JANUARY 2013 BUSINESS & ECONOMICS SOCIETY INTERNATIONAL CONFERENCE

http://www.besiweb.com

January 6-11, 2013 Perth, Australia Rydges Perth Hotel

http://www.rydges.com/hotel/RWPERT/Rydges-Perth.htm

PROGRAM

Sessions & Roundtables

(To find your assignments please point to "Edit" and then "Find"; type in your last name and hit the Enter key)

Sunday, January 6, 2013

Pre-Conference Day Long Excursion:

(8 AM hotel – 7 PM hotel) Pinnacles, Koalas & 4WD Adventure, A\$180 (with meal)

Registration

4:00 PM – 7:00 PM, please follow signs

Welcome Reception (refreshments and hors d'oeuvres)

7:00 PM - 8:00 PM, please follow signs

Monday, January 7, 2013 9:00 AM – 10:00 PM Room: King Street

Session [1]: Opening Session

MODERATOR: Joe Nellis Cranfield University, UK

SPEAKER: Barry O'Grady

Curtin University, Perth, Australia

TITLE OF TALK:

The Global Resources Boom and the reaction of Australian financial markets

Monday, January 7, 2013 10:30 AM – 12:30 PM Room: Hay Street

Session [2]: Industry Studies

CHAIR: Leighton Vaughan Williams

Nottingham Business School, UK.

AUTHORS & TITLES:

Tobias Mersmann & Tim Klemke, Leibniz Universität Hannover, Germany. Design of a Communication Process to Organize Change Processes.

Johannes Nywlt, Tim D. Busse & Peter Nyhuis

Leibniz University Hanover, Germany.

Analysis of the Influence of Load Variation on the Logistical System Performance. ²

Kai-Frederic Seitz, Leibniz University Hannover, Germany.

Developing a Logistics Oriented Impact Model for Lot Sizing. ³

Rajesh Rajaguru, SolBridge International School of Business, South Korea. Value for Money and Travel Intention – A Study of Low Cost Airlines.⁴

Girish GP, IBS Hyderabad, IFHE University, India. Indian Electricity Market^{...5}

DISCUSSANTS:

- 1. Rajesh Rajaguru, SolBridge Intern. School of Business, S. Korea.
- 2. Leighton Vaughan Williams, Nottingham Business School, UK.
- 3. Mohammed Nishat, (IBA), Karachi, Pakistan.
- 4. Johannes Nywlt, Leibniz University Hanover, Germany.
- 5. **Tobias Mersmann**, Leibniz Universität Hannover Germany.

Light Lunch (included in registration fee): 12:30 PM – 2:00 PM

(2 PM hotel – 6 PM hotel) Afternoon / evening excursion after sessions with guide: Swan Valley, Wildlife, Winery or Chocolate Factory, A\$110

Monday, January 7, 2013 10:30 AM – 12:30 PM Room: King Street

Session [3]: Fairness, Finance, Investments & FDI

CHAIR: David E. Allen, Edith Cowan University, Australia.

AUTHORS & TITLES:

Ghaith N. Al Eitan & John L. Simpson, Curtin University, Australia.

Modeling Inward Foreign Indirect Investment in Australia. 1

David E. Allen, Edith Cowan University, Australia & M. McAleer, Erasmus University Rotterdam and Tinbergen Institute, The Netherlands, Complutense University of Madrid, Kyoto University, Japan, R. Powell and A.K. Singh, Edith Cowan University, Australia.

Volatility Spillovers from the US to Australia and China across the GFC. ²

Linda L. Barkacs & Craig B. Barkacs, University of San Diego, USA.

Fair Trade Labor in an Unfair World: Reality or Hoax?

Fauzias Mat Nor, Izani Ibrahim & Mamunur Rashid,

Universiti Kebangsaan Malaysia, Malaysia.

Exposure to Investor Sentiment in Malaysia: Services versus Manufacturing Stocks. 4

Khawaja Asad Saeed, Beaconhouse National University, Pakistan.

