

32nd B&ESI CONFERENCE

Cusco, Peru, January 8-11, 2018

Belmond Hotel Monasterio

Calle Palacio 140, Plazoleta Nazarenas, Cusco, Perú

Reservations via the Web [here](#) or

Fax (51 84 60 4001) or Telephone: toll-free (1 800 237 1236), non-toll-free (+51 84 60 4000)

Email: perures.fits@belmond.com



32nd 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, 2017**
- **Paper submission for evaluation for possible publication: October 30, 2017**
- **Notification for date and time restrictions for conference participation: November 30, 2017**
- **Hotel block of rooms reserved, at special rate, until: December 8, 2017**
- **Papers accepted for publication in the [Global Business & Economics Anthology](#) (GBEA) (formatted and accompanied by signed copyright form) due: February 15, 2018**

Session Time Allocations: Most sessions are 120 minutes long (with five 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 capability (projector and computer), 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 Peru.

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 8 – January 11, 2018

Sunday, January 7, 2018

Scheduled Pre-Conference Day-Long Excursion: 10:00 AM – 3:00 PM
Maras Moray Salt Mines

Welcome Reception & Pre-registration: 6:00 PM – 7:00 PM
Belmond Hotel Monasterio, Chapel Room

Monday, January 8, 2018

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

Lunch for registered participants: Illariy Restaurant, 1:30 PM

Scheduled afternoon Excursion: 3:00 PM – 7:00 PM
Cusco City Tour with guide

Tuesday, January 9, 2018

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

Lunch for registered participants: Illariy Restaurant, 1:30 PM

Scheduled evening Excursion: 6:00 PM – 8:00 PM
Folklore Dances

Wednesday, January 10, 2018

Registration & Concurrent Sessions: 8:00 AM – 10:00 AM

Scheduled Day-Long Excursion: 10:30 AM – 7:30 PM
Sacred Valley with guide – lunch included

Thursday, January 11, 2018

Scheduled Post-Conference Day-Long Excursion: Early AM – 8:00 PM
Machu Picchu with guide – lunch, bus, train included

Friday, January 12, 2018

Scheduled Post-Conference Day-Long Excursion: Early AM - 7:00PM
Rainbow Mountain with guide – two meals included

**32nd BUSINESS & ECONOMICS
SOCIETY INTERNATIONAL CONFERENCE
JANUARY 8-11, 2018**

CONFERENCE PROGRAM

Sunday, January 7, 2018

Scheduled Pre-Conference Day-Long Excursion: 10:00 AM – 3:00 PM
Maras Moray Salt Mines

Welcome Reception & Pre-registration

6:00 PM – 7:00 PM

Belmond Hotel Monasterio, Chapel Room



Monday, January 8, 2018

9:00 AM – 11:00 AM

Room: Chapel

Session [1]: Ethics, Social Capital, Latina Earnings, and Automation

CHAIR: Gerald Venezia, Frostburg State University, USA.

AUTHORS & TITLES:

Gerald Venezia, Frostburg State University, USA;

Chien-Hung Hsueh, Southern Taiwan University of Science and Technology;

Chiulien C. Venezia, Frostburg State University, USA.

Work Experience, its Impact on the Ethical Work Climate Value of Chinese and Taiwanese Accountants. ¹

Renuka Mahadevan, The University of Queensland, Australia.

Why Social Capital May or May Not Matter for Well-Being in a Remote Chinese Village? ²

Trevor Mattos, University of Massachusetts Boston, USA.

Foreign Born Latina Earnings and Returns to Education and Experience in the US. ³

Dimitris Voliotis, University of Piraeus, Greece.

Resilient Financial Networks. ⁴

Katie Flood, Memorial University of Newfoundland, Canada.

Automation in the Aviation Industry. ⁵

DISCUSSANTS:

1. Renuka Mahadevan, The University of Queensland, Australia.

2. Chiulien C. Venezia, Frostburg State University, USA.

3. Gerald Venezia, Frostburg State University, USA.

4. Yasumi Matsumoto, Waseda University, Japan.

5. Dimitris Voliotis, University of Piraeus, Greece.

Monday, January 8, 2018
9:00 AM – 11:00 AM
Room: Salon Tupay

Session [2]: Monetary, Macroeconomic & Investments Issues

CHAIR: **Jurica Šimurina**, University of Zagreb, Croatia.

