

Business & Economics Society International (B&ESI) Conferences

28th B&ESI CONFERENCE

Queenstown, New Zealand, January 6-8, 2016

Rydges Lakeland Resort Queenstown

38-54 Lake Esplanade, Queenstown, New Zealand 9300

Tel: +64 3 442 7600, Fax: +64 3 442 9653

Email: <reservations_queenstown@rydges.com>



28th B&ESI CONFERENCE PROGRAM

- **DEADLINES & INSTRUCTIONS TO PROGRAM PARTICIPANTS**
- **SCHEDULE & DAILY ACTIVITIES**
- **PROGRAM (DAILY SESSIONS)**

DEADLINES & INSTRUCTIONS TO PROGRAM PARTICIPANTS

Deadlines:

- **Abstract and / or paper submission for evaluation for possible participation: September 30, 2015**
- **Paper Submission for evaluation for possible publication: October 30, 2015**
- **Notification for date and time restrictions for conference participation: November 15, 2015**
- **Hotel block of rooms reserved, at special rate, until: December 2, 2015**
- **Papers accepted for publication in the [Global Business & Economics Anthology](#) (GBEA) (formatted and accompanied by signed copyright form) due: February 15, 2016**

Session Time Allocations: Most sessions are 120 minutes long (with four presenters); other are longer (with more presenters) or shorter (with less presenters.) Each Presenter should take no more than 20 minutes; each Discussant should take no more than 3 to 5 minutes; any remaining time should be devoted to questions from the audience.

Session Chairs: Assume overall responsibility for your session. Make an effort to contact the session participants before the meeting. Inform them that each presentation room will be equipped with an overhead projector and flipchart. Ask them if they have any special needs relating to their presentation and/or discussion and, in collaboration with the registration desk, try to satisfy those needs. Arrive at the session room 10 minutes in advance and make sure that it is properly equipped. Welcome and introduce the participants. Start the session on time and adhere to the time schedule. Discussants should follow presenters. Moderate the open discussion to the best of your ability.

Presenters: Stay within the allotted time of 20 minutes even though it may not be enough! Be well prepared. Please do not just read your paper. Your presentation of main points, methods, and conclusions should lead to a fruitful discussion during and after the session. *Bring with you and make available five or more copies of your manuscript.* Every presentation room will be equipped with power point (projector and computer) overhead projectors, screens and flipcharts; if you would like to use your own equipment please bring with you all necessary cables and transformers required by electricity standards in New Zealand.

Discussants: Be prepared to offer your "positive" remarks first. Then offer any "negative" remarks in a constructive way. Stay within the allotted time of 3 to 5 minutes. If you cannot meet your commitment, please make an effort to find a substitute discussant, and contact the registration desk as well as the session chair immediately. Please contribute as much as you can to the discussion of all papers. *If the session's chair is absent, the last discussant listed should take on the role of the chair.*

SCHEDULE & DAILY ACTIVITIES: January 5 – January 10, 2016

Tuesday, January 5, 2016

**Recommended Pre-Conference Excursion: Skippers Canyon 4WD Tour, hotel pick up, 4 hours
(Please reserve with Viator.com)**

Registration: 5:00 PM – 6:00 PM

Reception: 6:00 PM– 7:00 PM

**Let's go for a walk after the Reception: Rydges Hotel to Queenstown Gardens and Downtown
(Stay together or return on your own)**

Wednesday, January 6, 2016

Registration & Concurrent Sessions: 9:00 AM – 12:45 PM

Lunch (included in registration fee): 12:45 PM on

**Recommended Early Evening Excursion: Lake Wakatipu Cruise with
steamship TSS Earnslaw, 2:00 PM - 5:30 PM
(Departing / returning point – walking distance from Rydges hotel)**

Thursday, January 7, 2016

Registration & Concurrent Sessions: 8:30 AM – 1:15 PM

Lunch (included in registration fee): 1:15 PM on

**Recommended Early Evening Excursion: Shotover River Extreme Jet Boat Ride from Queenstown
2:20 PM - 3:30 PM, \$89.95. (Please reserve with Viator.com)**

Friday, January 8, 2016

Registration & Concurrent Sessions: 9:00 AM – 1:00 PM

Lunch (included in registration fee): 1:00 PM on

**Recommended Early Evening Excursion:
Skyline Gondola summit (luge, zipper, skyswing), 2 PM on, (walking distance from Rydges Hotel)**

