida

Lunch

Keynote Speaker: Dr. Joe Steinman, Distinguished Lecturer in Global Finance, University of North Florida

Topic: On the Debt and Deficit Crisis in the U.S

Introduction by: Andres Gallo, University of North Florida

Many Uses of Information Systems
Session Chair: Laskhmi Goel, University of North Florida

Cultural Nuances Of Acceptable IS Use
Lakshmi Goel, University of North Florida
Marjory Templeton, University of North Florida

Evaluation Of Retail Store Alternatives For Investment Decision Via Delphi
Technique And Geographic Information Systems
Hayri Tuzla
Ismail Onden
Okan University

Mobile Marketing Applications Of Non-Profit Organizations: A Study Of Mobile Donation Campaigns In Turkey
Esra Kuyucu
Ceyda Urper
Okan University

Senior Acceptance Of A Digital Leisure And Entertainment: An Application Of The Technology Acceptance Model
Ya-Ling Huang
Chaoyang University of Technology

International Supply Chains
Room 1073

Session Chair: Rahul Kale, University of North Florida

Economic Crisis And The Future Vitality Of The Port Economy
David Jaffee
University of North Florida

Green Drivers And Green Purchasing Practices: An Indian Perspective
Abid Haleem
Mohammed Asim Qadri
Mohammed Arif
Jamia Millia Islamia
Galgotias College of Engineering & Tech.
The Crescent Greater Manchester

The Global E-Waste Crisis And The Healthcare Sector: Issues, Challenges Add Extended Producer Responsibility
Elisabeth Lefebvre
École Polytechnique de Montréal

Transportation Performance On Electronic Logistics Marketplaces: A Simulation Study
Rahul Kale
University of North Florida

3:15-3:30 Coffee Break
Financial Issues in the Global Economy

Session Chair: Steve Paulson, University of North Florida

Modeling Land-Cover Change In Oilscapes Using Spatially Explicit Data: The Case Of Eastern Ecuador

Chris W Baynard
University of North Florida
Albert Loh
University of North Florida

Occupational Prestige and Wealth Distribution in the Renaissance: A Reexamination of the Tuscan Catasto of 1427

Steven Paulson
University of North Florida
Albert Loh
University of North Florida

The Role Of The Financial Wellbeing, Political Orientation, Health Status, And Lifestyle In One’s Attitude Toward Social Health Insurance

Oliver Schnusenberg
University of North Florida
Albert Loh
University of North Florida
Katrin Nihalani
Hochschule Niederrhein, Krefeld

Transition In The Labor Supply In Urban China During The Post-Reform Era: A Panel Data Analysis Of 1993-2006

Mary Beal-Hodges
University of North Florida
Harriet Stranahan
University of North Florida
Albert Loh
University of North Florida

6:00-8:00

Dinner & Farewell
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