AUTHORS & TITLES:

Jane M. Binner, Sajid Chaudhry, University of Birmingham, UK;
Logan Kelly, University of Wisconsin, USA;
James L. Swofford, University of South Alabama, USA.
“Risky” Monetary Aggregates for the UK and US. ¹

Nicholas Apergis, University of Piraeus, Greece;
Ioannis Pragidis, Democritus University of Thrace, Greece.
Stock Price Reactions to Wire News from the European Central Bank: Evidence from Changes in the Sentiment Tone and International Market Indexes. ²

Tomislav Gelo, University of Zagreb, Croatia;
Jurica Šimurina, University of Zagreb, Croatia;
Goran Babić, Croatian Energy Regulatory Agency, Croatia.
Specific Economic Regulation Mechanisms of Investment in New Energy Infrastructure. ³

Keiji Hashimoto, Otemon Gakuin University, Osaka, Japan.
The Increase of the People not in Work and Economic Growth:
An Application of Okun’s Law in Japan. ⁴

Nicholas Apergis, Christos Bouras, University of Piraeus, Greece;
Christina Christou, Open University of Cyprus, Cyprus;
Christis Hassapis, University of Cyprus, Nicosia, Cyprus.
New Evidence from Multi-Horizon Wealth Effects Across the G7 Economies. ⁵

DISCUSSANTS:

1. **Nicholas Apergis**, University of Piraeus, Greece.
2. **Jane M. Binner**, University of Birmingham, UK.
3. **Keiji Hashimoto**, Otemon Gakuin University, Osaka, Japan.
4. **Nika Šimurina**, University of Zagreb, Croatia.
5. **Tomislav Gelo**, University of Zagreb, Croatia.

Monday, January 8, 2018

11:30 AM - 1:30 PM

Room: Chapel

Session [3]: Digital Divide, Banking, Labor, Taxation & Brexit

CHAIR: **Nika Šimurina**, University of Zagreb, Croatia.

AUTHORS & TITLES:

Yasumi Matsumoto, Waseda University, Japan.

World Comparison of the Digital Divide Index from 1990 to 2014. ¹

Sofia Eleftheriou, Open University of Cyprus, Cyprus.

The impact of the 2008 Financial Crisis on the Greek Banking System: Recommendation for a Catharsis. ²

Banu Uckan Hekimler, Anadolu University, Eskisehir, Turkey

Flexicurity in the Labour Act in Turkey:

Secured Flexibility or Flexible Security? ³

Nika Šimurina, University of Zagreb, Croatia.

The Promise and the Peril of Pure Consumption Taxation. ⁴

Samitas Aristeidis, Zayed University, Abu Dhabi, UAE;

Kampouris Elias, University of the Aegean, Chios island, Greece;

Polyzos Stathis, University of the Aegean, Chios island, Greece.

Brexit Contagion and Volatility Spillovers:

An Empirical Analysis in Stock Markets. ⁵

DISCUSSANTS:

1. Jurica Šimurina, University of Zagreb, Croatia.

2. Jane M. Binner, University of Birmingham, UK.

3. Yasumi Matsumoto, Waseda University, Japan.

4. Sofia Eleftheriou, Open University of Cyprus, Cyprus.

5. Banu Uckan Hekimler, Anadolu University, Turkey.

Lunch for registered participants: Illariy Restaurant, 1:30 PM

Scheduled afternoon Excursion: 3:00 PM – 7:00 PM

Cusco City Tour with guide

**Monday, January 8, 2018
11:30 AM - 1:30 PM
Room: Salon Tupay**

Session [4]: Marketing, Working Life & Food

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

AUTHORS & TITLES:

Man Lai Cheung, Guilherme D. Pires, Philip J. Rosenberger III,
Central Coast Business School, University of Newcastle, Australia.
Exploring Consumer-Brand Engagement:
The Role of Social Media Marketing. ¹

Elzbieta Lepkowska-White, Skidmore College, USA;
Amy Parsons, King's College, USA;
William Berg, Skidmore College, USA
Framework for Marketing with Social Media. ²

Mala Srivastava, IIM Kashipur, Kashipur, India;
Aditi Gosain, Sinhgad Institute of Management, Pune, India.
Consumer Response to Service Failure: An Attributional Approach. ³

Zehra Mavis Yildirim, Uludag University, Turkey
“Gatekeepers” in Working Life are Social-psychological Sub-prototypes of Practices of Equality and
Discrimination. ⁴

Elzbieta Lepkowska-White, Skidmore College, Saratoga Springs, USA.
Broadening the Spectrum of the Meanings of Food. ⁵

DISCUSSANTS:

- 1. Mala Srivastava**, IIM Kashipur, Kashipur, India.
- 2. Guilherme D. Pires**, University of Newcastle, Australia.
- 3. Elzbieta Lepkowska-White**, Skidmore College, USA.
- 4. Guilherme D. Pires**, University of Newcastle, Australia.
- 5. Katie Flood**, Memorial University of Newfoundland, Canada.

