The Tenth Annual International Business Research Conference

February 12-13, 2010

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
Program

Friday, February 12, 2010

8:00-8:45 Room 1058-1

Breakfast and Registration

8:45-9:00 Room 1058-1

WELCOME
JOHN McALLISTER, DEAN, COGGIN COLLEGE OF BUSINESS

9:00-10:15 Room 1058-1

Session I: Global Supply Chain Management

Session Chair: Antony Paulraj, University of North Florida

Ignacio Sanchez-Chiappe, IEEC
The World Economic Forum Report, Value Chains and the creation of wealth in Latin American Countries

John Smith, Cleveland State University

Diane Mollenkopf, University of Tennessee-Knoxville
Robert Frankel, University of North Florida

Discussant: Yemisi Bolumole, University of North Florida

10:15-10:30 Coffee Break
Session II: Economic Crisis, What Happened and Why We Could not Prevent it?

Session Chair: Pieter de Jong, University of North Florida

Dino Schoenberg, Dortmund University of Applied Sciences and Arts
*Is the crisis going on? Parallels between the current crisis and the crisis of 1929 and an approach for a solution based on the experiences of the reunion of East- and West Germany in the 1990*

Miguel Alonso, Universidad Rey Juan Carlos
Philipp Bagus, Universidad Rey Juan Carlos
Juan Ramón Rallo Julián, Universidad Rey Juan Carlos

William Crowder, University of Texas at Arlington
*The Importance of Permanent/Transitory Dichotomy in Explaining the Liquidity Effect: International Evidence*

Discussant: Alek Nowak, Warsaw University

Lunch

Keynote Speaker: Dr. Tagi Sagafi-Nejad
The Radcliffe Killam Distinguished Professor of International Business, Director, Center for the Study of Western Hemispheric Trade - Director, International Trade Institute and Editor, International Trade Journal.
A.R. Sanchez, Jr. School of Business, Texas A&M International University

*The Interface between the UN and TNCs*
2:00-3:30 Parallel Sessions III

- **Session III.1 Room 1073**
  
  **International Business Education and Culture**
  
  *Session Chair: Mina Baliamoune-Lutz, University of North Florida*

  Chung-Ping Loh, University of North Florida  
  Jeff Michelman, University of North Florida  
  Jeff Steagall, University of North Florida  
  Andrés Gallo, University of North Florida  
  *Valuing Short Term Study Abroad*

  Vladimir Boguslavskiy, Southern Federal University  
  Alexej Arkhipov, Southern Federal University  
  *Business Education as an Important Factor of Development of Entrepreneurship in Russia*

  Nasrin Jazani, Shahid Behshti University, Tehran  
  *Promoting entrepreneurship for university educated people in order to decrease the rate of unemployment in Iran*

  *Discussant: Paul Mason, University of North Florida*

- **Session III.2 Room 1097**
  
  **Issues on International Marketing**
  
  *Session Chair: Reham Eltantawy, University of North Florida*

  Bertil Hultén, Baltic Business School, Kalmar University  
  Leif Rytting, Baltic Business School, Kalmar University  
  *Proactive Marketing Strategy in Financial Turndown. A Study of Recession Impact on Swedish Retailers Developing Markets, Strategic Entrepreneurship and Market Creation*

  Coskun Samli, University of North Florida  
  John Wells, University of North Florida  
  *An International Trade Dilemma: Outsourcing versus Insourcing*

  Orit Schmidt, Quinnipiac University  
  Robert Engle, Quinnipiac University  
  *Sales representatives and entrepreneurs: Do they have an overlapping set of personal characteristics, skills, and abilities?*

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

3:30-3:45 Coffee Break
3:45-5:00 Parallel Sessions IV

– Session IV.1 Room 1073
Issues in International Trade and Culture
Session Chair: Henri de Jongste, Dortmund University of Applied Sciences

Li Xiaomu, Beijing International Studies University

Mary Beal-Hodges, University of North Florida
Chung-Ping Loh, University of North Florida
Harriet Stranahan, University of North Florida

Lothar Cerny, Cologne University of Applied Sciences
Culture and Economics: a systems-theoretical view
Discussant: Oliver Schnusenberg, University of North Florida

– Session IV.2 Room 1097
Corporate Governance and Social Responsibility in International Business
Session Chair: Rahul Kale, University of North Florida

Peter Reusch, University of Applied Sciences and Arts in Dortmund
Muhammad Khushnood, Technical University, Dortmund
Rao Aamir Khan, University of Kassel and
Sohail Aslam, University of Kassel
After the Crisis we Need Social Project Management

Chaudhary Imran Sarwar, Government College University
Quantifying Leadership Development Desire and Potential: Typical, Maximal, Ideal Transformational and Effective Leadership Performances

Marcelo Rossi, Universidad Austral
Luis García Ghezzi, Universidad Austral
Lessons from the Global Financial Crisis: What Kind of Control is Needed?

