Emerging Issues in the Global Economy

JANUARY 5-8, 2006
SHERATON WAIKIKI
HONOLULU, HAWAI‘I USA
Thursday, January 5th
5:30 – 8:00 pm REGISTRATION
6:30 – 8:30 pm WELCOME RECEPTION

Friday, January 6th
7:00–8:30 am Registration & Breakfast
8:30–10:00 am I.1.A Management Issues:
   Economic Theory
   Joint Venture Issues:
   Political Intrigue
10:00–10:15 am Coffee Break
10:15–10:30 am Welcoming Remarks: Gerald Albaum, Conference Chair & Vance Roley, Dean, School of Business, University of Hawaii – Manoa
10:30–11:45 am I.2 PLENARY SESSION:
   Conversation with the Deans:
   Strategic Alliances, International Programs & Opportunities
Noon–1:30 pm AWARDS LUNCHEON
   Keynote Address: Dan Albaum, Cisco Systems
1:30 – 2:45 pm I.3.A Resource Management Issues:
   Competition
   Strategy & Financing Issues:
   Objectives, Mission, Responsibility
2:45 – 3:00 pm Coffee Break
3:00- 4:45 pm I.4.A Strategic Issues:
   Professional Services
   Knowledge Management Issues:
   Business & Education

Saturday, January 7th
7:00 – 8:00 am Registration & Breakfast
8:00 – 9:45 am 2.1.A Human Resource Issues:
   Culture Based
   Marketing Services Issues:
   Brand Management
9:45 – 10:00 am Coffee Break
10:00– 11:30 am 2.2. PLENARY SESSION:
   Panel Discussion WHY ETHICS IS NOT OPTIONAL FOR THE 21ST CENTURY
11:30 – 1:30 pm Small Group SPONSORED LUNCH at Area Restaurants
1:45 – 3:15 pm 2.3.A Financial Management Issues:
   Risk, Currency, Banks, Land Value
   Financial & Economic Issues:
   FDI, Merger, BOP, Taxes
3:15 – 3:30 pm Coffee Break
3:30 – 5:00 pm 2.4.A CASES:
   Vilco, Car Hybrids, Screens, iPark
   Supply Chain Issues:
   Studies & Cases

Sunday, January 8th
7:30–8:30 am Breakfast
8:30–10:00 am 3.1.A Management & Marketing Issues:
   Governance Decisions
   Finance & Management Issues:
   Performance & Responsibility
10:00-10:10 am Coffee Break (short)
10:10-Noon PLENARY SESSION: Planning & Site Selection for IBEC 2006
   ALL ARE WELCOME & ENCOURAGED TO ATTEND & PARTICIPATE
   Signs will indicate the locations of Registration, Plenary Sessions and Lunch.
FRIDAY, JANUARY 6TH, 2006

7:00 – 8:30 AM  Registration & Breakfast

8:30 – 10:00 AM  SESSION 1.1

Session Chair:  Yanni Yan, City University of Hong Kong (Hong Kong)

The Relationship between Host-country Characteristics and Subsidiary Roles in Influencing the Nature and Impact of MNEs’ Operations in Transition Economies: the Case of Romania
Julia Manea, University of Manchester (United Kingdom)

Sticky SG&A Cost Behavior in Japan
Daoping He, University of Hawaii at Manoa (USA)
Jenny Teruya, University of Hawaii at Manoa (USA)

What Do Venture Capitalists Think of Offshoring?
Alev M. Efendioglu, University of San Francisco (USA)

The Swing in Distribution Channels – A Social Network Theory Perspective
Anand Ramanathan, Indian Institute of Management (India)

Session Chair:  Bruce Heiman, San Francisco State University (USA)

Marketplace as a Channel for Political Participation
Hans Rask Jensen, University of Southern Denmark (Denmark)