The Repercussions of Financial Scandals: Suggestions for a New Financial World Order. 5

DISCUSSANTS:

- 1. Lazlo Konya, La Trobe University, Australia.
- 2. Craig B. Barkacs, University of San Diego, USA.
- 3. Ghaith N. Al Eitan, Curtin University, Perth, Australia.
- 4. Khawaja Asad Saeed, Beaconhouse National University, Pakistan.
- 5. David E. Allen, Edith Cowan University, Australia.

Light Lunch (included in registration fee): 12:30 PM – 2:00 PM

 $(2\ PM\ hotel-6\ PM\ hotel)\ Afternoon\ /\ evening\ excursion\ after\ sessions\ with\ guide:\\ Swan\ Valley,\ Wildlife,\ Winery\ or\ Chocolate\ Factory,\ A\110

Tuesday, January 8, 2013 8:00 AM – 10:00 AM Room: Hay Street

Session [4]: Banking, Management & Development

CHAIR: Victoria Wise, Deakin University, Australia.

AUTHORS & TITLES:

Mohammed Nishat, (IBA), Pakistan & **Ahmed Raza Ul Mustafa,** University of Karachi, Pakistan.

Banking and Non-Banking Specific Factors Determining the Banking Profitability in Pakistan. ¹

Roberta Provasi, University of Milano-Bicocca, Italy.

Auditing in the BRIC Countries: A Survey for Comparison with International Standards. ²

Khawaja Amjad Saeed, University of the Punjab, Pakistan. Inventory Management: From Hunch to MRP. ³

Md. Nuruzzaman, Mohammed A. Quaddus, Ananda Jeeva & Eijaz Ahmed Khan, Curtin University, Australia.

The Influence of External Stakeholder in the Competitiveness of Ready-Made Garment (RMG) Industry:

A study on RMG supply chain in Bangladesh. 4

Kingshuk Mukherjee, College of Saint Benedict/St John's University, St Joseph MN, USA.

An Examination of Supply Chain and Sustainability: Case Study at College of Saint Benedict, St John's University, Mobile Advertisement and Consumer behavior in India. ⁵

DISCUSSANTS:

- 1. Roberta Provasi, University of Milano-Bicocca, Italy.
- 2. Victoria Wise, Deakin University, Australia.
- 3. Kingshuk Mukherjee, College of Saint Benedict/St John's University, St Joseph MN, USA.
- 4. **Khawaja Amjad Saeed,** University of the Punjab, Pakistan.
- 5. Ahmed Khan, Curtin University, Australia.

Tuesday, January 8, 2013 8:00 AM – 10:00 AM Room: King Street

Session [5]: Health Issues, Marketing & Government Regulation

CHAIR: Andres Ramirez Hassan, Universidad EAFIT, Colombia.

AUTHORS & TITLES:

Andres Ramirez Hassan & Mateo Uribe Castro,

Universidad EAFIT, Colombia.

Death and offspring: Murder Effects on Fertility.

Gunjan Malhotra, Institute of Management Technology, India & Amit Malhotra, Reliance Insurance Co., New Delhi, India.

Mobile Advertisement and Consumer Behavior in India. ²

Leighton Vaughan Williams, Nottingham Business School, UK.

A Tax-Based Response to the E-Commerce Revolution: The Curious Case of Betting Taxation in the UK. ³

Lucy Demediuk, University of Notre Dame, Australia.

Health Care Challenges in Fiji: Reflections by an Australian Medical Student. ⁴

Ada Hiu-Kan Wong, Lingnan University, Hong Kong.

How do Transition Economy Managers Learn Marketing? Investigating the Wal-Mart Effect in Southern China. ⁵

DISCUSSANTS:

- 1. Lucy Demediuk, University of Notre Dame, Australia.
- 2. Ada Hiu-Kan Wong, Lingnan University, Hong Kong.
- 3. Girish GP, IBS Hyderabad, IFHE University, India.
- 4. Andres Ramirez Hassan, Universidad EAFIT, Colombia.
- 5. Gunjan Malhotra, Institute of Management Technology, India.

