

Business & Economics Society International (B&ESI) Conferences

# 34<sup>th</sup> B&ESI CONFERENCE

## Buenos Aires, Argentina, January 4-7, 2019

Hotel Melia Buenos Aires

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# **34<sup>th</sup> 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, 2018
- Paper submission for evaluation for possible publication: October 30, 2018
- Notification for date and time restrictions for conference participation: November 30, 2018
- Hotel block of rooms reserved, at special rate; reserve as soon as possible
- Papers accepted for publication in the [Global Business & Economics Anthology](#) (GBEA) (formatted and accompanied by signed copyright form) due: February 15, 2019

**Session Time Allocations:** Most sessions are 120 minutes long (with five presenters); other are 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 Argentina.

**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.*

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## **SCHEDULE & DAILY ACTIVITIES: January 4 – January 8, 2019**

### **Thursday, January 3, 2019**

**Recommended Pre-Conference Day-Long Excursion  
[Gaicho (Cowboy) Day at a Farm in San Antonio de Areco]: 9:00 AM on**

**Welcome Reception & Pre-registration: 6:00 PM – 7:00 PM  
Melia Buenos Aires Hotel**

### **Friday, January 4, 2019**

**Registration & Concurrent Sessions: 9:30 AM – 1:00 PM  
Lunch for registered participants**

**Planned Afternoon Excursion (Buenos Aires City Tour), 3:00 PM – 7:00 PM**

### **Saturday, January 5, 2019**

**Registration & Concurrent Sessions: 8:30 AM – 2:30 PM  
Lunch & Keynote Speaker: 12:30 PM**

**Planned Evening Excursion (Dinner & Tango Show), 7:00 PM on**

### **Sunday, January 6, 2019**

**Registration & Concurrent Sessions: 8:30 AM – 1:30 PM  
Lunch for registered participants**

**Planned Afternoon Excursion (La Plata), 3:00 PM on**

### **Monday, January 7, 2019**

**Registration & Concurrent Sessions: 9:00 AM – 11:30 AM**

**Planned Afternoon Excursion (San Isidro & Tigre Delta by Boat), 2:00 PM on**

### **Tuesday, January 8, 2019**

**Planned Post-Conference Day-Long Excursion (Montevideo-Uruguay by Boat), 7:00 AM on**

**34<sup>th</sup> BUSINESS & ECONOMICS  
SOCIETY INTERNATIONAL CONFERENCE  
JANUARY 4-7, 2019**

**CONFERENCE PROGRAM**

Thursday, January 3, 2019

**Recommended Pre-Conference Day-Long Excursion**

**[Gaucho (Cowboy) Day at a Farm in San Antonio de Areco]: 9:00 AM on**

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***Welcome Reception & Pre-registration: 6:00 PM – 7:00 PM***

***Melia Buenos Aires Hotel***

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**Friday, January 4, 2019**  
**10:00 AM – 11:00 AM**  
**Room: Alejandro Casona**

**Session [1]: Business Ethics**

**CHAIR: P. J. Engelen**  
Utrecht University, the Netherlands.

**AUTHORS & TITLES:**

**Leslie Sekerka**, Menlo College, USA;

**Derek Stimel**, UC Davis, USA.

Business Ethics Meets Economics:

Investing in Corporations that Embrace Impact Performance. <sup>1</sup>

**Safal Batra**, Indian Institute of Management Kashipur, India;

**Shruti Batra**, Birla Institute of Management Technology, Greater Noida

By Hook or by Crook:

Linking Effectual and Causal Logics to Ethical Judgment of Entrepreneurs. <sup>2</sup>

**DISCUSSANTS:**

1. **P. J. Engelen**, Utrecht University, the Netherlands.

2. **Leslie Sekerka**, Menlo College, USA.

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**Friday, January 4, 2019  
11:00 AM – 12:30 PM  
Room: Alejandro Casona**

**Session [2]: Consumption and its Impact on the Natural Environment**

**Roundtable Session I**

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

**ROUNDTABLE PARTICIPANTS (Alphabetically, by last name):**

**Maura Allaire**  
University of California Irvine, Irvine, CA USA.

**Safal Batra**  
Indian Institute of Management Kashipur, India.

**P. J. Engelen**  
Utrecht University, the Netherlands.

**Leslie Sekerka**  
Menlo College, USA.

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

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*Lunch for registered participants: 12:30 PM*

*Afternoon Excursion (Buenos Aires City Tour), 3:00 PM – 7:00 PM*



**Saturday, January 5, 2019**

**9:00 AM - 10:30 AM**

**Room: Alejandro Casona**

**Session [3]: Society – Media, Food, Wine**

**CHAIR: Emiliano C. Villanueva**

Eastern Connecticut State University, USA.

