

**JULY 2012  
BUSINESS & ECONOMICS  
SOCIETY INTERNATIONAL  
CONFERENCE**

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**July 6-9, 2012  
Salzburg, Austria  
Crowne Plaza Hotel – The Pitter**  
[<http://www.imlauer.com/en-luxury-hotel-crowne-plaza.htm>](http://www.imlauer.com/en-luxury-hotel-crowne-plaza.htm)

**PROGRAM**

**Sessions, Panels, Roundtables & Posters**

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

**Thursday, July 5, 2012**

**Pre-Conference Day-long excursion:  
Neuschwanstein Castle & Garmisch (Germany), 8:00 AM – 8:00 PM**

**Registration: 4:00 PM - 6:00 PM**

**Reception: 6:30 PM – 7:30 PM**

**Friday, July 6, 2012**  
**8:30 AM – 10:30 AM**  
**Room: Linz**

**Session [1]: Ethics, Management & Human Resources**

**CHAIR: Leonie Jooste**, University of Wollongong in Dubai, UAE &  
Nelson Mandela Metropolitan University, South Africa.

**AUTHORS & TITLES:**

**Pierre Joubert**, MHRP I Vaal University of Technology, South Africa.

The Awareness of Sexual Harassment Policies and Procedures of Academic Staff at  
Higher Education Institutions in South Africa. <sup>1</sup>

**Claribel Müller & Peter Ras**, Tshwane University of Technology, South Africa.

Research Design in Supply Chain Studies: The Purpose and Place of Workshops. <sup>2</sup>

**Ivana Žilić**, College of Šibenik, Šibenik, Croatia &

**Željana Dulčić**, Letovanićka 32, 10 000 Zagreb, Croatia.

The Role of Public Relations Department in Promoting the Concept of Socially Responsible  
Business in Croatia. <sup>3</sup>

**Leonie Jooste**, University of Wollongong in Dubai, UAE &  
Nelson Mandela Metropolitan University, South Africa.

A Comparison of Ethical Perceptions of Earnings-Management Practices –  
MENA Region and USA. <sup>4</sup>

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

Creating an Ethical Organization: Building a Supportive Communication Climate. <sup>5</sup>

**DISCUSSANTS:**

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

2. **Leonie Jooste**, University of Wollongong in Dubai, UAE &  
Nelson Mandela Metropolitan University, South Africa.

3. **Claribel Müller**, Tshwane University of Technology, South Africa.

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

5. **Pierre Joubert**, MHRP I Vaal University of Technology, South Africa.

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**Coffee Break: 10:30 AM – 11:00 AM**

**Friday, July 6, 2012  
8:30 AM – 10:30 AM  
Room: Schloss Saal I**

**Session [2]: Marketing & Entrepreneurship**

**CHAIR: Jonatan Jelen, Parsons the New School for Design, USA.**

**AUTHORS & TITLES:**

**Yuhanis Abdul Aziz**, Universiti Putra Malaysia, Malaysia.  
The Tourist Emotions Scale: Development and Validation. <sup>1</sup>

**Shih-Ju Wang & Heng-Chiang Huang**, National Taiwan University, Taiwan.  
Film Critics and Consumer Word of Mouth for Movies:  
Valence and Variation Effects. <sup>2</sup>

**Ja-Shen Chen & Yi-Chun Chen**, College of Management, Yuan Ze University, Taiwan.  
The Impacts of Mobile Service Innovation on Innovation Performance. <sup>3</sup>

**Jonatan Jelen**, Parsons the New School for Design, USA &  
**Marko Kolakovic**, University of Zagreb, Croatia.  
Putting the “Design” Back into Organizational Design –  
The Case of High Social Value-Creative Business Models. <sup>4</sup>

**Kinga Kopfer-Rácz & Ágnes Hofmeister-Tóth**, Corvinus University of Budapest, Hungary.  
The Impacts of Socio-Cultural Background on Entrepreneurial Behaviour and SME Marketing. <sup>5</sup>

**DISCUSSANTS:**

1. **Heng-Chiang Huang**, National Taiwan University, Taiwan.
2. **Yuhanis Abdul Aziz**, Universiti Putra Malaysia, Malaysia.
3. **Jonatan Jelen**, Parsons the New School for Design, USA.
4. **Ja-Shen Chen**, College of Management, Yuan Ze University, Taiwan.
5. **Marko Kolakovic**, University of Zagreb, Croatia.

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**Coffee Break: 10:30 AM – 11:00 AM**

**Friday, July 6, 2012  
8:30 AM – 10:30 AM  
Room: Schloss Saal II**

**Session [3]: International Trade & Industrial Performance**

CHAIR: **Roberto Bergami**, Victoria University, Australia.

AUTHORS & TITLES:

**Soichiro Takagi & Hideyuki Tanaka**, The University of Tokyo, Japan.  
International Trade of Information Services, and its Effect on Productivity and  
Industrial Structure in Japan. <sup>1</sup>

**Marine Hadengue & Thierry Warin**, École Polytechnique of Montreal, Qc, Canada.  
Learning-by-doing: Patterns of Specialization and Unconditional Convergence. <sup>2</sup>

**Ho-don Yan, Peggy Chao & Li-Ju Chen**, Feng Chia University, Taiwan.  
Assessing Currency Misalignments in Emerging Market Countries. <sup>3</sup>

**Yu-Lin Wang**, National Chung Cheng University, Taiwan &  
**Jen-Yao Lee**, National Kaohsiung University of Applied Science, Taiwan.  
Should Loan Guarantees Target Low-risk or High-risk Entrepreneurs in Credit Markets  
with Asymmetric Information? <sup>4</sup>

**Kudhianto Setiawan**, Hiroshima University of Economics, Japan; Universitas Gadjah Mada, Indonesia.  
International Asset Pricing in United States and Japan:  
An Empirical Reinvestigation on CAPM using Time Varying Beta. <sup>5</sup>

DISCUSSANTS:

1. **Roberto Bergami**, Victoria University, Australia.
2. **Soichiro Takagi**, The University of Tokyo, Japan.
3. **Marine Hadengue**, École Polytechnique of Montreal, Qc, Canada.
4. **Kudhianto Setiawan**, Hiroshima University of Economics, Japan; Universitas Gadjah Mada, Indonesia.
5. **Yu-Lin Wang**, National Chung Cheng University, Taiwan.