Tuesday, January 8, 2013 10:20 AM – 11:50 AM Room: Hay Street

Session [6]: Management, Finance Issues & Entrepreneurship

CHAIR: Constantinos Alexiou, Cranfield University, UK.

AUTHORS & TITLES:

Carolyn V. Currie, Managing Director Public Private Sector Partnerships Pty Ltd., Australia. A New Regulatory Model for the European Financial Common Market–an Analysis of the Grecian crisis, Causes and Solutions. ¹

Constantinos Alexiou & Joseph G. Nellis, Cranfield University, UK.

The Declining Competitiveness of the Greek Economy: Who is to Blame? ²

Ade Adeyemi, Victoria Wise & Anne Rouse, Deakin University, Australia.

Regulation and Climate Change in the Transport Industry. 3

Alexandra Fronzek & Augustin Suessmair, University of Lueneburg, Germany. The Impact of Sustainability Reports on Stock Price Performance of German Mid-Sized Companies. ⁴

DISCUSSANTS:

- 1. Constantinos Alexiou, Cranfield University, UK.
- 2. Carolyn V. Currie, Managing Director Public Private Sector Partnerships Pty Ltd., Australia.
- 3. Joseph G. Nellis, Cranfield University, UK.
- 4. Craig B. Barkacs, University of San Diego, USA.

Tuesday, January 8, 2013 10:20 AM – 11:50 AM Room: King Street

Session [7]: Government Finance, Macroeconomics & Labour

CHAIR: Gunjan Malhotra

Institute of Management Technology, India.

AUTHORS & TITLES:

Joe Heiney, Elmhurst College, USA.

The Effect of Political Consolidation on Public Sector Salaries. ¹

Kshiti Bhusan Das, Utkal University, Odisha, India.

Changing Dimensions of Indian Tax System and Imperatives of Stability.²

László Konya, La Trobe University, Australia;

Jai Pal Singh, CCS Haryana Agricultural University, India &

Bekzod Abdullaev, La Trobe University, Australia.

A Re-examination of Wagner's Law for India with a New Approach.³

Deborah J. Pembleton, College of St. Benedict / St. John's University, USA.

Leveraging Social Media in the Development of Global Business Leaders. ⁴

DISCUSSANTS:

- 1. **Deborah J. Pembleton,** College of St. Benedict / St. John's University, USA.
- 2. Md. Nuruzzaman, Curtin University, Australia.
- 2. Fauzias Mat Nor, Universiti Kebangsaan Malaysia, Malaysia.
- 4. Joe Heiney, Elmhurst College, USA.

Tuesday, January 8, 2013 12:00 Noon – 1:00 PM Room: Hay Street

Session [8] – Roundtable I: Geopolitical Issues: SAARC Rejuvenation & Economic Implications

MODERATOR: **Khawaja Amjad Saeed** University of the Punjab, Pakistan.

Roundtable Partici	pants (al	phabetical	ly)	ı
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Constantinos Alexiou

Cranfield University, UK.

Ron Johnson

American Public University System Europe.

Joseph G. Nellis

Cranfield University, UK.

Deborah J. Pembleton

College of St. Benedict / St. John's University, USA.

Khawaja Amjad Saeed

University of the Punjab, Pakistan.

Tuesday, January 8, 2013 2:30 PM – 4:30 PM Room: King Street

Session [9]: Economic Development Issues

CHAIR: Lazlo Konya, La Trobe University, Australia.

AUTHORS & TITLES:

Paulo Drummond, Wendell Daal, Nandini Srivastava & Luiz Edgard Oliveira, International Monetary Fund, Washington, D.C. USA.