Saturday, January 9, 2016

**Recommended Post-Conference Excursion:
Milford Sound Full-Day Tour from Queenstown, hotel pick up, 12.5 hours
(Please reserve with Viator.com)**

Sunday, January 10, 2016

**Recommended Post-Conference Excursion:
Queenstown to Christchurch via Mount Cook, hotel pick up, 11 hours
(Please reserve with contact Viator.com)**

Tuesday, January 5, 2016

Pre-conference Excursion:

Skippers Canyon 4WD Tour, hotel pick up, 4 hours
(Please reserve with Viator.com)

Registration:

5:00 PM - 6:00 PM

Reception:

6:00 PM - 7:00 PM

Let's go for a walk after the reception:

Rydges Hotel to Queenstown Gardens and Downtown
(stay together or return on your own)



Wednesday, January 6, 2016
9:00 AM – 9:30 AM, Coronet Room
Session [1]: Welcoming Remarks

The Honorable *Vanessa van Uden*
Mayor of Queenstown



Coffee Break: 9:30 AM

Wednesday, January 6, 2016
9:45 AM – 12:45 PM, Coronet Room
Session [2]: Management & Technology

CHAIR: Bi-Huei Tsai, National Chiao Tung University, Taiwan.

PRESENTERS:

Bi-Huei Tsai, National Chiao Tung University, Taiwan.

Evaluation of Strategy Competition in the Global Motherboard Industry. ¹

Sarah Majid Ansari, Leibniz University Hannover, Garbsen, Germany.

Serjosha Wulf, CEO of GREAN GmbH, Germany.

Company-Specific Selection of Resource Efficiency Methods. ²

Philipp Schäfers, Leibniz University Hannover, Garbsen, Germany.

Development of an Integrative Logistics Model for Linking Planning and Control Tasks with Logistical Variables along the Company's Internal Supply Chain. ³

Matthias Goerke, Leibniz University Hannover, Garbsen, Germany.

Development of a Didactical Concept for a Cybernetic Simulation Game to Increase Ramp-up Efficiency. ⁴

Carolin Felix, Leibniz University Hannover, Garbsen, Germany.

Kirsten Hoepfer, Institute of Standardized and Applied Hospital Management (ISAK), Garbsen, Germany.

Methodological Development for a Capacity-oriented Surgical Planning and Control process in Hospitals. ⁵

Moha Asri Abdullah, International Islamic University Malaysia, **Zulkarnain Kedah**, Education and Training Business Unit, Selangor Darul Ehsan, Malaysia, **Md. Aftab Anwar**, International Islamic University Malaysia.

Effects of Millionaire's Mind Programming on Entrepreneurial Performance through Entrepreneurial Motivation. ⁶

Reetika Rana, Shivaji College, University of Delhi, India.

Economic Viability of Compressed Natural Gas (CNG) as an Automotive Fuel for Private Vehicle Owners: A study of Delhi. ⁷

DISCUSSANTS:

1. **Sarah Majid Ansari**, Leibniz Univ. Hannover, Garbsen, Germany.

2. **Takao Iida**, Sapporo University, Japan.

3. **Bi-Huei Tsai**, National Chiao Tung University, Taiwan.

4. **Reetika Rana**, Shivaji College, University of Delhi, India.

5. **Mark S. Teachout**, University of the Incarnate Word, USA.

6. **Matthias Goerke**, Leibniz University Hannover, Garbsen, Germany.

7. **Philipp Schäfers**, Leibniz University Hannover, Garbsen, Germany.

Lunch (included in registration fee): 12:45 PM on

Recommended Early Evening Excursion:

Lake Wakatipu Cruise with steamship TSS Earnslaw

2:00 PM - 5:30 PM

(Departing / returning point – walking distance from Rydges Hotel)

Thursday, January 7, 2016
8:30 AM – 10:30 AM, Coronet Room
Session [3]: FDI, Economic Cycles, and Industry Performance

CHAIR: Suwina Cheng
Lingnan University, Tuen Mun, Hong Kong.

PRESENTERS:

Suwina Cheng & Kenny Z. Lin, Lingnan University, Tuen Mun, Hong Kong.

Foreign Direct Investment in China: Do Taxes, Investment Climate and Government Efficiency Matter? ¹

Petr Doucek, University of Economics, Prague, Czech Republic.