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**Coffee Break: 10:30 AM – 11:00 AM**

**Friday, July 6, 2012  
11:00 AM – 1:00 PM  
Room: Linz**

**Session [4]: Marketing, Accounting & Subsidies**

**CHAIR: Carmine Sellitto, Victoria University, Australia.**

**AUTHORS & TITLES:**

**Carmine Sellitto, Victoria University, Australia.**

Customer Relationship Management Models:

A Study of the Contemporary Literature to Identify Company-to-Client Business Activities. <sup>1</sup>

**Sofia Daskou & Despina Konstas, Hellenic American University, Manchester, NH, USA.**

The Discourse of 'Respect for Customers'. <sup>2</sup>

**Hatice Ertürk, Hakan Ahmet Özkürkçüler & Mehmet Burak Ceran, Selçuk University, Konya, Turkey.**

The Effect of the Use of Information Technologies in Enterprises to Organizational Performance: An Application in the Banking Sector. <sup>3</sup>

**Mohsen Zayandehroody, Science and Research Branch / Economics, Islamic Azad University, Kerman, Iran.**

Considering the Distribution Effects of Subsidy Targeting on Urban and Rural Families (Iran). <sup>4</sup>

**Marianna Piskóti, Corvinus University of Budapest, Hungary.**

Nature and I – The Presence of Environmental Identity in Narratives in Hungary. <sup>5</sup>

**DISCUSSANTS:**

1. **Sofia Daskou, Hellenic American University, Manchester, NH, USA.**

2. **Heng-Chiang Huang, National Taiwan University, Taiwan.**

3. **Marianna Piskóti, Corvinus University of Budapest, Hungary.**

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

5. **Carmine Sellitto, Victoria University, Australia.**

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**Lunch: 1:00 PM – 2:00 PM (on your own)**

**Friday, July 6, 2012  
11:00 AM – 1:00 PM  
Room: Schloss Saal I**

**Session [5]: Finance, development issues & workers' compensation**

**CHAIR: Gary Baker, Washburn University, USA.**

**AUTHORS & TITLES:**

**Wijantini W**, Prasetiya Mulya Business School, Indonesia.

Strategies for Recovery from Indonesian Companies. <sup>1</sup>

**Rosemary Walker & Gary Baker**, Washburn University, USA.

Worklife Expectancy Tables:

They Should Not Be Used to Compute Wage Loss in Injury and Death Cases. <sup>2</sup>

**Ivan Santini & Martina Sopta**, University of Zagreb, Croatia.

Importance of Internal Financing for Croatian Corporations during Financial Crisis. <sup>3</sup>

**Hossein Pirasteh**, University of Isfahan, Iran.

Government-regulated Versus Privately-managed Charitable Islamic Trusts in Iran:

A Performance Efficiency Issue. <sup>4</sup>

**Hadi Ghaffari**, Payame Noor University, Arak, Iran.

Service Employment and Economic Development: The Case of Iran. <sup>5</sup>

**DISCUSSANTS:**

1. **Gary Baker**, Washburn University, USA.

2. **Enrique Carrasco**, University of Iowa College of Law, USA.

3. **Hossein Pirasteh**, University of Isfahan, Iran.

4. **Ivan Santini**, University of Zagreb, Croatia.

6. **Philip E.T. Lewis**, Centre for Labour Market Research, University of Canberra, Australia.

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**Lunch: 1:00 PM – 2:00 PM (on your own)**

**Friday, July 6, 2012**  
**11:00 AM – 1:00 PM**  
**Room: Schloss Saal II**

**Session [6]: International Trade, Development & Macroeconomic Issues**

CHAIR: Stavros Stavroyiannis

Technological Educational Institute of Kalamata, Greece.

AUTHORS & TITLES:

**Roberto Bergami**, Victoria University, Australia.

Australian Manufacturing Exports to ASEAN:

Linking Country, Customer and Enterprise Risk in Method of Payment Choice. <sup>1</sup>

**Johan Coetzee**, University of the Free State, South Africa &

**Christine Mitter**, Salzburg University of Applied Sciences, Austria.

Bank Selection Criteria: A Cross-National Comparison between Students in Austria and South Africa. <sup>2</sup>

**Ilias A. Makris**, Technological Education Institute of Kalamata, Greece.

What Drives Firm Growth? Evidence from the Greek industry. <sup>3</sup>

**Alfred Sitz**, Institute for Labour Economics, Vienna University of Economics and Business, Austria.

Construction, Success, and Severe Problems of the European Monetary Union. <sup>4</sup>

**Silvia Trifonova**, University of National and World Economy, Bulgaria.

Economic Recovery, Trading Partner Growth and Currency Board Arrangement. <sup>5</sup>

DISCUSSANTS:

1. **Stavros Stavroyiannis**, Technological Educational Institute of Kalamata, Greece.

2. **Stavros Stavroyiannis**, Technological Educational Institute of Kalamata, Greece.

3. **Johan Coetzee**, University of the Free State, South Africa.

4. **Zhen-Yao Chen**, De Lin Institute of Technology, New Taipei City, Taiwan.

5. **Ilias A. Makris**, Technological Education Institute of Kalamata, Greece.

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**Lunch: 1:00 PM – 2:00 PM (on your own)**



**Friday, July 6, 2012  
2:00 PM – 4:00 PM  
Room: Linz**

**Session [7]: Labor, Trade & Management**

**CHAIR: Mohamed Ramady**  
King Fahd University of Petroleum & Minerals, Saudi Arabia.

**AUTHORS & TITLES:**

**Mohamed Ramady**, King Fahd University of Petroleum & Minerals, Saudi Arabia.  
Gulf Unemployment and Government Policies: Prospects for the Saudi Labor  
Quota or “Nitaqat” System. <sup>1</sup>

**Shaun Watson**, University of the Free State, South Africa &  
**Johan Coetzee**, University of the Free State, South Africa.  
The Impact of Financial Restatement Announcements on Share returns of JSE listed Companies. <sup>2</sup>

**Roberto Bergami**, Victoria University, Australia.  
Managing Incoterms 2010 risks: Tension with Trade and Banking Practices. <sup>3</sup>

**Mojtaba Raffei, Nasser Broujerdian & Atena Oroujloo**, Payame Noor University, Markazi Province,  
Tehran, Iran.  
Investigating the Relation between Organizational Culture and Human Resource Empowerment:  
A case study of an Iranian Company. <sup>4</sup>

**Ivana Žilić**, College of Šibenik, Croatia.  
Business Excellence Influence on the Improvement of Hotel’s Performance in Croatia. <sup>5</sup>

**DISCUSSANTS:**

1. **Johan Coetzee**, University of the Free State, South Africa.
2. **Carmine Sellitto**, Victoria University, Australia.
3. **Mohamed Ramady**, King Fahd University of Petroleum & Minerals, Saudi Arabia.
4. **Ivana Žilić**, College of Šibenik, Croatia.
5. **ChanYoung Park**, Seoul National University, Korea.