Economic, Health, & Environmental Decisions under Ambiguity: a Study in US & Italy
Irwin P. Levin, University of Iowa, (USA)
Marco Lauriola, “La Sapienza” University of Rome (Italy)

Zhan Su, Laval University (Canada)
Yao Amewokunu, Laval University (Canada)
Determinants of the Perceived Importance of Creativity & Innovation for International Trade: A Quantitative Analysis of Bulgaria
Bruce Heiman, San Francisco State University (USA)
Eugenia Gueorguieva, San Francisco State University (USA)

10:00 – 10:15 AM  COFFEE BREAK

10:15 – 10:30 AM  Welcoming Remarks

Introductions: Bruce Heiman, San Francisco State University (USA)
Conference Chair: Gerald Albaum, University of New Mexico (USA)
Host Institution: Vance Roley, Dean, College of Business Administration, Univ. of Hawaii – Manoa (USA)

10:30 – 11:45 AM  Session 1.2: PLENARY SESSION

Conversation with the Deans:
Strategic Alliances, International Programs & Opportunities (Observations with an AACSB Perspective)
Session Chair: Jeffrey Alstete, Associate Dean (former, 1996-2005), Iona College
Participants: Gerald Albaum, Conference Chair, University of New Mexico
Connie Marie Gaglio, Associate Dean, San Francisco State University
Charles Maxey, Dean, California Lutheran University
Vance Roley, Dean, University of Hawaii – Manoa
Jeffrey Alstete, Associate Dean (former, 1996-2005), Iona College
Elana Zolfo, Vice President, Dowling College (USA)

Noon – 1:30 PM  AWARDS LUNCHEON

Keynote Address: IP Communication: Changing the Face of Business Productivity
Keynote Speaker: Dan Albaum, Director, UCBU Business Development, Cisco Systems, Inc.
“Cisco’s IP Communications solutions are displacing legacy telephony systems in driving greater productivity and competitive advantage from small/medium business (SMB) to the Enterprise across the globe. Discuss the foundation of Cisco’s partner ecosystem strategy, which enables technology innovation and optimum customer support. See real-world examples of customer successes across industry verticals.”

1:30 – 2:45 PM  SESSION 1.3

Session 1.3.A: Resource Management Issues: Competition

Session Chair: Hans Rask Jensen, University of Southern Denmark (Denmark)

Will and Should the U.S. (and Europe) Declare (Trade) War on China?
The Political Economy of Trade Conflict
Carlos Machado, Universidade do Minho (Portugal)

A Study of Resource Competitiveness in High-tech Firms
Yanni Yan, City University of Hong Kong (Hong Kong)
Choo Sin Tseng, City University of Hong Kong (Hong Kong)
R&D Efforts, Industry-linkage Effect and Technology Exports
Szu-Wei Yen, Wu Feng Institute of Technology (Taiwan)
Pay-Yang Liu, National Taiwan University of Science & Technology (Taiwan)

Servqual – Application in the Irish Hospitality Industry
Juliana Mc Donnell, National University of Ireland (Ireland)
Maria Donnellan, National University of Ireland (Ireland)

Session Chair: Albert Inserra, Dowling College (USA)

Divergent Opinions of the Proper Role of Corporate Social Responsibility in Twenty-First Century America
Jeffrey W. Alstete, Iona College (USA)
David Halpern, Iona College (USA)

The Financing Decision and the Loss of Mission Objectives
Robert J. Manley, Dowling College (USA)
Elsa S. Morote, Dowling College (USA)
Jennifer Bolton, Dowling College (USA)
Albert Inserra, Dowling College (USA)
James I. Brucia, Dowling College (USA)

Location Decisions of Retailers as a Marketing Strategy Classified by Business
Kenji Matsui, Yokohama National University (Japan)

Global Competition and Learning Organizations: Goals and Motivations of Corporate Leaders and Employees who participate in Corporate/University Partnerships
Elana Zolfo, Dowling College (USA)
Deborah Mann, Dowling College (USA)

