

**Business & Economics Society International (B&ESI) Conferences**

# **27<sup>th</sup> B&ESI CONFERENCE**

## **Albufeira / Algarve, Portugal, July 6-9, 2015**

*Grande Real Santa Eulália Resort & Hotel Spa*

**Praia de Santa Eulália, PO Box 2445, 8200-916 Albufeira, Algarve, Portugal**

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# **27<sup>th</sup> B&ESI CONFERENCE PROGRAM**

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

# DEADLINES & INSTRUCTIONS TO PROGRAM PARTICIPANTS

## Deadlines:

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

**Session Time Allocations:** Most sessions are 120 minutes long (with four presenters); some are 135 minutes long (with five 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 Portugal.

**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: July 5 – July 10, 2015**

### **Sunday, July 5, 2015**

**Recommended pre-conference, day-long excursion to Lisbon  
(On your own, via tour or public transportation – train or bus – please check on line)**

**Pre-registration: 5:00 PM – 6:00 PM**

**Welcome Reception with refreshments: 6:00 PM – 7:00 PM**

### **Monday, July 6, 2015**

**Registration & Concurrent Sessions: 9:00 AM – 4:00 PM**

**Recommended evening excursion: Albufeira Town  
(By shuttle bus or taxi, after sessions. Stroll around old town)**

### **Tuesday, July 7, 2015**

**Registration & Concurrent Sessions: 8:00 AM – 1:30 PM**

**Full-day private planned excursion: Lagos, Sagres, Cabo Sao Vicente  
(By tour bus with guide, 2:15 PM hotel – 10 PM hotel)**

### **Wednesday, July 8, 2015**

**Registration & Concurrent Sessions: 8:00 AM – 3:30 PM**

**Luncheon: 1:30 PM – 3:30 PM**

**Half-day private planned excursion: Silves & Monchique  
(By tour bus with guide, 4 PM hotel – 9 PM hotel)**

### **Thursday, July 9, 2015**

**Registration & Concurrent Sessions: 8:00 AM – 1:00 PM**

**Recommended half-day excursion: Caves & Dolphin Cruise  
(On your own, after sessions, via tour – please check on line)**

### **Friday, July 10, 2015**

**Full-day planned excursion: Seville, Spain  
(By tour bus with guide, 7 AM hotel – 7 PM hotel)**

**Sunday, July 5, 2015**

**Recommended pre-conference, day-long excursion: Lisbon  
(On your own, via tour or public transportation – train  
or bus – please check on line)**

**Pre-registration:  
5:00 PM – 6:00 PM**

**Welcome Reception with refreshments:  
6:00 PM – 7:00 PM**



**Monday, July 6, 2015  
10:30 AM – 12:45 PM  
Room: Santa Eulalia I**

**Session [1]**

**CHAIR: Yu-Lin Wang**  
National Chung Cheng University, Taiwan.

**AUTHORS & TITLES:**

**Sebastjan Strasek & Bor Bricelj**, University of Maribor, Slovenia.  
Key Drivers of the Euro Area Imbalances. <sup>1</sup>

**Yu-Lin Wang & Shiou-Yen Chu**, National Chung Cheng University, Taiwan.  
Do Stochastic Values of Collateral Fuel Moral Hazard of Banks in a Monopolistic Credit Market. <sup>2</sup>

**Silvia Trifonova**, University of National and World Economy (UNWE), Sofia, Bulgaria.  
Key Trends in the Integration Process of the Large-Value Payment Systems in Bulgaria into the European Payment Infrastructure. <sup>3</sup>

**Andrew Abbott**, University of Hull, UK &  
**Philip Jones**, University of Bath, UK.  
Competition for Votes and the Composition of the Public Sector. <sup>4</sup>

**Kei Murata**, Shizuoka University, Japan.  
Technological Progress, Bipolarization and Economic Growth. <sup>5</sup>

**DISCUSSANTS:**

1. **Philip Jones**, University of Bath, UK.
2. **Silvia Trifonova**, University of National and World Economy (UNWE), Sofia, Bulgaria.
3. **Sebastjan Strasek**, University of Maribor, Slovenia.
4. **Kei Murata**, Shizuoka University, Japan.
5. **Yu-Lin Wang**, National Chung Cheng University, Taiwan.