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**Excursion: Hellbrun & Surroundings, 4:30 PM – 8:30 PM**

**Friday, July 6, 2012  
2:00 PM – 4:00 PM  
Room: Schloss Saal I**

**Session [8]: Health Economics**

**CHAIR: Harald Stummer**  
Academic Center Vienna, UMIT – Austria.

**AUTHORS & TITLES:**

**Victoria Höß, Harald Stummer & Uwe Siebert**, Academic Center Vienna, UMIT – Austria.  
Case-Mix Influences Ambulatory Frequencies in Hospitals<sup>1</sup>

**Victoria Höß, Harald Stummer & Uwe Siebert**, Academic Center Vienna, UMIT – Austria.  
Array of inpatient cases offered influences ambulatory frequencies in hospitals.<sup>2</sup>

**Margit Raich & Harald Stummer**, Academic Center Vienna, UMIT – Austria.  
The Social Construction of Organizing and Strategizing in a Hospital.<sup>3</sup>

**Klaus Buttinger & Harald Stummer**, Academic Center Vienna, UMIT – Austria.  
Organizing Integrated Stroke Care in Austria.<sup>4</sup>

**Tiffany Hui-Kuang Yu, David Han-Min Wang & Kuo-Lun Wu**, Feng Chia University, Taichung, Taiwan.  
Reexamining the Red Herring Effect on Healthcare Expenditure:  
Application of Quantile Regression.<sup>5</sup>

**DISCUSSANTS:**

1. **Mark S. Teachout**, University of the Incarnate Word, USA.
2. **Anna Frankus**, FFC Consulting, Germany.
3. **Tiffany Hui-Kuang Yu**, Feng Chia University, Taichung, Taiwan.
4. **Uwe Fachinger**, Universität Vechta, Germany.
5. **Harald Stummer**, Academic Center Vienna, UMIT – Austria.

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**Excursion: Hellbrun & Surroundings, 4:30 PM – 8:30 PM**

**Friday, July 6, 2012  
2:00 PM – 4:00 PM  
Room: Schloss Saal II**

**Session [9]: Investments & Quantitative Analysis**

**CHAIR: Ilias A. Makris**

Technological Education Institute of Kalamata, Greece.

**AUTHORS & TITLES:**

**Zhen-Yao Chen**, De Lin Institute of Technology, New Taipei City, Taiwan.  
Biological Immune-based Neural Network Learning Algorithm for Demand Forecasting. <sup>1</sup>

**Stavros Stavroyiannis**, Technological Educational Institute of Kalamata, Greece.  
A Note on the Generalized Pearson Distribution for Application in Financial Time Series Modeling. <sup>2</sup>

**Cristina Quintana-García, Carlos A. Benavides-Velasco & Carlos G. Benavides-Chicón**  
University of Malaga, Spain.  
The Valuation of Biotechnology Firms Going Public: The Impact of Research Competences. <sup>3</sup>

**Mária Bohdalová & Michal Greguš**, Comenius University in Bratislava, Slovakia.  
Portfolio Optimization Using Copulas. <sup>4</sup>

**Timothy Whittaker, Robert J. Bianchi, Michael E. Drew & Eduardo Roca**,  
Griffith University, Queensland, Australia.  
Idiosyncratic Risk of Public Private Partnerships (PPPs). <sup>5</sup>

**DISCUSSANTS:**

1. **Stavros Stavroyiannis**, Technological Education Institute of Kalamata, Greece.
2. **Mária Bohdalová**, Comenius University in Bratislava, Slovakia.
3. **Ilias A. Makris**, Technological Education Institute of Kalamata, Greece.
4. **Zhen-Yao Chen**, De Lin Institute of Technology, New Taipei City, Taiwan.
5. **Kusdhianto Setiawan**, Hiroshima University of Economics, Japan; Universitas Gadjah Mada, Indonesia

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**Excursion: Hellbrun & Surroundings, 4:30 PM – 8:30 PM**

**Saturday, July 7, 2012**  
**8:00 AM – 10:20 AM**  
**Room: Linz**

**Session [10]: Finance & Monetary Issues**

**CHAIR: Enrique R. Carrasco**, University of Iowa College of Law, USA.

**AUTHORS & TITLES:**

**Ioannis- Dionysios Salavrakos**, Univeristy of Western Greece, Greece.  
CAPITALISMUS: Alea iacta est. <sup>1</sup>

**Khawaja Asad Saeed**, Beaconhouse National University, Lahore – Pakistan.  
Debt Ridden Europe - An Analysis with Future Outlook. <sup>2</sup>

**Mine Aysen Doyran**, Lehman College/The City University of New York (CUNY) &  
Fashion Institute of Technology (FIT)/State University of New York (SUNY), USA.  
Contending with Liberalization: Crisis and Recovery of the Argentine Banking Sector in the Period of  
1994 to 2011. <sup>3</sup>

**Pedro Godinho**, GEMF, INESC – Portugal.  
Genetic Algorithm-Evolved Technical Trading Strategies: An Application to the French Stock Market. <sup>4</sup>

**Yutaka Kurihara**, Aichi University, Japan.  
New Keynesian Model and Inflation Forecasting. <sup>5</sup>

**Jian Wu**, Rouen Business School, France.  
Impact of Coco Bonds On Banks' Capital Structure. <sup>6</sup>

**DISCUSSANTS:**

1. **Alfred Sitz**, Vienna University of Economics and Business, Austria
2. **Mine Aysen Doyran**, Lehman College / (CUNY) & Fashion Institute of Technology (FIT) / (SUNY), USA.
3. **Yutaka Kurihara**, Aichi University, Japan.
4. **Martina Sopta**, University of Zagreb, Croatia.
5. **Pedro Godinho**, GEMF, INESC – Portugal.
6. **Mine Aysen Doyran**, Lehman College / (CUNY) & Fashion Institute of Technology (FIT) / (SUNY), USA.

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**Coffee Break: 10:20 AM – 10:30 AM**

**Saturday, July 7, 2012  
8:00 AM – 10:00 AM  
Room: Schloss Saal I**

**Session [11]: Management Applications & Accounting**

**CHAIR: Katalin Eibel-Spanyi, Eastern Connecticut State University, USA.**

**AUTHORS & TITLES:**

**Andreas Efstathiades, Nicos Rodosthenous, Melinda Kuthy,**  
European University Cyprus, Nicosia, Cyprus.

The Religious and Pilgrimage tourism in Cyprus and its contribution to the Cyprus Economy. <sup>1</sup>

**Željana Aljinović Barać,** University of Split, Croatia, **Ljerka Markota,** RRIF Plus d.o.o., Zagreb,  
Croatia & **Vinko Belak,** University of Zagreb, Croatia.

Interrelation of Value Added Elements and Company's Financial Performance. <sup>2</sup>

**Nake M. Kamrany, Georgi Vassilev,** University of Southern California, USA,  
**Yusuf Ertas,** California Institute of Technology & University of Southern California, USA,  
**Andreas Mueller,** (Visiting Scholar) University of Southern California, USA.