Lunch for registered participants: Illariy Restaurant, 1:30 PM

Scheduled afternoon Excursion: 3:00 PM – 7:00 PM
Cusco City Tour with guide

Tuesday, January 9, 2018
9:00 AM – 11:00 AM
Room: Salon Tupay

Session [5]: Government Size, Labor & Business Intelligence

CHAIR: Yoshihiko Fukushima, Waseda University, Tokyo, Japan.

AUTHORS & TITLES:

Yoshihiko Fukushima, Waseda University, Shinjuku-ku, Tokyo, Japan.
The Size of Government, Bribery and Labour Market. ¹

Piotr Michoń, Poznań University of Economics and Business, Poland.
Household Labour Division and Individuals Well-Being. ³

Piotr Michoń, Dominik Buttler, Poznań University of Economics and Business, Poland.
Look at the Numbers (not the Rates). The Effect of the Great Recession on Youth Employment in European Countries, 2007-2017. ⁴

Fotis Vouzas, Georgia Papadopoulou, University of Macedonia, Greece.
Talent Management in Healthcare Organizations. ⁴

Peter Ganev, Varna University of Management, Sofia, Bulgaria.
Best practice for evaluating the Data Warehousing (DW), OLAP, Business Intelligence (BI) of Enterprise Systems (ES). ⁵

DISCUSSANTS:

1. **Piotr Michoń**, Poznań University of Economics and Business, Poland.
2. **Yoshihiko Fukushima**, Waseda University, Tokyo, Japan.
3. **Fotis Vouzas**, University of Macedonia, Thessaloniki, Greece.
4. **Yoshihiko Fukushima**, Waseda University, Shinjuku-ku, Tokyo, Japan.
5. **Guilherme D. Pires**, University of Newcastle, Australia.

Tuesday, January 9, 2018
9:00 AM – 11:00 AM
Room: Chapel

Session [6]: Development, Basic Income, Education Management

CHAIR: Leonie Jooste, University of Wollongong in Dubai, Dubai, UAE.

PRESENTERS:

Katarina R. I. Keller, Sigmund Weis School of Business, Selinsgrove, USA.
The Economic Effects of Girls' and Young Women's Education
in Development. ¹

Leonie Jooste, University of Wollongong in Dubai, Dubai, UAE.
An Evaluation of Emotional Intelligence of Business Students in the MENA Area. ²

Aysen Tokol, Zehra Mavis Yildirim, Uludag University, Turkey.
International Migration and Child Labor: Syrian Child Laborers in Turkey. ³

Augustin Suessmair, University of Lueneburg, Germany.
(Unconditional) Basic Income – a perspective on “how to fund it”. ⁴

Murat Yalçın Beşiktaş, Okan University Tuzla Campus, Istanbul, Turkey.
Investigation of the Hotel Health Club Managers in terms of Transformational Leadership Factors. ⁵

DISCUSSANTS:

- 1. Zehra Mavis Yildirim**, Uludag University, Turkey.
- 2. Augustin Suessmair**, University of Lueneburg, Germany.
- 3. Katarina R. I. Keller**, Sigmund Weis School of Business, Selinsgrove, USA.
- 4. Leonie Jooste**, University of Wollongong in Dubai, Dubai, UAE.
- 5. Leonie Jooste**, University of Wollongong in Dubai, Dubai, UAE.

Tuesday, January 9, 2018

11:30 AM – 1:30 PM

Room: Chapel

Session [7]: Investments & Marketing Issues

CHAIR: Ayse Nazlihan Coskun

Okan University Tuzla Campus, Istanbul, Turkey.

AUTHORS & TITLES:

Zaghum Umar, Zayed University, Abu Dhabi, UAE.

Who Should Buy Euro Zone's Stocks and Bonds? ¹

Ayse Nazlihan Coskun, Okan University Tuzla Campus, Istanbul, Turkey.

