The Ninth Annual International Business Research Conference

February 13-14 2009

University Center – University of North Florida

Co-sponsored by:
Coggin College of Business – University of North Florida

The School of Management – Warsaw University,
The Centre for Europe
Preliminary Program

Friday, February 13, 2009

8:00-8:45 Room 1058-1
Breakfast and Registration

8:45-9:00 Room 1058-1
WELCOME
JOHN DELANEY, PRESIDENT UNIVERSITY OF NORTH FLORIDA

9:00-10:30 Room 1058-1
Session I: Business and Transportation

Session Chair: Robb Frankel, University of North Florida

Johan Woxenius and Richard Bergqvist, Gothenburg University
The development of Hinterland Transport by Rail. The Story of Scandinavia and Port of Gothenburg

Jonas Flodén, Gothenburg University.
Business Models for Intermodal Transport. University of Gothenburg

Discussant: Yemisi Bolumole, University of North Florida

10:30-10:45 Coffee Break
Session II (Special Panel): Understanding and Integrating Chinese Culture into Business and Enterprise Research on and in China

Session Chair: Steven Williamson, University of North Florida

Pingying Zhang, University of North Florida

Lian An, University of North Florida

Yongan Wu, University of North Florida

Lunch

Keynote Speaker: Dr. Paul Munter, Partner, KPMG and point person on IFRS and Academia, Florida Accounting Educator of the Year and former Department Chair, University of Miami

Potential Implications of IFRS on International Business
2:30-4:00  Parallel Sessions III

– Session III.1  Room 1088

Exchange Rates and Inflation

*Session Chair:* Oliver Schnusenberg, University of North Florida

Lian An, University of North Florida  
Wei Sun, Grand Valley State University  
*Effects of U.S. Real Shocks on the Macro Economy of China: The Case for Greater RMB Exchange Rate Flexibility*

Liang Zhao, Beijing International Studies University  
Li JiaShan, Beijing International Studies University  
*Analysis on the Relationship between an Increasing CPI and the Sustainable Increasing of Chinese Economy*

John Adams, University of North Florida  
Reid Hartsfield, CFP Vice President, BB&T Wealth Management  
*Exchange Rate Volatility and Mutual Fund Cash Flows*

*Discussant:* Pieter de Jong, University of North Florida

– Session III.2  Room 1090

Issues on International Marketing

*Session Chair:* Reham Eltantawy, University of North Florida

Douglas Johansen, Florida State University  
*Developing Markets, Strategic Entrepreneurship and Market Creation*

Ove Krafft, Gothenburg University  
*Internationalization and Globalization of the Retail Business*

Eva Grzanko, University of North Florida  
Julia Walthall, University of North Florida  
*Dubai: Brand Audit of a Tourist Destination*

*Discussant:* Young Tae Choi, University of North Florida

4:00-4:15  Coffee Break
4:15-5:15 Parallel Sessions IV

– Session IV.1 Room 1088

Issues in International Trade

Session Chair: Mina Baliamoune, University of North Florida

Chung-Ping Loh, University of North Florida
Identifying Trends in the Trade of Health Services

Li Jiashan, Beijing International Studies University
The Development Strategy of China’s Culture Trade under WTO’s Structure

Discussants: Lian An, University of North Florida and Wei Sun, Grand Valley State University

– Session IV.2 Room 1090

Corporate Social Responsibility and International Business

Session Chair: Antony Paulraj, University of North Florida

Annette Cerne, Lund University
Like a Bridge over Troubled Water: Discourse on Corporate Social Responsibility and Growth in International Business

Chris Baynard, University of North Florida
Environmental Performance and Reporting: A Case for Using Geospatial Technologies to Monitor the Oil Industry’s Ecological Footprint