Turkey's Per Capita Income Conversion to Southern European Countries. <sup>3</sup>

**Katalin Eibel-Spanyi,** Eastern Connecticut State University, USA.

Social Networking Tools and Knowledge Transfer in Professional Service Firms. <sup>4</sup>

**Macarena Marchante-Lara & Carlos A. Benavides-Velasco,** University of Malaga, Spain.

Customer Satisfaction in Public Transportation: A Study of Bus Service in Spain. <sup>5</sup>

**DISCUSSANTS:**

1. **Željana Aljinović Barać,** University of Split, Croatia.
2. **Nake M. Kamrany,** University of Southern California, USA.
3. **Gary Baker,** Washburn University, USA.
4. **Macarena Marchante-Lara,** University of Malaga, Spain.
5. **Katalin Eibel-Spanyi,** Eastern Connecticut State University, USA.

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**Coffee Break: 10:00 AM – 10:30 AM**

**Saturday, July 7, 2012**  
**8:00 AM – 10:00 AM**  
**Room: Schloss Saal II**

**Session [12]: Marketing Applications & The Social Network**

**CHAIR: Ho-don Yan**, Feng Chia University, Taiwan.

**AUTHORS & TITLES:**

**Guilherme Pires & Rachel Shuk Yee Cheung**, University of Newcastle, Australia.  
Conceptualising the Application of Relationship Marketing Orientation to the  
Internal Business Environment. <sup>1</sup>

**Shih-Ju Wang & Heng-Chiang Huang**, National Taiwan University, Taiwan.  
Social Relationship and Innovation Performance: The Case of Motion Picture Projects. <sup>2</sup>

**Daniela Garbin Praničević, Ljudevit Pranić**, University of Split, Croatia &  
**Josip Arnerić**, University of Zagreb, Croatia.  
Small Hotels' Website Performance in Transition Countries. <sup>3</sup>

**Ágnes Hofmeister-Tóth, Kata Kelemen & Marianna Piskóti**, Corvinus University of Budapest,  
Hungary.  
Life Paths in Hungary in the Light of Commitment to Sustainability. <sup>4</sup>

**Hussain Ali Bekhet, Basheer A. Al-Alak**, Universiti Tenaga Nasional, Malaysia  
**Ghaleb Awad El-Refae**, Al-Ain University of Science and Technology, UAE  
Marketing Feasibility of Malaysian Eco-products. <sup>5</sup>

**DISCUSSANTS:**

1. **Ágnes Hofmeister-Tóth**, Corvinus University of Budapest, Hungary.
2. **Guilherme Pires**, University of Newcastle, Australia.
3. **Ghaleb Awad El-Refae**, Al-Ain University of Science and Technology, UAE.
4. **Ivana Žilić**, College of Šibenik, Croatia.
5. **Kata Kelemen**, Corvinus University of Budapest, Hungary.

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**Coffee Break: 10:00 AM – 10:30 AM**

**Saturday, July 7, 2012  
10:30 AM – 11:30 AM  
Room: Schloss Saal I**

**Session [13]: Health for Growth**

**INVITED SPEAKER**

**Angelika Werthmann**  
Member of the European Parliament

*Mme Werthmann, originally from Schwarzach, Pongau Region, Austria, earned an MA in Philology in 1989 from the **Paris Lodron University of Salzburg**. From 1989 to 2006 she worked as a teacher and interpreter / translator in the areas of education, business, medicine and tourism. In 2006 she became a candidate for election to the Austrian National Parliament with the **Martin's List for Democracy, Control and Justice** party and in 2009 was elected as member of the European Parliament, ranked 3rd on the electoral list. In 2010 Mme Werthmann left the Martin's List party and since then she has been serving as an independent member of the European Parliament. She is a member of the **Committee on Budgets, Committee on Women's Rights and Gender Equality** and **Delegation for Relations with the countries of South Asia**. Additionally, she serves as a substitute in the **Committee on Petitions** as well as in the **Delegation to the EU-Croatia Joint Parliamentary Committee**. Moreover, she is a member of the **High-Level Contact Group for Relations with the Turkish-Cypriot Community in the northern part of the island**.*

**Health for Growth**

Healthcare is one of largest sectors of the EU economy. It accounts for around 10% of EU GDP and employs one in ten of all workers, including an above-average number of academics. Health in the form of a higher quality of life is not just a value that people treasure in itself, but is also a powerful engine for growth.

The Commission has therefore submitted a proposal for its third "Health for Growth" EU Action Programme (2014-2020) as part of the forthcoming multiannual financial framework (MFF), in which the focus is on the link between economic growth and public health. The programme is managed centrally by DG SANCO and the Executive Agency for Health and Consumers (EAHC), and, in part, together with the UN, WHO, COE and OECD.

"Health for Growth" focuses on four specific objectives that have a strong potential for economic growth through better health:

- (1) Innovative and sustainable health systems;
- (2) Greater access to better and safer healthcare for EU citizens;
- (3) The prevention of disease and promotion of good health, especially with respect to the key risk factors of smoking, alcohol abuse, obesity and HIV/Aids;
- (4) The protection of citizens from cross-border health threats.

To achieve these objectives, the Commission considers it necessary first and foremost for Member States to take more direct action at national level. It has therefore simplified implementation and management in the new programme: the level of Union co-financing will be harmonised at 60% of eligible costs and up to 80% in cases of exceptional utility.

By 2020 there will be a shortage of one million health workers in the EU, so "Health for Growth" should also seek to provide labour market incentives. The programme also aims inter alia at setting high standards of safety, quality and efficacy for medical devices, combating the economic impact of the inexorable increase in life expectancy and, especially, preventing chronic diseases, which are the main cause of death and poor quality of life in Europe. The Programme builds on the results of the first and second Public Health Programmes (2003-2008 and 2008-2013). The financial appropriations for implementing the programme over the period from 1 January 2014 to 31 December 2020 will amount to 446 million euro (in current prices). Given the long-term decline in the population of the European Union and the associated steady ageing of that population, the issue of health from an economic perspective is becoming more and more important.