Mobilizing Revenue in Sub-Saharan Africa: Empirical Norms and Key Determinants. ¹

Kazuyasu Kawasaki, Tokai University, Japan.

The Interregional Distribution of Public Capital Stock and Movement of Production Factors in Japan. ²

Dayal Talukder, ICL Business School, Auckland, New Zealand.

A Comparative Analysis of Poverty, Inequality and Income Distribution among South Asian Countries. ³

Gunjan Malhotra, Institute of Management Technology, IMT, Raj Nagar, Ghaziabad, India. Economic Development and Environmental quality: A cross-section analysis for Asian Countries. ⁴

Eijaz Ahmed Khan, Anna Lee Rowe, Mohammed Quaddus & Md. Nuruzzaman, Curtin University, Australia. The Relationship of Personality Traits of Informal Micro-enterprise Entrepreneurs, Role of Business Environment, and Firm Sustainable Performance -Qualitative Evidence from Bangladesh. ⁵

DISCUSSANTS:

- 1. Dayal Talukder, ICL Business School, Auckland, New Zealand.
- 2. **Paulo Drummond, I**nternational Monetary Fund, Washington, D.C. USA.
- 3. Kazuyasu Kawasaki, Tokai University, Japan.
- 4. Khawaja Asad Saeed, Beaconhouse National University, Pakistan.
- 5. Lazlo Konya, La Trobe University, Australia.

(7 PM hotel - 10 PM hotel) Night outing after sessions: Coco's Restaurant, meals at A\$40 to A\$70 plus roundtrip taxi transportation at about A\$12 per person.

Tuesday, January 8, 2013 2:30 PM – 4:30 PM Room: Hay Street

Session [10] – Roundtable II: Mining Boom in Australia and "Dutch Disease"

MODERATOR: (to be announced)

Roundtable Participants (alphabetically):								
(to be annot	unced)							

Wednesday, January 9, 2013 8:00 AM – 9:30 AM Room: King Street

Session [11]: Ethics, Trade & Finance

CHAIR: Carolyn V. Currie, Managing Director Public Private Sector Partnerships Pty Ltd., Australia.

AUTHORS & TITLES:

Tetsuro Okazaki, Chiba University of Commerce, Japan.

Business culture and coordination problem: Interpretations of Just-in-Time production and on-schedule operation in Japan.¹

Carolyn V. Currie, Managing Director Public Private Sector Partnerships Pty Ltd., Australia.

The Role of Lobbying in Accelerating or Corrupting the Process of Economic Growth. ²

Vikkie McCarthy, Austin Peay State University, USA &

Ron Johnson, American Public University System Europe.

The connection between Corporate Social Responsibility and Business Sustainability: A Systematic Review of the literature. ³

Ghaith N. Al Eitan & John L. Simpson, Curtin University, Perth, Australia.

The Causal Links between Inward Foreign Direct Investment in Australia and its Business Environment. 4

DISCUSSANTS:

- 1. **Ron Johnson,** American Public University System Europe.
- 2. Augustin Suessmair, University of Lueneburg, Germany.
- 3. Tetsuro Okazaki, Chiba University of Commerce, Japan.
- 4. Carolyn V. Currie, Managing Director Public Private Sector Partnerships Pty Ltd., Australia.

Wednesday, January 9, 2013 8:00 AM – 9:30 AM Room: Hay Street

Session [12]: Education & Development

CHAIR: Robert Sims, Victoria University, Australia.

AUTHORS & TITLES:

Constantinos Alexiou & Joseph G. Nellis, Cranfield University, UK. What Can the Business World Learn from Economists? ¹

Hussain Ali Bekhet, Universiti Tenaga Nasional, Malaysia;
Basheer A. AL-Alak & Ghaleb Awad Elrefae,
Al-Ain University of Science and Technology, UAE.

Developing Student Satisfaction Perception Model for Public & Private Universities in Malaysia. ²

Min Le, Liaoning University, Shenyang, People's Republic of China & Robert Sims, Victoria University, Australia.