Discussant: TBA

7:00-10:00 Dinner: Selva Marina Country Club
Saturday, February 14, 2009

8:00-9:00 Room

Breakfast

9:00-10:30 Parallel Sessions V

– Session V.1 Room 1088
Retailing and Business-Customer Interaction

Session Chair: Adel El-Ansary, University of North Florida

Henri de Jongste, University of Applied Sciences and Arts, Dortmund
Complaint Management from an International, Interactionist Perspective

Martin Öberg, Gothenburg University
Trends in Retailing – An Outlook of Retail Cross Border Development out of a Scandinavian Perspective

Discussant: Paul Fadil, University of North Florida

– Session V.2 Room 1090
International Trade and Government Policy

Session Chair: Rahul Kale, University of North Florida

Mina Baliamoune-Lutz, University of North Florida
The Linkages between Trade and Income in Tunisia

Aysar Philip Sussan, Bethune-Cookman University
U.S. Vertical and Horizontal Intra-Industry Trade Patterns with the Middle East

Xiaomu Li, Beijing International Studies University
China-US Relations in Educational Services Trade: Retrospect and Prospect

Discussant: Albert Loh, University of North Florida

10:30-10:45 Coffee Break
10:45-12:15 Parallel Session VI

- Session VI.1 Room 1088

Intellectual Property, Infrastructure and Health in Economic Development

Session Chair: Jeff Michelman, University of North Florida
Coskun Samli, University of North Florida
*The Infrastructure: A Forgotten Ingredient of Economic Development*

Ruth Taplin, Editor, Journal of Interdisciplinary Economics
*Intellectual Property and the New Japanese Global Economy*

Discussant: Alek Nowak, Warsaw University

- Session VI.2 Room 1090

Economic Crises and Policy in Developing Countries

Chair: Aubrey Long, Bethune-Cookman University

Marcelo Rossi, Universidad Austral
Roberto Feeney, Universidad Austral
*Corporate Abilities, Organizational Learning And Innovation Under A Crisis Environment In Argentina*

Mary Beal-Hodges, University of North Florida
Chung-Ping Loh, University of North Florida
Harriet Stranahan, University of North Florida
*The Effect of China’s One-child Policy on Educational Attainment*

Discussant: TBA

12:15-1:30 Room 1058-1

Lunch

1:30-3:00 Session VII Room 1058-2
International Business Education

Session Chair: TBA

Susann Kowalski, Cologne University of Applied Sciences
Observation and Comparison of the Learning Behavior of Students from Different Countries

Steven Paulson, University of North Florida
An Examination of Consistencies Among Objectives, Activities and Costs of Study Abroad France Programs of U.S. Collegiate Business Schools

Peter Reusch, University of Applied Sciences and Arts, Dortmund
Muhammad Khushnood, University of Applied Sciences and Arts, Dortmund
Improving Creativity and Creative Problem Solving in Business Administration

Discussant: Oliver Schnusenberg, University of North Florida

3:00-3:15 Coffee Break

3:15-4:30 Session VIII Room 1058-2

Emerging Economies and the Global Economy

Session Chair: Saurabh Gupta, University of North Florida

Alek Nowak, Warsaw University
Consequences of the Financial Crisis for Emerging Markets

Vladimir Bogulavskiy, Southern Federal University, Russia
Social Governance Structures in the Conditions of Low Social Capital: The Case of Russia

Discussant: Andrés Gallo, University of North Florida

4:30-4:45 Room 1058-2

Farewell
Conference Chair
Andrés Gallo, Associate Professor of Economics, UNF

Conference Committee
Oliver Schnusenberg, Associate Professor of Finance, UNF
Mina Baliamoune-Lutz, Associate Professor of Economics, UNF
Dag Näslund, Associate Professor of Management, UNF
Antony Paulraj, Assistant Professor of Management, UNF
Jeffrey Steagall, Professor of Economics, Richard deRaismes Kip Professor of International Business, UNF
Robert Frankel, Richard deRaismes Kip Professor of Marketing & Logistics, UNF