**AUTHORS & TITLES:**

**Nga Ho-Dac, Foo Nin Ho**, San Francisco State University, USA;

**Seonsu Lee**, Wonkwang University, South Korea.

Social Media: Risk Perception, Self-Disclosure, and Protection Behaviors. <sup>1</sup>

**Elzbieta Lepkowska-White, David Cohen**, Skidmore College, USA.

Meanings of Food at the Individual and Social Levels:

Scale Development. <sup>2</sup>

**Emiliano C. Villanueva**, Eastern Connecticut State University, USA;

**J. Sebastián Castillo-Valero, M. Carmen García-Cortijo**, University of Castilla-La Mancha,

Campus Universitario s/n, Albacete 0207, Spain.

The Demographic and Socio-Economic Profile of European Wine Consumers at the Beginning of the 21st Century. <sup>3</sup>

**DISCUSSANTS:**

1. **Elzbieta Lepkowska-White**, Skidmore College, USA.

2. **Seonsu Lee**, Wonkwang University, South Korea.

3. **Foo Nin Ho**, San Francisco State University, USA.

**Saturday, January 5, 2019**  
**11:00 AM - 12:30 PM**  
**Room: Alejandro Casona**

**Session [4]: Income Inequality, Planning, and Drinking Water**

CHAIR: **Renuka Mahadevan**  
The University of Queensland, Australia.

AUTHORS & TITLES:

**Renuka Mahadevan**, School of Economics, The University of Queensland, Australia.  
Does Income Inequality affect Elderly's Mental Health in a Developing Country? <sup>1</sup>

**Abdelkader Aoufi and Marek Szwejkowski**, Cranfield School of Management, Cranfield University, UK.  
Behavioural Operations and Planning Fallacy. <sup>2</sup>

**Maura Allaire**, Department of Urban Planning and Public Policy; University of California Irvine, Irvine, CA USA;  
**Shuyan Zheng**, Columbia University, New York, NY USA.  
Assessing Health Impacts of Impaired Drinking Water with Consumer Purchase Behavior. <sup>3</sup>

DISCUSSANTS:

1. **Maura Allaire**, University of California Irvine, Irvine, CA USA.
  2. **Renuka Mahadevan**, The University of Queensland, Australia.
  3. **Abdelkader Aoufi**, Cranfield University, UK.
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**Saturday, January 5, 2019  
12:30 PM on  
Room: Lunch Room (follow directions)**

**Session [5]: Preventative Healthcare**

***INVITED KEYNOTE SPEAKER***

**Angela Stagliano, PT, DPT, OCS, CSCS**



- Currently Assistant Professor in the Department of Physical Therapy and Rehabilitation Sciences, University of South Florida; Tampa, Florida
- Board certified in Orthopedic Physical Therapy (OCS)
- Attended James Madison University and obtained bachelor of science in Kinesiology with a concentration in Exercise Science and Leadership
- Former competitive NCAA gymnast and fencer at JMU
- Obtained Doctorate of Physical Therapy at Neumann University in Pennsylvania
- Completed a residency in Orthopedics at the University of St. Augustine, while working at D1 Sports Training in Tampa, Florida

**Title of Talk:**

**Preventative Healthcare and its Potential Impact on the Economy**

In the early 2000s there was substantial pressure to refocus healthcare toward preventative medicine. Preventative care reduces the prevalence of disease and helps people live longer. Benefits from preventive services come at a relatively low cost, so such care ought to achieve preferred outcomes in an economical manner. The CDC, Surgeon General, and health insurance companies implemented numerous preventative and maintenance programs. Programs such as Healthy People 2020, wellness screens, smoking cessation are promoted by insurers as a means to reduce lifetime healthcare costs. These programs were implemented to help reduce “stress” on the healthcare delivery system and strain on the economy.

With the advances in medicine there should have been a reduction in the prevalence of acute conditions. Chronic disease, though, has become the dominant cause of death in the United States. Preventive care has the potential to control risk factors, thereby reducing the incidence of costly chronic conditions. The economics should be clear: By spending for wellness in advance of long-term illnesses, the savings from substitution of lower-cost preventive measures for inordinately expensive chronic-care costs should reduce the overall spending for individuals and society as a whole.

Economic analyses often underestimate the relatively higher healthcare costs that are associated with longer life. Preventing poor health extends life, but it may compress the amount of time individuals spend disabled as compared to those whose health deteriorates earlier. Additionally, assessing cost savings associated with preventive care may depend on whether the question is asked from the perspective of the health care system, individuals or employers. Changes in health care costs affect health care system entities, like private insurance companies and public programs such as Medicare, so fine-tuning the cost/benefit estimating model—which this research proposes to do—will be helpful in understanding the real power of preventative care.

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***Lunch for registered participants: 12:30 PM on***

***Evening Excursion (Dinner & Tango Show), 7:00 PM on***

**Sunday, January 6, 2019**  
**9:00 AM – 11:00 AM**  
**Room: Alejandro Casona**

**Session [6]: Employment of the Disable, Human Rights, Education, and Trade**

CHAIR: P. J. Engelen, Utrecht University, the Netherlands.