2:45 – 3:00 PM COFFEE BREAK

3:00 – 4:45 PM SESSION 1.4

Session 1.4.A: Strategic Issues: Professional Services
Session Chair: Choo Sin Tseng, City University of Hong Kong (Hong Kong)

Online & Traditional Modes of Survey Data Collection: Response Rate & Data Quality Considerations
Gerald Albaum, University of New Mexico (USA)
Catherine A. Roster, University of New Mexico (USA)
Robert D. Rogers, Market Metrics Southwest (USA)
George C. Hozier, Jr., University of New Mexico (USA)
Kenneth G. Baker, University of New Mexico (USA)
What Kind of Career for the Employees of France Telecom
Anne Goujon Belghit, University of Lyon3, Teach University of Lorient (France)
Alain Roger, University of Lyon3, M. Institut d’Administration des Entreprises de Lyon (France)

A Study of the Relationship between Leadership Power Bases & Job Stress of Subordinates at Boutique Hotels
Hakan Erkutlu, Bilkent University (Turkey)
Jamel Chaffra, Bilkent University (Turkey)

Management Consulting Goes International: Exploring Historical and Regional Trends
Andrew Gross, Cleveland State University (USA)
Rajshkehar Javalgi, Cleveland State University (USA)
Jozsef Poor, University of Pecs (Hungary)
Robert Scherer, Cleveland State University (USA)

Session 1.4.B: Knowledge Management Issues: Business & Education
Session Chair: Robert Manley, Dowling College (USA)

Another Turning Point in Accreditation of Higher Education
Jeffrey W. Alstete, Iona College (USA)

School Business Administrators’ Actual and Ideal Use of Computer Technology and the Differences between Males and Females
Albert Inserra, Dowling College (USA)
Elsa S. Morote, Dowling College (USA)
Jennifer Bolton, Dowling College (USA)
James I. Brucia, Dowling College (USA)
Robert Manley, Dowling College (USA)

Distance Learning in Marketing Courses from the Student’s Perspective: 1997-2005
James P. Beaghan, Central Washington University (USA)

Global Internet Diffusion: Cultural Impact
Wen Gong, Morgan State University (USA)
Zhan Li, University of San Francisco (USA)

SATURDAY, JANUARY 7TH, 2006

7:00 – 8:00 BREAKFAST & REGISTRATION

8:00 – 9:45 AM SESSION 2.1

Session 2.1.A: Human Resource Management Issues: Culture Based Aspects
Session Chair: Eugeniusz Najlepszy, Poznan University of Economics (Poland)
The Impact of Reward and Goal Structures on Workers’ Social Behaviors in the Korean Information Technology Industry
Chanhoo Song, Information and Communications University (Korea)
Richard L. Gilson, Northern Kentucky University (USA)

Application of a New Research Method to Understand the Cultural Traits of Quebec Managers
Zhan Su, Laval University (Canada)
Hamid Yeganeh, Laval University (Canada)

Cultural Change in the US, Canada and Mexico
Steve Jenner, California State University (USA)
Brent MacNab, University of Sydney (Australia)
Richard Brislin, University of Hawaii at Manoa (USA)
Reg Worthley, University of Hawaii at Manoa (USA)

Gender, Language and the Workplace: an Exploratory Study
Fiona Sheridan, National University of Ireland (Ireland)

Session 2.1.B: Marketing Services Issues: Brand Management
Session Chair: Anand Shetty, Iona College (USA)

Antecedents and Performance Consequences of Integrated Brand Management in China: an Exploratory Study
Linda Xiaoyun Chen, University of Hong Kong (Hong Kong)
Kevin Zheng Zhou, University of Hong Kong (Hong Kong)
David K. Tse, University of Hong Kong (Hong Kong)

The Internationalization of Chinese Brands
Andrew Papadimos, Australian Catholic University (Australia)