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**Saturday, July 7, 2012**  
**11:45 AM – 2:00 PM**  
**Room: (Please follow signs)**

**Session [14]: The Challenges and Prospects for Higher Education in the Context of Global Change**

### **LUNCHEON KEYNOTE SPEAKER**

**Joseph G Nellis**  
School of Management, Cranfield University, UK

*Joe Nellis is Professor of International Management Economics and Director of the Policy, Strategy & Performance Academic Community in the School of Management, Cranfield University. He specialises in Global Macroeconomics and has been a member of the Executive Board for almost 20 years. He also holds Visiting Professorships in Germany, Belgium, Austria, The Netherlands, Hungary and Ghana. He is a recipient of: an 'Outstanding Professor' award in Hungary for his contribution to curriculum development, funded by the TEMPUS Programme of the European Union ; a 'Distinguished Graduate Award' from the University of Ulster, and the 'Best Professor Award' from the German-based GISMA Business School. Joe has published 18 books and over 200 academic journal and business-related articles and reports. His research encompasses analysis of business developments in a changing world in terms of the macroeconomy, the role of government, the impact of technology, societal and demographic trends. He is a frequent contributor to a wide range of academic and business-related conferences and is a consultant to a number of international companies in the areas of business environmental analysis, strategy formulation and management development.*

### **The Challenges and Prospects for Higher Education in the Context of Global Change**

The future challenges and prospects for institutions of higher education are explored in this paper in the context of a rapidly changing external environment arising from seismic shifts in the global socio-economic, political and technological arenas. The implications of these paradigm shifts for higher education are assessed and a number of key questions are raised concerning the strategic options and positioning of institutions. In particular, the paper asks institutions to critically consider how will the changing global environment affect them? What are the risks they face in terms of new emerging competitors and student recruitment? What are the challenges and prospects for higher education in both the developed and developing markets? What will be the most significant paradigm shifts in the global education marketplace over the next decade and beyond? The aim of the paper is to provide a platform for critical debate as a basis for the development of appropriate and effective strategies for the diverse range of players in the global higher education sector.

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**Saturday, July 7, 2012  
2:30 PM – 4:30 PM  
Room: Schloss Saal I**

**Session [15]: Banking & Management, Public Choice & The Open Economy**

**CHAIR: Nake M. Kamrany**  
University of Southern California, USA.

**AUTHORS & TITLES:**

**Vasif Abiyev & Munise Ilikkan Özgür**, Aksaray University, Turkey.  
Exchange Rate Pass-Through and Inflation Environment in Turkey. <sup>1</sup>

**Yasumi Matsumoto**, Waseda University, Tokyo, Japan.  
Searching for the Right Direction for Recovery from the Great East Japan Earthquake  
– All are captured by a preconceived idea –. <sup>2</sup>

**Yasumi Matsumoto**, Waseda University, Tokyo, Japan.  
The Application of an Autonomous Decentralized System for Crisis Control  
– A Lesson from the Great East Japan Earthquake –. <sup>3</sup>

**Khawaja Amjad Saeed**, Hailey College of Banking & Finance, University of the Punjab,  
Lahore – Pakistan.  
The Rise of Islamic Banking in Pakistan: Comparative Study of Conventional and Islamic  
Banking - A Case Study from Pakistan. <sup>4</sup>

**Venelina Trifonova**, University of National and World Economy, Bulgaria.  
Endogeneity of Money in the Light of Financial Registration. <sup>5</sup>

**DISCUSSANTS:**

1. **Nake M. Kamrany**, University of Southern California, USA.
2. **Roberto Bergami**, Victoria University, Australia.
3. **Leonie Jooste**, University of Wollongong in Dubai, UAE & Nelson Mandela Metropolitan University,  
South Africa.
4. **Vasif Abiyev**, Aksaray University, Turkey.
5. **Jian Wu**, Rouen Business School, France.

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**Excursion: Lakes & Mountains, 4:30 PM – 8:30 PM**

**Saturday, July 7, 2012  
2:30 PM – 4:30 PM  
Room: Schloss Saal II**

**Session [16]: Employment, Marketing, Education & Finance**

**CHAIR: Jill Kearns Hayter**, East Tennessee State University, USA.

**AUTHORS & TITLES:**

**George Comodromos**, Victoria University, Australia.

An Account of Workplace Changes that have Affected Australian Academics over the Past three Decades. <sup>1</sup>

**Ágnes Hofmeister –Tóth, Kata Kelemen & Marianna Piskóti**, Corvinus University of Budapest, Hungary.

The Power of Narratives for a More Sustainable Hungary. <sup>2</sup>

**Mark S. Teachout**, University of the Incarnate Word, USA, **William E. Alley**, Operational Technology, Inc. USA & **Malcolm James Ree**, Our Lady of the Lake University USA.

An Illustration of Non-monetary Value. <sup>3</sup>

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

A Classroom Exercise for Teaching the Theory of the Second Best. <sup>4</sup>

**Illoong Kwon, ChanYoung Park & SeungHui Han**, Seoul National University, Korea.

Developing a new Governance Index for Local Governments in South Korea:  
Using Corporate Governance Index. <sup>5</sup>

**DISCUSSANTS:**

1. **Jill Kearns Hayter**, East Tennessee State University, USA.

2. **George Comodromos**, Victoria University, Australia.

3. **Marianna Piskóti**, Corvinus University of Budapest, Hungary.

4. **Michael Thorpe**, Curtin Business School, Curtin University, Western Australia.

5. **Pedro Godinho**, GEMF, INESC – University of Coimbra, Portugal.

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**Excursion: Lakes & Mountains, 4:30 PM – 8:30 PM**

**Saturday, July 7, 2012  
2:30 PM – 4:30 PM  
Room: Linz**

**Session [17]: Geopolitics, Country Risk & Political Performance**

**ROUNDTABLE**

**MODERATOR: Patrick J. Corrigan, Assumption College, USA.**

**ROUNDTABLE PARTICIPANTS:**

**Harvey Arbelaez**, Monterey Institute of International Studies –  
A Graduate School of Middlebury College, USA.  
*Business, Economics and Society Interactive Search for the Seventh  
Approach to Political Risk.*

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

**Demetri Kantarelis**, Assumption College, USA.  
*Geopolitics: Pacific Rim.*

**Mohamed Ramady**, King Fahd University of Petroleum & Minerals, Saudi Arabia.

**Alfred Sitz**, Institute for Labour Economics, Vienna University of  
Economics and Business, Austria.

**Ron Tammen**, Portland State University, USA.  
*Measuring the Political Performance of Governments.*

**Ho-don Yan**, Feng Chia University, Taiwan.

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**Excursion: Lakes & Mountains, 4:30 PM – 8:30 PM**

**Sunday, July 8, 2012  
8:00 AM – 10:20 AM  
Room: Schloss Saal I**

**Session [18]: Marketing: Theory & Practice**

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

**AUTHORS & TITLES:**

**Rose Sebastianelli**, Kania School of Management, University of Scranton, USA.  
Conjoint Analysis of E-Tailing Quality. <sup>1</sup>

**Sandy De Mel**, University of Greenwich, UK.  
Exploring the factors influencing Permission Marketing. <sup>2</sup>

**Oliver Scheffert**, University of Latvia & University of Applied Sciences Kufstein, Austria.  
Brand Loyalty within Context of Social Media Marketing. <sup>3</sup>

**Susie Pryor, Madilynn Thimmesch & Samuel Blasi**, Washburn University, USA.  
Performing Arts, Performing Culture. <sup>4</sup>

**Ágnes Hofmeister-Tóth & Péter Nagy**, Corvinus University of Budapest, Hungary.  
“I want to be a virtual billionaire!” The case of Gold farming in World of Warcraft. <sup>5</sup>

**Shorouq Fathi Eletter**, Universiti Tenaga Nasional, Malaysia.  
Using Data Mining for an Intelligent Marketing Campaign. <sup>6</sup>

**DISCUSSANTS:**

1. **Guilherme Pires**, University of Newcastle, Australia.
2. **Oliver Scheffert**, University of Latvia & University of Applied Sciences Kufstein, Austria.
3. **Susie Pryor & Madilynn Thimmesch**, Washburn University, USA.
4. **Ágnes Hofmeister-Tóth**, Corvinus University of Budapest, Hungary.
5. **Rose Sebastianelli**, Kania School of Management, University of Scranton, USA.
6. **Guilherme Pires**, University of Newcastle, Australia.