AUTHORS & TITLES:

**Yoshihiko Fukushima**, Faculty of Political Science and Economics,  
Waseda University, Japan.  
Employment of Persons with Disabilities in Sweden.<sup>1</sup>

**James Sawler**, Mount Saint Vincent University, Canada.  
Economics 101ism and the Dunning-Kruger Effect:  
Reducing Overconfidence among Introductory Macroeconomics Students.<sup>2</sup>

**Arthur Tornatore Siessere, Leonardo Fernando Cruz Basso, Eli Hadad Junior**,  
Mackenzie Presbyterian University, Sao Paulo, Brazil.  
Purchasing Power Parity and the Balassa–Samuelson Effect:  
A study of Brazil and the USA (1948 to 2016).<sup>3</sup>

**A Van Baar, P. J. Engelen, J. van Erp, L. Enneking**,  
Utrecht University, the Netherlands.  
Reputational penalties for corporate human rights violations:  
An event study based on Business and Human Rights Resource Center data.<sup>4</sup>

**Katie Flood**, Memorial University of Newfoundland, Canada.  
The Commercialization of Institutions of Higher Learning.<sup>5</sup>

DISCUSSANTS:

1. **James Sawler**, Mount Saint Vincent University, Canada.
2. **P.J. Engelen**, Utrecht University, the Netherlands.
3. **Yoshihiko Fukushima**, Waseda University, Japan.
4. **Katie Flood**, Memorial University of Newfoundland, Canada.
5. **Angela Stagliano**, University of South Florida, USA.

Sunday, January 6, 2019  
11:30 AM – 1:30 PM  
Room: Alejandro Casona

**Session [7]: Accounting, Cash Transfers, Financing of Small Firms, and Openness**

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

AUTHORS & TITLES:

**A. J. Stagliano**,

Erivan K. Haub School of Business, Saint Joseph's University, Philadelphia, USA.

Accounting for Sustainability: Do Firms Disclose their Achievements? <sup>1</sup>

**Augustin Suessmair**, University of Lueneburg, Germany.

Cash transfers as the new gold standard for development work?!

A critical perspective on aid programs. <sup>2</sup>

**Marina Sourek, Mladen Turuk**,

Faculty of Economics & Business, University of Zagreb, Croatia.

Availability Analysis of Alternative Methods for Financing Small and Medium-Sized Enterprises in the Republic of Croatia. <sup>3</sup>

**Arthur Tornatore Siessere, Leonardo Fernando Cruz Basso, Eli Hadad Junior**,

Mackenzie Presbyterian University, Sao Paulo, Brazil.

The Relationship between Exchange Rate and Wages:

A post-trade liberalization study for the Brazilian Economy. <sup>4</sup>

**Marcelo Dabós\*, Ernesto Gantman\*\*, Mg. Maximiliano Gómez Aguirre\*, Rubén Marx\***

\*Universidad Nacional de La Matanza, Argentina

\*\*Universidad de Buenos Aires, Argentina.

Analysis of the effect of economics openness on poverty and income inequality for Latin America: a panel analysis 1990-2016. <sup>5</sup>

DISCUSSANTS:

1. **Augustin Suessmair**, University of Lueneburg, Germany.

2. **Mladen Turuk**, University of Zagreb, Croatia.

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

4. **Marcelo Dabós**, Universidad Nacional de La Matanza, Argentina.

5. **Eli Hadad Junior**, Mackenzie Presbyterian University, Sao Paulo, Brazil.

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*Lunch for registered participants*

*Afternoon Excursion (La Plata), after 3:00 PM*

**Monday, January 7, 2019**  
**9:30 AM – 11:00 AM**  
**Room: Alejandro Casona**

**Session [8]: Totalitarianism, Democracy, and Globalism**

**Roundtable Session II**

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

ROUNDTABLE PARTICIPANTS (Alphabetically, by last name):

**Abdelkader Aoufi**  
Cranfield University, UK.

**Katie Flood**  
Memorial University of Newfoundland, Canada.

**Yoshihiko Fukushima**  
Waseda University, Japan.

**James Sawler**  
Mount Saint Vincent University, Canada.

**Angela Stagliano**  
University of South Florida, USA.

**Augustin Suessmair**  
University of Lueneburg, Germany.

**Emiliano C. Villanueva**  
Eastern Connecticut State University, USA.

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*Excursion (San Isidro - Tigre Delta by Boat: 2:00 PM on*

Tuesday, January 8, 2019

Planned Post-Conference Day-Long Excursion  
Montevideo-Uruguay by Boat: 7:00 AM on

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# The End!

See you all during the  
35<sup>th</sup> B&ESI Conference in **Vienna, Austria**  
Fleming's Hotel Wien, **July 6-9, 2019**

Deadline for abstract submission: **March 15, 2019**

Details about Conference [here](#) or at this URL: <https://www.besiweb.com>