Shopping and Buying Decision on Consumers’ Decision-Making Styles – A Cross-Cultural Study of the Youth Chinese and Macanese
Sio Wang Ng, Macao Polytechnic Institute (Macao)

The Need For & Lack of Research into Marketing Services Internationally
Juliana McDonnell, National University of Ireland (Ireland)
Aidan Daly, National University of Ireland (Ireland)

9:45 – 10:00 AM COFFEE BREAK

10:00 – 11:30 AM Session 2.2: PLENARY SESSION
WHY ETHICS IS NOT OPTIONAL FOR THE 21ST CENTURY
Session Chair: John Manley, Iona College (USA)

PANEL DISCUSSION:
Jai Kang, San Francisco State University (USA)
Jeffry Haber, Iona College (USA)
John Manley, Iona College (USA)

11:30 – 1:30 PM
Small Group SPONSORED LUNCH at area restaurants
Please sign up in advance at the Registration Table
Thanks to our sponsor for supporting this opportunity for collegial discourse:
The Hagan School of Business of Iona College

1:45 – 3:15 PM SESSION 2.3
Session 2.3.A: Financial Management Issues: Risk, Currency, Banks, & Land Values
Session Chair: Andrew Papadimos, Australian Catholic University (Australia)

Estimating the Difference in Value between Freehold and Leasehold Land
Christian T. L. Janssen, University of Victoria (Canada)

Credit Risk Management with Fuzzy Models - Analysis of Brazilian Enterprises
Antonio Carlos Pinto Dias Alves, Unidade Gestão de Riscos - Banco do Brasil S.A (Brazil)

A Comparison of Security Policies of Web-Sites of Global Banks
Donald R. Moscato, Iona College (USA)
Eric D. Moscato, Iona College (USA)

Currency Influence on Individual International Security Investment
Anand Shetty, Iona College (USA)
John Manley, Iona College (USA)

Session 2.3.B: Financial & Economic Issues: FDI, Merger, BOP, Taxes
Session Chair: Pawel Sliwinski, Poznan University of Economics (Poland)

An Empirical Analysis of Book-Tax Reporting Difference & Tax Noncompliance Behavior in China
Zhenpin (Kenny) Lin, Lingnan University (Hong Kong)
Feng Tang, Lingnan University (Hong Kong)

The Effect of Macroeconomic Variables on the Current Account Balance in High Income & Transition Economies
Eugeniusz Najlepszy, Poznan University of Economics (Poland)
Pawel Sliwinski, Poznan University of Economics (Poland)
Dorota Wisniewska, Poznan University of Economics (Poland)
Evolution of the Strategic Role of Western Subsidiaries Located in Developing Countries & the Determining Factors
Chiraz Saidani, Laval University (Canada)
Zhan Su, Laval University (Canada)

Currency Impact on the International Merger Benefit
John Manley, Iona College (USA)
Anand Shetty, Iona College (USA)

3:15 – 3:30 PM  COFFEE BREAK

3:30 – 5:00 PM  SESSION 2.4

Session 2.4.A:  CASES
Session Chair:  Donald R. Moscato, Iona College (USA)

The Global Spam Menace: Applying Bayesian Analysis for Screening E-mail - a Teaching Case
Owen P. Hall, Jr., Pepperdine University (USA)
Charles J. McPeak, Pepperdine University (USA)

High-tech Incubators in Transition Economies: a Case Study of iPark, a Venture Capital Backed Internet Holding Company in Poland
Darek Klonowski, Brandon University (Canada)

A Practical Approach to Brand Architecture — A Case Study on Vilco
R. K. Srivastava, University of Mumbai (India)

Competition in Hybrid Vehicles: A Case Study
Edwin C. Duerr, San Francisco State University (USA)
Mitsuko S. Duerr, San Francisco State University (USA)

Session 2.4.B:  Supply Chain Issues: Studies & CASES
Session Chair:  Jeffry Haber, Iona College (USA)