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**Coffee Break: 10:20 AM – 10:30 AM**

**Sunday, July 8, 2012  
8:00 AM – 10:20 AM**

**Room: Schloss Saal II**

**Session [19]: Human Resources, Education, Cultures & Accounting**

**CHAIR: George Comodromos**, Victoria University, Australia.

**Daniel G. Dominguez, Mark S. Teachout**, University of the Incarnate Word, USA & **Elizabeth Payne**, University of Texas Health Science Center, USA.  
Global Competencies for Healthcare Management: Current State and Future Directions for Graduate Education. <sup>1</sup>

**Lynne Leveson**, La Trobe University, Australia, **Terri Joiner**, Monash University, Australia & **Nicola McNeil** La Trobe University, Australia.  
The Importance of Hygiene and Motivation Factors in Understanding Student Retention in Higher Education. <sup>2</sup>

**Charles E. Beck**, University of Colorado at Colorado Springs, USA.  
Internships for Academic Credit as a University-Business Joint Venture: Analysis of the First Ten Years. <sup>3</sup>

**Maria Ferreira**, ISCSP - Technical University of Lisbon, Portugal.  
Economic and Cultural Boundary Building -  
The Non Coincidence between Different Types of Boundary Transcendence in the EU. <sup>4</sup>

**Mourad Mansour**, King Fahd University of Petroleum and Minerals, Saudi Arabia.  
Practices in Saudi Arabia: Impact on Firm Performance. <sup>5</sup>

**Jasenka Bubic**, University of Split, Croatia & **Vlasta Roska**, Total Balance Ltd., Zagreb, Croatia.  
Tax Reliefs as Factors of Permanent Impact on Company's Tax Revenue:  
Empirical Research in Croatia. <sup>6</sup>

DISCUSSANTS:

1. **Lynne Leveson**, La Trobe University, Australia.
2. **James Sawler**, Mount Saint Vincent University, Canada.
3. **Mourad Mansour**, King Fahd University of Petroleum and Minerals, Saudi Arabia.
4. **Jörg Borrmann**, University of Vienna, Austria.
5. **Terri Joiner**, Monash University, Australia.
6. **Wijantini W**, Prasetiya Mulya Business School, Indonesia.

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**Coffee Break: 10:20 AM – 10:30 AM**

**Sunday, July 8, 2012  
8:00 AM – 10:20 AM**

**Room: Linz**

**Session [20]: Industrial Organization, Investments & Management**

**CHAIR: Eunsup Daniel Shim, Sacred Heart University, USA.**

**AUTHORS & TITLES:**

**Shan-Yu Chen**, Feng Chia University, Taichung, Taiwan.

A Coopetition Strategy- the Case of Taiwan's Bicycle A-TEAM Alliance. <sup>1</sup>

**Eunsup Daniel Shim**, Sacred Heart University, USA.

Stakeholder Perspective and Changes in Corporate Governance. <sup>2</sup>

**Evangelia Siachou**, Hellenic American University, Greece.

The Positive Effect of Knowledge Seekers on Group Performance Outcomes:  
An Analysis of the Focal Role of Group Leaders. <sup>3</sup>

**Alejandro García-Pozo, Andrés J. Marchante-Mera, José Luis Sánchez-Ollero & Carlos G. Benavides-Chicón**, University of Malaga, Spain.

Employer Size, Productivity, Labour Quality, Working Conditions, Internal Labour Markets  
and Wages: An Empirical Analysis of the Hotel Industry in Andalusia. <sup>4</sup>

**Masatoshi Miyata**, Hokkaido University, Japan, **Takao Iida** Sapporo University, Japan.

Effectiveness of the wind-generated Electricity Hokkaido and Denmark. <sup>5</sup>

**Ainulashikin Marzuki & Andrew Worthington**, Griffith University, Australia.

Smart Money in Malaysian Islamic and Conventional Domestic Equity Funds. <sup>6</sup>

**DISCUSSANTS:**

1. **Eunsup Daniel Shim**, Sacred Heart University, USA.

2. **Wen-Jung Liang**, National Dong Hwa University and National Taiwan University, Taiwan.

3. **Daniela Garbin Praničević**, University of Split, Croatia.

4. **Željana Aljinović Barač**, University of Split, Croatia & **Takao Iida** Sapporo University, Japan.

5. **Carlos G. Benavides-Chicón**, University of Malaga, Spain.

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

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**Coffee Break: 10:00 AM – 10:30 PM**

**Sunday, July 8, 2012  
10:30 AM – 12:30 PM**

**Room: Schloss Saal I**

**Session [21]: Entrepreneurship & Accounting**

**CHAIR: Ho-don Yan**, Feng Chia University, Taichung, Taiwan.

**AUTHORS & TITLES:**

**Mati Muhos, Pekka Kess & Anyanitha Distanont**, University of Oulu, Finland,  
**Kongkiti Phusavat & Sitthinath Sanpanich**, University, Bangkok, Thailand.  
Early Stages of Technology-Intensive Companies in Thailand and Finland. <sup>1</sup>

**Yuriy Timofeyev**, Volgograd State University, Russia &  
**Ho-don Yan**, Feng Chia University, Taichung, Taiwan.  
Predicaments of Entrepreneurship in the Market Process of Transition Russia. <sup>2</sup>

**Tadeusz Gospodarek**, Wałbrzych School of Management and Entrepreneurship, Poland.  
Imperative of Optimization in Innovative Custom-fit. <sup>3</sup>

**Stephen Burgess**, Victoria University, Australia.  
An ICDT Analysis of Australian Small Business Website Features. <sup>4</sup>

**Vlasta Roska**, Total Balance, Ltd., Croatia & **Jasenka Bubic**, University of Split, Croatia  
Causes of Business Failures: Empirical Research in Croatia. <sup>5</sup>

**DISCUSSANTS:**

1. **Kinga Kopfer-Rácz**, Corvinus University of Budapest, Hungary.
2. Stephen Burgess, Victoria University, Australia.
3. **Ho-don Yan**, Feng Chia University, Taichung, Taiwan.
4. **Shan-Yu Chen**, Feng Chia University, Taichung, Taiwan.
5. **Mehmet Burak Ceran**, Selçuk University, Konya, Turkey.