Pricing of Tuition Fees for Transnational Higher Education

Programs in China and Impact on Student Demand. ³

Norazmawati Md. Sani & Abd. Rahim University of Science Malaysia, Malaysia. Factors of Unused Land under Flyover. ⁴

DISCUSSANTS:

- 1. Robert Sims, Victoria University, Australia.
- 2. Christiana Ogonna Igberi, Ebonyi State University, Nigeria.
- 3. Norazmawati Md. Sani, University of Science Malaysia, Malaysia.
- 4. Joseph G. Nellis, Cranfield University, UK.

Wednesday, January 9, 2013 9:45 AM – 10:30 AM, Room: King Street

Session [13] - Invited Speaker

MODERATOR: Augustin Suessmair

Advertising Defended

Tibor R. Machan

R. C. Hoiles Chair in Business & Free Enterprise, Chapman University's Argyros School of Business & Economics Chapman University, One University Drive, Orange, CA 92866 USA tmachan@gmail.com/

When we try to judge an activity or institution, we need to know what is its nature or purpose. If you travel, to tell how well you are doing it is necessary to know where you want to go. If one wishes to judge parenting or teaching or scholarship, one needs to know what these are so as to determine whether a given instance fulfills its nature, function or purpose.

Unless we know what advertising is, we cannot judge or evaluate it or what others claim about it. One might think here of what is involved in malpractice lawsuits. Malpractice presupposes standards of conduct. Without standards there can be no way to identify and distinguish what is and is not proper conduct, including in a craft or profession.

Before answering, let's consider what advertising does. In a typical ad, people are told of or shown various possible benefits of some service or product, usually with the aid of a gimmick or two. The gimmicks are meant to focus our consciousness and to call attention to the likely benefits of the service or product being advertised.

From this we can conclude that advertising is a form of promotion – moving something ahead positively. It is a call to people to pay attention to some service or product being offered for sale, just in case they may then come to want it.

Advertising is a natural extension of commerce and marketing: the promotion of what is being produced for sale.

Tibor Machan fled Hungary as a boy with the help of a flesh-peddler (or so TIME magazine called folks who made money off liberating people). He then, after having learned firsthand about modern Soviet style Communism, lived under the brutal, Nazi-sympathizing household of his father for three years. In time they all went to the USA, where after six months he took off and became, at age 18, independent and reasonably self-sustaining.

A tour of duty in the US Air Force – with a stint as an actor at Andrews AFB and the welcome liberating discovery of Ayn Rand via his role in The Night of January 16th – acclimated Machan to the West. It also readied him for the academic life, where he earned BA, MA and PhD degrees in philosophy and launched a career that has by now issued in two dozen single author and a dozen and a half of edited books, as well as the co-founding of the mature Reason Magazine, editing of Reason Papers, An Interdisciplinary Journal of Normative Studies, and much else that has been of some help to advancing the cause of liberty and good, sound philosophy.

Machan has lectured around the world on libertarian political philosophy, business ethics, and various philosophical topics. He is as close as it is possible to be a public philosopher, who aside from scholarly works writes newspapers columns and magazine articles, and gives media interviews all the way from Argentina to New Zealand and Greece. He was featured on American ABC-TV journalist John Stossel's prime time TV program, "John Stossel Goes to Washington." C-Span featured him on its May 1, 2011, 3 hour "In Depth" program.

Machan is the R. C. Hoiles professor of business ethics and free enterprise in the school of business at Chapman University, where he also teaches the frosh foundations seminars, the history political philosophy and the philosophies of commercial life. He has written 43 books and edited another 20. His latest book is The Morality of Business: A Profession of Human Wealth Care (Springer, 2011).