Impact of Economic Cycle on ICT Professionals' Wages in the Czech Republic. ²

Howard C.W. Lee, Philip J. Rosenberger III & Guilherme D. Pires, University of Newcastle, Australia.

The moderating Effect of Cost Orientation on RMO Adoption in the Hospitality Industry. ³

Reiko Murakami, Kinki University, Osaka Japan.

An Analysis of Japanese Traditional Craft Industries: The Case of Lacquerware. ⁴

DISCUSSANTS:

1. Petr Doucek, University of Economics, Prague, Czech Republic.

2. Nathan Berg, University of Otago, Dunedin, New Zealand.

3. Nathan Berg, University of Otago, Dunedin, New Zealand.

4. Suwina Cheng, Lingnan University, Tuen Mun, Hong Kong.

Coffee Break: 10:30 AM

Thursday, January 7, 2016
8:30 AM – 10:30 AM, Remarkables Room
Session [4]: Capitalism, Government Efficiency and Education

CHAIR: Charles E. Beck
University of Colorado at Colorado Springs, USA.

PRESENTERS:

James P. West, Moravian College, U.S.A.

Keystone Capitalism: Four Great Pennsylvanians and their
Lasting Impact on the American Economic and Business Model. ¹

Ron Tammen, Portland State University, USA.

How to Measure Government Efficiency. ²

Charles E. Beck, Monique French, University of Colorado at Colorado Springs, USA.

The Impact of Business Curriculum on Student Internship Experiences: A Study of Student Subjective Reactions
over Ten Years. ³

Mark S. Teachout, University of the Incarnate Word, USA.

How do Students Intend to apply what they learned?
A Multidimensional Perspective. ⁴

DISCUSSANTS:

1. Ron Tammen, Portland State University, USA.

2. James P. West, Moravian College, U.S.A.

3. Mark S. Teachout, University of the Incarnate Word, USA.

4. Charles E. Beck, University of Colorado at Colorado Springs, USA.

Thursday, January 7, 2016
11:00 AM – 1:15 PM, Coronet Room
Session [5]: Lobbying, Human Rights, and Finance / Education Systems

CHAIR: Mohammad Talha
King Fahd University of Petroleum and Minerals, Saudi Arabia.

PRESENTERS:

Craig B. Barkacs, Linda L. Barkacs, University of San Diego, USA.
U.S. Campaign Finance Laws, the Foreign Corrupt Practices Act, and the Organization for Economic Cooperation and Development Anti-Bribery Convention: The Blurred Lines between Lobbying and Corruption in the United States and Internationally. ¹

Mohammad Talha, King Fahd University of Petroleum and Minerals Saudi Arabia, **S. Benjamin Christopher**, NGM College, India, **J. Karthikeyani**, Kovai Kalaimagal College of Arts and Science, India.
Impact of Size on the Determinants of Corporate Social Reporting – The Case of Indian Companies. ²

Nathan Berg, University of Otago, Dunedin, New Zealand, **Mohamed El-Komi**, American University in Cairo, Egypt, **Jeong-Yoo Kim**.
Segmentation among Islamic Financial Institutions. ³

Benjamin Harrison, Plateau State University, Boko, Nigeria.
Curbing Instability in the Nigerian Educational System through Professionalization of Teaching. ⁴

DISCUSSANTS:

1. **Ron Tammen**, Portland State University, USA.
2. **Linda L. Barkacs**, University of San Diego, USA.
3. **Mohammad Talha**, King Fahd Univ. of Petroleum and Minerals, S. Arabia.
4. **Craig B. Barkacs**, University of San Diego, USA.

Lunch (included in registration fee): 1:15 PM on

Recommended Early Evening Excursion: Shotover River Extreme Jet Boat Ride from Queenstown
2:20 PM - 3:30 PM (Please reserve with Viator.com)

Thursday, January 7, 2016
11:00 AM – 1:00 PM, Remarkables Room
Session [6]: Marketing and Industry Analysis

CHAIR: Guilherme D. Pires, University of Newcastle, Australia.

PRESENTERS:

Guilherme D. Pires, Tom Chen, Prapatsorn Suetrong,
University of Newcastle, Australia.

Examining the Effect of Brand Love on Consumers' Repurchase Intentions for Consumer Products.¹

Natsuki Watanabe, Hiroyuki Kawashima, The University of Tokyo, Japan.

Difference of Consumer Choice between Shops and Restaurant

-Japanese SAKE case -.²

Takao Iida, Kanae Musha, Sapporo University, Japan,

Akira Kato, Hokkaido University of Education HAKODATE, Japan.