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**Excursion: Eagle's Nest, Bavarian Mountains & Salt Mines, 1:00 PM – 8:00 PM**



**Sunday, July 8, 2012  
10:30 AM – 12:30 PM**

**Room: Schloss Saal II**

**Session [22]: Innovation, Clusters & Macroeconomics**

**CHAIR: László Kónya**, La Trobe University, Australia.

**AUTHORS & TITLES:**

**Maria Cristina Ortigão Sampaio Schiller**, IBMEC/ Rio de Janeiro, Brazil.  
New Perspectives on Learning and Innovation: Networks of Technological Innovation. <sup>1</sup>

**Richard Moloney**, University College Cork, Ireland, **John Hobbs**, Cork Institute of Technology, Ireland, **Andrew Crawley**, Cardiff University, UK, **Michael Walsh**, Cork Institute of Technology, Ireland.  
A Critical Appraisal of Industry Cluster Analysis: A New Method for Comparable Studies. <sup>2</sup>

**Andrew Abbott**, University of Hull, UK & **Philip Jones**, University of Bath, UK.  
Rent-Seeking Patterns of Procyclical Public Spending. <sup>3</sup>

**László Kónya & Bekzod Abdullaev**, La Trobe University, Australia.  
A Revision Based on Testing for Super Exogeneity. <sup>4</sup>

**Philip E.T. Lewis & Michael C.T. Corliss**, Centre for Labour Market Research, University of Canberra, Australia.  
Regional Convergence and Economic Growth. <sup>5</sup>

**DISCUSSANTS:**

1. **Richard Moloney**, University College Cork, Ireland.
2. **László Kónya**, La Trobe University, Australia.
3. **Philip E.T. Lewis**, Centre for Labour Market Research, University of Canberra, Australia.
4. **Philip Jones**, University of Bath, UK.
5. **Kei Murata**, Shizuoka University, Japan.

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**Excursion: Eagle's Nest, Bavarian Mountains & Salt Mines, 1:00 PM – 8:00 PM**

**Sunday, July 8, 2012**  
**10:30 AM – 12:50 PM**  
**Room: Linz**

**Session [23]: Industrial Organization & Regulation**

CHAIR: **Jörg Borrmann**, University of Vienna, Austria.

AUTHORS & TITLES:

**Constantine Bourlakis**, Athens University of Economics and Business, Greece.  
A Multidimensional Framework of Retail Competition. <sup>1</sup>

**Ching-Chih Tseng**, National Dong Hwa University, Taiwan, **Yi-Chieh Wang**, Tamkang University, Taiwan. &  
**Wen-Jung Liang**, National Dong Hwa University and National Taiwan University, Taiwan.  
On Patent Licensing in Spatial Competition Revisited. <sup>2</sup>

**Jörg Borrmann**, University of Vienna, Austria & **Karina Knaus**, Energie Control Austria, Vienna &  
University of Vienna, Austria.  
A Dynamic Mechanism to Reveal the Expected Welfare-Optimal Franchise Duration. <sup>3</sup>

**Eleonora Fendekova**, the Antimonopoly office of the Slovak Republic; University of Economics, Slovakia &  
**Michal Fendek**, University of Economics, Bratislava, Slovakia.  
Microeconomic Analysis of Cartel Equilibrium Model and the Examples of Cartel Agreements Solutions at  
the Antimonopoly Office of the Slovak Republic. <sup>4</sup>

**Benjamin Garcia-Paez**, National Autonomous of Mexico University, Mexico  
**Juan J. DelaCruz**, CUNY - Lehman College / Fashion Institute of Technology – SUNY, USA.  
A Financial Liberalization Paradox: Evidence from a Cross-Section of Latin American Countries. <sup>5</sup>

**Lawrence W. Nowicki**, University of Paris, France.  
A New Generation of Challenges for the Efficient Markets Hypothesis. <sup>6</sup>

DISCUSSANTS:

1. **Wen-Jung Liang**, National Dong Hwa University and National Taiwan University, Taiwan.
2. **Eleonora Fendekova**, the Antimonopoly office of the Slovak Republic; University of Economics, Slovakia.
3. **Ilias A. Makris**, Technological Education Institute of Kalamata, Greece &  
**Juan J. DelaCruz**, CUNY - Lehman College - Fashion Institute of Technology - SUNY, USA.
4. **Constantine Bourlakis**, Athens University of Economics and Business, Greece.
5. **Jörg Borrmann**, University of Vienna, Austria.
6. **Ainulashikin Marzuki & Andrew Worthington**, Griffith University, Australia.

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**Excursion: Eagle's Nest, Bavarian Mountains & Salt Mines, 1:00 PM – 8:00 PM**

**Monday, July 9, 2012  
9:30 AM – 11:30 AM  
Room: Schloss Saal I**

**Session [24]: Income Dynamics during Retirement**

**PANEL**

**CHAIR: Uwe Fachinger, Universität Vechta, Germany.**

**AUTHORS & TITLES:**

**Roberta Adami & Orla Gough**, University of Westminster, England.  
Pension Reforms in Europe: the Retrenchment of Welfare States. <sup>1</sup>

**Elma Laguna, Katharina Unger, Harald Künemund, Uwe Fachinger**,  
University of Vechta, Germany.  
The Development of Old Age Income – How Sustainable are the “golden sunset years”? <sup>2</sup>

**Anna Frankus**, FFC Consulting, Germany.  
Pensions and Regions – some remarks on the relevance of pensions for the sustainability of regions. <sup>3</sup>

**Jürgen Faik**, FaMa – Neue Frankfurter Sozialforschung, Germany.  
A new Pension Adjustment Formula for Germany – Distributional Sensitivity Results. <sup>4</sup>

**Federica Teppa**, De Nederlandsche Bank (DNB) and Netspar, Netherlands.  
Can the Longevity Risk Alleviate the Annuitization Puzzle? Empirical Evidence from Dutch Data. <sup>5</sup>

**DISCUSSANTS:**

1. **Joseph G Nellis**, Cranfield University, UK & **Wijantini W**, Prasetiya Mulya Business School, Indonesia.
2. **Evangelia Siachou**, Hellenic American University, Greece & **Harvey Arbeláez**, Monterey Institute of International Studies, USA.
3. **Mark S. Teachout**, University of the Incarnate Word, USA & **George Conodromos**, Victoria University, Australia.
4. **László Kónya**, La Trobe University, Australia & **Aija Eglīte**, Department of Economics, Latvia, University of Agriculture, Latvia.
5. **Terri Joiner**, Monash University, Australia & **Carlos G. Benavides-Chicón**, University of Malaga, Department of Applied Economy, Spain.