Case Study: Unfolding the Post-transition Era - The Chinese Retail Market after 2004 and the Case of Brilliance Group
Katherine Liu, University of Surrey (United Kingdom)

Business Relations Between Fish Suppliers and Buying Firms in a Developing Country: a Case Study of the Seafood Industry in Eritrea
Casper Schweigman, University of Groningen (The Netherlands)
Clemens Lutz, University of Groningen (The Netherlands)
Mesfin T. Habtom, University of Groningen (The Netherlands)
Trust and its Antecedents in Supply Chains: Evidence from a German Buyers – Chinese Suppliers Perspective
Janjaap Semeijn, Open Universiteit Nederland, (The Netherlands)
Lingling Cao, McKinsey&Company Germany (Germany)
Paul Ghijsen, Open Universiteit Nederland (The Netherlands)

Best Practice for Developing Radically Innovative Product: Insights from “Quantum Evolution” Theory in Bioecology
Michael Hyung-Jin Park, University of Tennessee at Martin (USA)
John D. Overby, University of Tennessee at Martin (USA)

SUNDAY, JANUARY 8TH, 2006

7:30 – 8:30 AM BREAKFAST

8:30 – 10:00 AM SESSION 3.1
Session 3.1.A: Management & Marketing Issues: Governance Decisions
Session Chair: Ekaterina Zhuravleva, Macquarie University (Australia)

The Marketing-Sales Interface in B2B firms
Wim G. Biemans, University of Groningen (The Netherlands)
Maja Makovec Brencic, University of Ljubljana (Slovenia)

Global Competition in “Chambre Separée” - the Automotive Industry Supply Chains
Ove Brandes, Linköping Institute of Technology (Sweden)
Staffan Brege, Linköping Institute of Technology (Sweden)
Per-Olof Brehmer, Linköping Institute of Technology (Sweden)
Johan Lilliecereut, Centre for Market Analysis AB (Sweden)

Framing a Strategy for Board Development
Michael Kipp, Kipp & Associates (USA)
James Deitch, Kipp & Associates (USA)

Exploring the Structure of Japanese Consumers’ Price Acceptability for Premium Brands
Miyuri Shirai, Yokohama National University (Japan)

Taking Stock of Spirituality in Management: a Literature Review and Research Agenda
Ekaterina Zhuravleva, Macquarie University (Australia)
Grant Jones, Macquarie University (Australia)

Session Chair: John Manley, Iona College (USA)
**Internationalization of Croatian Firms Through Foreign Acquisitions - Impact on Employment**  
Marija Kaštelan Mrak, University of Rijeka (Croatia)  
Danijela Sokolic, University of Rijeka, (Croatia)  
Nenad Vretenar, University of Rijeka (Croatia)

**Organization Strategy for Successful Firm Performance**  
Robert W. Pricer, University of Wisconsin-Madison (USA)

**Contrasting Religious Views of the Global Market Economy**  
Joseph Ford, Iona College (USA)  
Vincent Maher, Iona College (USA)

**Social Security Privatization: a Comparative Analysis**  
Charles O’Donnell, Iona College (USA)  
Anand Shetty, Iona College (USA)

**Corporate Acquisitions, Diversification, and Executive Turnover**  
Ivan Brick, Rutgers University (USA)  
John Manley, Iona College (USA)  
Eleni Mariola, Iona College (USA)

10:00-10:10  **Coffee break (note: short break)**

10:10 – noon  **Session 3.2: PLENARY SESSION**

**Planning & Future Sites Selection**  
Session Chair: Gerald Albaum, University of New Mexico (USA)  
The 5th Annual IBEC Conference Chair

*All are Welcome & Encouraged to Attend & to Participate*
ACKNOWLEDGEMENTS

The Organizing Committee of the 5th Annual IBEC thanks the sponsoring institutions that support our efforts to offer a conference comprised of high-quality academic papers and substantive discourse on international themes in business and economics:

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