The impact analysis of special zone policies of the wine industry

- Yoichi Case in Hokkaido, Japan -.³

Adekunle Olakunle Felix, Pusat Bahasa Laguna, Malaysia.

Marketing Innovation as a Business Strategy.⁴

DISCUSSANTS:

1. **Reiko Murakami**, Kinki University, Osaka Japan.

2. **Prapatsorn Suetrong**, University of Newcastle, Australia.

3. **Guilherme D. Pires**, University of Newcastle, Australia.

4. **Guilherme D. Pires**, University of Newcastle, Australia.

Lunch (included in registration fee): 1:15 PM on

Early evening excursion: Shotover River Extreme Jet Boat Ride from Queenstown
2:20 PM - 3:30 PM (Please reserve with Viator.com)

Friday, January 8, 2016
9:00 AM – 10:30 AM, Coronet Room

Session [7] (Roundtable): Should we worry about Droughts?

MODERATOR:

Demetri Kantarelis
Assumption College, USA.

ROUNDTABLE PARTICIPANTS (in alphabetical order):

Charles E. Beck
University of Colorado at Colorado Springs, USA.

Nathan Berg
University of Otago, Dunedin, New Zealand.

Petr Doucek
University of Economics, Prague, Czech Republic.

Mohammad Talha
King Fahd University of Petroleum and Minerals, Saudi Arabia.

Ron Tammen
Portland State University, USA.

Coffee Break: 10:30 AM

Friday, January 8, 2016
11:00 AM – 1:00 PM, Coronet Room
Session [8]: Games, Competitive Advantage, and Education

CHAIR: Nathan Berg, University of Otago, Dunedin, New Zealand.

PRESENTERS:

Akira Maeda, The University of Tokyo, Japan.
Optimal Stopping Game with Investment Spillover Effect. ¹

Warakorn Pom Komutanont, Guilherme Pires, University of Newcastle, Australia.
Examining Resilience to Crisis in the Airline Industry for Sustainable Competitive Advantage. ²

Ming-Hsiung Wu, China University of Science and Technology, Taiwan ROC, **Kuo-Shu Hsu**, National Tao-yuan Agricultural & Industrial Vocational High School, Taiwan, **Hsin-Cheng Chen**, Taipei Municipal Nangang Vocational High School, Taiwan, **Min-Lian Kuo**, National Tao-yuan Agricultural & Industrial Vocational High School, Taiwan.
The Development of 5E Inquiry-Based Teaching Packages of Quality Agriculture Inquiry-Based Program for High School Horticulture Department. ⁴

Adekunle Olakunle Felix, Pusat Bahasa Laguna, Malaysia.
Entrepreneurship, Innovation and Growth. ⁵

DISCUSSANTS:

1. **Nathan Berg**, University of Otago, Dunedin, New Zealand.
2. **Akira Maeda**, The University of Tokyo, Japan.
3. **Charles E. Beck**, University of Colorado at Colorado Springs, USA.
4. **Ming-Hsiung Wu**, China University of Science & Techn., Taiwan.

Lunch (included in registration fee): 1:00 PM

Recommended Early Evening Excursion:
Skyline Gondola summit, (luge, zipper, skyswing), 2 PM on
(Walking distance from Rydges Hotel)

Saturday, January 9, 2016

Recommended Post-Conference Excursion:
Milford Sound Full-Day Tour from Queenstown
Hotel pick up, 12.5 hours
(Please reserve with Viator.com)

Sunday, January 10, 2016

Recommended Post-Conference Excursion:
Queenstown to Christchurch via Mount Cook
Hotel pick up, 11 hours
(Please reserve with Viator.com)

OBSERVERS

Bernhard Eckwert
Bielefeld University
Department of Economics
P.O. Box 100131
33501 Bielefeld, Germany

Mia Olsen
Economist
Kobenhavn NV, Denmark

Demetri Kantarelis
Department of Economics & Global Studies
Assumption College
500 Salisbury Street
Worcester, MA 01609, USA

Helen Kantarelis
Business & Economics Society International (B&ESI)
64 Holden Street
Worcester, MA 01605-3109, USA

The End!

See you all in Ljubljana, Slovenia!

29th B&ESI Conference

Ljubljana / Slovenia

Union Hotel, July 6-9, 2016

Deadline for abstract submission and participation: **March 15, 2016**