Discussant: Steven Paulson, University of North Florida

7:00-10:00 Dinner: Selva Marina Country Club
Saturday, February 13, 2010

8:00-9:00  Room

Breakfast

9:00-10:30  Parallel Sessions V

- Session V.1  Room 1073
  
  International Business in Asia

  **Session Chair:** Jeff Michelman, University of North Florida

  Wei-Ting Hung, Vanung University
  Jui-Kou Shang, Jinwen University of Science and Technology
  Fei-Ching Wang, Jinwen University of Science and Technology
  *Determinants of Household Travel Expenditure in Taiwan*

  Xu Nan, Hunan Normal University
  Holger Hinz, Flensburg University
  *China, India and the Financial Crisis*

  Bai Yuan, Beijing International Studies University
  *On China's Outward FDI Opportunities in the Financial Crises and Risks*

  **Discussant:** Lian An, University of North Florida

- Session V.2  Room 1097
  
  Integration, International Trade and Growth

  **Session Chair:** Marcelo Rossi, Universidad Austral

  E. M. Ekanayake, Bethune-Cookman University
  Aysar Philip Sussan, Bethune-Cookman University
  *International Trade for Stimulating Growth between the U.S. and North African Nations*

  Harald Sander, Cologne University of Applied Sciences
  *Cultural Differences, Trust and Economic Exchange: Exploring the Interdependencies*

  Teresa Tharp, D.B.A., Valencia Community College
  Pesi Amaria, Ph.D., Argosy University
  Gordana Pesakovic, Ph.D., Argosy University
  *NAFTA's impact on the State of Florida: 1984-2003*

  Toussaint Houeninvo, African Development Bank
  *Regional Integration as a way of Tempering the Impact of the Financial Economic Crisis on Africa: The Case of West African Economic and Monetary Union*

  **Discussant:** Mina Baliamoune-Lutz, University of North Florida

10:30-10:45  Coffee Break
### Session VI.1  | Room 1073
---
**Economic Policy in Developing Countries**

*Session Chair: Andrés Gallo, University of North Florida*

- Martín Krause, ESEADE Graduate School
  *Agricultural Policy in Argentina: Anatomy of a Failure*

  *Productivity Challenges of Livestock Production Systems in Developing Countries, a Case Study of Iran*

- Mahmoud Khalil, Dubai University
  *The Impact of Fiscal Policies, Institutions and Full-Cost Pricing on Economic Growth and Pollution in the Middle East and North Africa’s Countries.*

*Discussant: Jeff Steagall, University of North Florida*

### Session VI.2  | Room 1097
---
**Issues in International Business (Student Session)**

*Chair: Antony Paulraj, University of North Florida*

- Redwan Khan
  *The present circumstance of global economy after financial crisis: effect on the small business, and implementation of taxation in UK*

- Elizabeth Turner, University of North Florida
  *Business Failure Prediction Model for the Trucking Industry with Industry Effects*

- James Fugard, University of North Florida
  - Jeff Michelman, University of North Florida
  - Andrés Gallo, University of North Florida
  *Corporate Governance in India: A history of the Fallout of British Rule in the Face of a New World Economy*

*Discussant: Paul Fadil, University of North Florida*

---

**Lunch**
1:30-3:00 Session VII          Room 1058-1

Foreign Direct Investment, Entrepreneurship and Taxation

Session Chair: Jeff Michelman, University of North Florida
Mina Baliamoune-Lutz, University of North Florida
Sharon C. Cobb, University of North Florida

Big money in small places: Measuring Foreign Direct Investment in Offshore Financial Centers
Antonio Pastor Palomar, Universidad Rey Juan Carlos

Beyond the crisis: international instruments on digital piracy
Edmundo Durán, Universidad Mayor

Crisis, Entrepreneurship and Resilience: Review of Theoretical Constructs and Implications

Discussant: Pieter de Jong, University of North Florida

3:00-3:15         Coffee Break

3:15-4:30 Session VIII         Room 1058-1

Lessons of Financial Crisis from the Rest

Session Chair: Tom Leonard, University of North Florida
M Wenkatesh Sawanth Patri, Indian Institute of Management (IIM)- Shillong
Anubhav Ghosh, Indian Institute of Management (IIM)- Shillong

Restarting the Global Economy after the Financial Crisis. The Role of Asia from a Trade Centric Perspective.

Shereef Ellaboudy, University of Dubai
The Global Financial Crisis: Economic Impact on GCC Countries and Policy Implications

Jeremy Dalle Tezze, Grove City College
Melissa Pattison, Grove City College
Managing for Financial Crises: What Business Can Learn from Non-Profit Organizations

Alek Nowak, Warsaw University
Eastern Europe and the Aftermath of the Economic Crisis

Discussant: Andrés Gallo, University of North Florida

4:30-4:45         Room 1058-1

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

Conference Committee

Mina Baliamoune-Lutz, Associate Professor of Economics, UNF

Dag Näslund, Associate Professor of Management, UNF

Antony Paulraj, Associate 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

Pieter de Jong, Assistant Professor of Finance, UNF

Paul Fadil, Associate Professor of Management, UNF