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**Coffee Break: 11:30 AM – 12:00 Noon**

**Excursion: Ice Caves & Surroundings, 2:30 PM – 8 PM**

**Monday, July 9, 2011  
9:30 AM – 11:50 AM**

**Room: Schloss Saal II**

**Session [25]:**

**CHAIR: Michael Thorpe**

Curtin Business School, Curtin University, Western Australia.

**AUTHORS & TITLES:**

**Akira Maeda**, The University of Tokyo, Japan & **Makiko Nagaya**, Kyoto University, Japan.  
A Theory of Directional Pricing and its Application to Feed-in-Tariff Policy in Electricity. <sup>1</sup>

**Hiroshi Ishijima**, Chuo University, Japan & **Akira Maeda**, University of Tokyo, Japan.  
Time Series Modeling of Real Estate Prices and its Application. <sup>2</sup>

**Andrew Marks**, University of Western Sydney, Australia.  
Trade Liberalisation and the Economic Performance of the Australian Textile, Clothing and Footwear Industry: Lessons for other Western Market Economies. <sup>3</sup>

**Michael Thorpe**, Curtin University, Western Australia & **Nuno Carlos Leitão**,  
ESGTS, (CEGAFE-UE), Évora University, Portugal.  
Economic Growth in Australia: Globalisation, Trade and Foreign Direct Investment. <sup>4</sup>

**Peter Ras & Claribel Muller**, Tshwane University of Technology, South Africa.  
Constraints in Communication Methods of International Business Supply Chains. <sup>5</sup>

**Keith Harman**, Oklahoma Baptist University, USA.  
Intellectual Capital Disclosure and the IPO Prospectus: An Exploratory Study. <sup>6</sup>

**DISCUSSANTS:**

1. **Richard Moloney**, University College Cork, Ireland.
2. **Andrew Marks**, University of Western Sydney, Australia.
3. **Akira Maeda**, University of Tokyo, Japan.
4. **Peter Ras**, Tshwane University of Technology, South Africa.
4. **Michael Thorpe**, Curtin University, Western Australia.
6. **Andrew Marks**, University of Western Sydney, Australia.

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**Coffee Break: 11:30 AM – 12:00 Noon**

**Excursion: Ice Caves & Surroundings, 2:30 PM – 8 PM**

**Monday, July 9, 2012  
9:30 AM – 11:50 AM**

**Room: Linz**

**Session [26]:**

**CHAIR: Lynne Leveson, La Trobe University, Australia.**

**AUTHORS & TITLES:**

**Goodness C. Aye**, University of Agriculture, Makurdi, Nigeria.  
The Causality between Financial development and Agricultural Growth in Nigeria. <sup>1</sup>

**Kei Murata**, Shizuoka University, Japan.  
Income Distribution and Economic Growth. <sup>2</sup>

**Shi Yutian**, Jilin University of Finance and Economics, Chang Chun, China, **Kishor Sharma**, Charles Sturt University, Wagga Wagga, Australia, **Tom Murphy**, Western Research Institute, Bathurst, Australia, **John Hicks**, Charles Sturt University, Bathurst, Australia & **Lesley Arthur**, Western Research Institute, Bathurst, Australia.  
Exports and Energy Consumption in China: An Input-Output Perspective. <sup>3</sup>

**Kata Kelemen**, Corvinus University of Budapest, Hungary.  
Examining the Dimensionality of Place Attachment and its Relation with Pro-Environmental Behaviour in Tourism Settings. <sup>4</sup>

**Qeethara K. Al-Shayea, Saad G. Yaseen**, Al Zaytoonah University of Jordan, Jordan & **Ghaleb A. El-Refae**, Al Ain University of Science and Technology, UAE.  
Artificial Neural Networks for Medical Diagnosis Using Biomedical Data Set. <sup>5</sup>

**Abdelhafid K. Belarbi & Ghaleb A. El-Refae**, Al Ain University of Science and Technology, Al Ain, UAE.  
Higher Education Incentives in the Gulf Area: An Evaluation Approach. <sup>6</sup>

**DISCUSSANTS:**

1. **Kei Murata**, Shizuoka University, Japan.
1. **Goodness C. Aye**, University of Agriculture, Makurdi, Nigeria.
3. **Ghaleb A. El Refae**, Al Ain University of Science and Technology, UAE.
4. **Tom Murphy**, Western Research Institute, Bathurst, Australia.
5. **Lawrence W. Nowicki**, University of Paris, France.
6. **Lynn Leveson**, La Trobe University, Australia.

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**Coffee Break: 11:50 AM – 12:00 Noon**

**Ice Caves & Surroundings, 1:30 PM – 6 PM**

**Sunday, July 8, 2012**  
**10:00 AM – 11:00 AM**

**Session [27]**

**POSTERS**

1. **Stavros Stavroyiannis**, Technological Educational Institute of Kalamata, Greece.  
Dynamic Properties of the Minimum Risk Portfolio. <sup>1</sup>
2. **Skaidrite Dzene & Aija Eglite**, Latvia University of Agriculture, Latvia.  
Sustainable Food Consumption Trends in Latvia. <sup>2</sup>
3. **Anda Grīnfelde, Līga Paula**, Department of Sociology Latvia University of Agriculture, Latvia,  
**Aija Eglīte**, Department of Economics, Latvia University of Agriculture, Latvia.  
Good Practice Examples for Capacity of Seniors Community in Latvia. <sup>3</sup>
4. **Miguel Á. Peña-Cerezo, Arturo Rodríguez-Castellanos & Francismo J. Ibáñez-Hernández**  
University of the Basque Country – UPV/EHU, Spain.  
The Primary Yield Determinants of the Spanish Asset Backed Securities and the Relevance of  
Multitranche Structure.
5. **Pilar Fernández- Ferrín**, Universidad del País Vasco, Vitoria-Gasteiz, Spain,  
**José A. Varela- González**, Universidad de Santiago de Compostela, Spain,  
**Belén Bande- Vilela**, Universidad de Santiago de Compostela, Spain,  
**Oihana Valmaseda- Andía**, Universidad del País Vasco, Spain.  
External Communication of Cross-Functional Teams and New Product Performance:  
The Moderating Effect of Length of Service.

DISCUSSANTS:

1. **Pedro Godinho**, GEMF, INESC – Coimbra and Faculty of Economics of the  
University of Coimbra, Portugal.
  2. **Tom Murphy**, Western Research Institute, Bathurst, Australia.
  3. **Anna Frankus**, FFC Consulting, Germany &  
**Uwe Fachinger**, University of Vechta, Germany.
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**Tuesday, July 10, 2012**

**Post-Conference Day-long excursion:  
Vienna & Surroundings, 9AM – 7PM**

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**The End!**

**See you next Year in Monte Carlo, Monaco  
July 6-9, 2013, Novotel Hotel**