(11 AM hotel – 7 PM hotel)
Day-long excursion after sessions with guide:
Fremantle City & surroundings, A\$135 (with meal)

Thursday, January 10, 2013 9:00 AM – 11:00 AM Room: King Street

Session [14]: Applied Studies in Development & Management

<u>CHAIR</u>: **Elena G. Popkova** Volgograd State Technical University, Russia.

AUTHORS & TITLES:

Elena G. Popkova, Maria K. Romanova & L. I. Kukaeva

Volgograd State Technical University, Russia.

Formation of the Regional Meat Cluster Development Strategy. 1

Viktoria I. Tinyakova, Voronezh State University, Russia.

Logical Development of the Economic Prognostics:

From the Adaptive to Adaptive-Rational Models. ²

Christiana Ogonna Igberi, Ebonyi State University, Nigeria & **Matthew Babatope Ogunniyi,** University of Lagos, Lagos, Nigeria.

Has Maritime Transport Sector impacted on the Growth of Nigeria's Economy?³

Sina Golkarihagh & Sahar Golkarihagh, National University of Malaysia.

Evaluating the service-orientation strategy and its influences on growth in profitability of firms. ⁴

Sahar Golkarihagh, National University of Malaysia.

Leadership and social capital maintaining, transferring social capital in merged firms in Iran's tile industry. ⁵

DISCUSSANTS:

- 1. **Sina Golkarihagh,** National University of Malaysia.
- 2. Elena G. Popkova, Volgograd State Technical University, Russia.
- 3. Viktoria I. Tinyakova, Voronezh State University, Russia.
- 4. Kshiti Bhusan Das, Utkal University, Odisha, India.
- 5. Matthew Babatope Ogunniyi, University of Lagos, Lagos, Nigeria.

(1 PM Barrack Street - 4:30 PM Barrack Street) Swan Valley Lunch Cruise, A\$103

Thursday, January 10, 2013 9:00 AM – 11:00 AM Room: Hay Street

Session [15]: Industrial Development & Entrepreneurship

CHAIR: **Henrik Sievers**Aalto Business School, Finland.

Jonathan Quaye Essilfie, Nana Yaw Barimah Amponsah & Jude Kwesi Wisdom, Koforidua

Polytechnic, Koforidua E/R Ghana W/A.

Economic Growth and Development. ¹

Yusof Yusnita, Ibrahim Yahaya, Muda Shaladdin & Amin Aziz

Universiti Malaysia Terengganu, Malaysia.

Community Based Tourism in Malaysia: A Case of Homestay Program. ³

Tomasz Norek, University of Szczecin, Poland.

The Barriers to Development of Innovation in Small and Medium Businesses in Poland: The analysis of the internal innovation potential. ⁴

Henrik Sievers, Aalto Business School, Finland.

Dominant Designs and Convergence Management. ⁵

DISCUSSANTS:

- 1. Yusof Yusnita, Universiti Malaysia Terengganu, Malaysia.
- 2. Henrik Sievers, Aalto Business School, Finland.
- 3. Nana Yaw Barimah Amponsah, Koforidua Polytechnic, Koforidua E/R Ghana W/A.
- 4. **Jude Kwesi Wisdom,** Koforidua Polytechnic, Koforidua E/R Ghana W/A.

(1 PM Barrack Street - 4:30 PM Barrack Street) Swan Valley Lunch Cruise, A\$103

Thursday, January 10, 2013 9:00 AM – 11:00 AM

Session [16]: Business & Society Issues

Poster Session

Joel K. Falowo, Sumy National Agrarian University, Ukraine. Business and Society.

(1 PM Barrack Street - 4:30 PM Barrack Street) Swan Valley Lunch Cruise, A\$103

Friday, January 11, 2013

Post-Conference Day Long Excursion:

(8:30 AM Barrack St – 5:30 PM Barrack St) Rottnest Island, A\$85 (roundtrip ferry only)

See you next July in Monte Carlo, Monaco!

July 6-9, 2013 Monte Carlo, Monaco Novotel Hotel