Data Collecting for Authentic Connection with the Audience in Social Media Marketing: In Favor or at Expense of Consumers? ²

Peter Ganev, Varna University of Management, Sofia, Bulgaria

How to Choose the Appropriate Digital Marketing Tool. ³

DISCUSSANTS:

1. Christina Christou, Open University of Cyprus, Cyprus.

2. Zaghum Umar, Zayed University, Abu Dhabi, UAE.

3. Piotr Michoń, Poznań University of Economics and Business, Poland.

Lunch for registered participants: Illariy Restaurant, 1:30 PM

Scheduled evening Excursion: 6:00 PM – 8:00 PM
Folklore Dances

Tuesday, January 9, 2018
11:30 AM – 1:30 PM
Room: Salon Tupay

Session [8]: Environmental Issues & Investments

CHAIR: A. J. Stagliano, Saint Joseph's University, Philadelphia, USA.

PRESENTERS:

A. J. Stagliano, Saint Joseph's University, Philadelphia, USA.

Assessing Environmental Protection: Verification and Auditing Under the Carbon Pollution Reduction Scheme. ¹

Nela Vlahinić Lenz, Alemka Šegota, Dario Maradin, University of Rijeka, Croatia.

Environmental Total-Factor Energy Efficiency in EU Countries:

New Evidence on Environmental Pollution by Using Data Envelopment Analysis. ²

Kyriakos Drivas, University of Piraeus, Greece; **Dimitrios Gounopoulos**, University of Bath, UK;

Dimitrios Konstantinos, Ph.D. candidate, University of Piraeus, Greece;

Emmanuel Tsiritakis, Professor, University of Piraeus, Greece.

Trademark Valuation and IPO Underpricing. ³

M.A.P.E. Lensvelt, Khurram Shahzad, Vrije University, Amsterdam, the Netherlands; **Ghulame Rubbaniy**, Zayed University, Khalifa City, Abu Dhabi, UAE; **Tariq Bhatti**, Zayed University, Dubai Academic City, Dubai, UAE.

UK's Stock Market Reaction to Brexit Process. ⁴

Nick Bogaert, International Labor Organization, South Africa; **Danny Cassimon**, University of Antwerp, Belgium; **Peter-Jan Engelen**, University of Antwerp, Belgium; Utrecht University, the Netherlands;

Luc Van Liedekerke, University of Antwerp, Belgium.

Explaining variation in firm reactions to the Rana Plaza incident. ⁵

DISCUSSANTS:

1. Nela Vlahinić Lenz, University of Rijeka, Croatia.

2. A. J. Stagliano, Saint Joseph's University, Philadelphia, USA.

3. H Keiji Hashimoto, Otemon Gakuin University, Osaka, Japan.

4. Emmanuel Tsiritakis, Professor, University of Piraeus, Greece.

5. Yoshihiko Fukushima, Waseda University, Tokyo, Japan.

Lunch for registered participants: Illariy Restaurant, 1:30 PM

Scheduled evening Excursion: 6:00 PM – 8:00 PM
Folklore Dances

Wednesday, January 10, 2018
8:30 AM-10:00 AM
Room: Chapel

Session [9]: Virtual Classrooms

Roundtable Session

MODERATOR: **Demetri Kantarelis**, Assumption College, USA.

ROUNDTABLE PARTICIPANTS (Alphabetically, by last name):

Jane M. Binner

University of Birmingham, UK.

Leonie Jooste

University of Wollongong in Dubai, Dubai, UAE.

Katarina R. I. Keller

Susquehanna University, USA.

Elzbieta Lepkowska-White

Skidmore College, USA.

Guilherme D. Pires

Central Coast Business School, University of Newcastle, Australia.

Coffee Break

Scheduled Day-Long Excursion: 10:30 AM – 7:30 PM
Sacred Valley with guide – lunch included

Thursday, January 11, 2018

Scheduled Post-Conference Day-Long Excursion: Early AM – 8:00 PM
Machu Picchu with guide – lunch, bus, train included



Friday, January 12, 2018

Scheduled Post-Conference Day-Long Excursion: Early AM - 7:00PM
Rainbow Mountain with guide – two meals included



The End!

See you in a future B&ESI Event!

33rd B&ESI Conference

Lugano, Switzerland

Hotel De La Paix, July 6-9, 2018

Deadline for abstract submission: **March 15, 2018**



34th B&ESI Conference

Buenos Aires, Argentina

January 4-7, 2019

Motel Melia Buenos Aires

Deadline for abstract submission: **September 30, 2018**