**Lunch Break: 12:30 PM – 2:00 PM (on your own)**

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**Monday, July 6, 2015  
10:30 AM – 12:45 PM  
Room: Santa Eulalia II**

**Session [2]**

**CHAIR: Kyle Bruce, Macquarie University, Australia.**

**AUTHORS & TITLES:**

**Kyle Bruce**, Macquarie University, Australia &

**Peter von Staden**, Solbridge International School of Business, Woosong University, Korea.

Why and how do Institutions Change? Lessons from Douglass C. North's Socio-cognitive Turn. <sup>1</sup>

**Vasileios Vlachos, Aristidis Bitzenis, Panagiotis Kontakos**, University of Macedonia, Greece.

Entrepreneurship and Tax Compliance Games:

Evidence Regarding Enterprise Behavioral Dynamics in Greece. <sup>2</sup>

**Shan-yu Chen**, Economics Department of Feng Chia University, Taiwan.

The Monopoly and the Liberation of the Tabaco and Liquor Industry in Taiwan. <sup>3</sup>

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

**John Stanton**, University of Western Sydney, Australia.

Ethnic Marketing Sensitivity – An Attempt to Reconcile Dogmatism with Pragmatism. <sup>4</sup>

**Dan Cheng**, Jinan University, China.

Impacts of Public Private Partnership Operation in Public Transport –

A case study of Guangzhou, China. <sup>5</sup>

**DISCUSSANTS:**

1. **Dan Cheng**, Jinan University, China.

2. **Catarina Figueira**, Cranfield University, England

3. **Peter von Staden**, Woosong University, Korea.

4. **Shan-yu Chen**, Economics Department of Feng Chia University, Taiwan.

5. **Guilherme Pires**, University of Newcastle, Australia.

**Lunch Break: 12:45 PM – 2:00 PM (on your own)**

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**Monday, July 6, 2015**  
**2:00 PM – 4:00 PM**  
**Room: Santa Eulalia I**

**Session [3]**

**CHAIR: Anna Frankus**  
*FFC Consulting, Germany.*

**AUTHORS & TITLES:**

**Jürgen Faik**, SoFa – Faik Sozialforschung, Germany.  
Old Age Poverty in Germany. <sup>1</sup>

**Katharina Unger**, University of Vechta, Germany  
The Development of Old Age Income in the German pension scheme –  
are Retirees getting poorer? <sup>2</sup>

**Uwe Fachinger**, University of Vechta, Germany.  
Pensions and Regions – Some Remarks on the Relevance of Pensions for the Sustainability of Regions. <sup>3</sup>

**Kei Murata**, Shizuoka University, Japan.  
Type Change of Human Capital and Economic Growth. <sup>4</sup>

**DISCUSSANTS:**

1. **Saman Attiq**, International Islamic University Islamabad, Pakistan.
2. **Kyle Bruce**, Macquarie University, Australia.
3. **Rauf-I-Azam**, Pir Mehar Ali Shah Arid Agriculture University Rawalpindi, Pakistan.
4. **Uwe Fachinger**, University of Vechta, Germany.

**Recommended evening excursion to Albufeira Town**  
**(By bus shuttle or taxi, after sessions. Stroll around old town)**

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**Sunday, July 6, 2015  
2:00 PM – 3:30 PM  
Room: Santa Eulalia II**

**Session [4]**

**ROUNDTABLE I  
Piketty's Approach to Capitalism and his General Laws**

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

**ROUNDTABLE PARTICIPANTS (IN ALPHABETICAL ORDER):**

**Peter-Jan Engelen**, Utrecht University, the Netherlands.

**Reza G. Hamzaee**, Missouri Western State University.

**Nuno Carlos Leitão**, CEFAGE-UE, Universidade de Évora, Portugal.

**Ilias A. Makris**, Technological Educational Institute of Peloponnese, Kalamata, Greece.

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

**Recommended evening excursion to Albufeira Town  
(By taxi, after sessions. Stroll around old town)**

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**Tuesday, July 7, 2015  
8:30 AM – 10:45 AM  
Room: Santa Eulalia I**

**Session [5]**

**CHAIR: Reza G. Hamzaee**  
Missouri Western State University, USA.

**AUTHORS & TITLES:**

**Mária Bohdalová & Michal Greguš**, Comenius University in Bratislava, Slovakia.  
Multi-Step Monte Carlo VaR in Risk Analysis. <sup>1</sup>

**Ilias A. Makris**, Technological Educational Institute of Peloponnese, Kalamata, Greece  
Associated Firm Characteristics with Employment: Evidence from Eurozone Periphery. <sup>2</sup>

**Reza G. Hamzaee**, Missouri Western State University, USA &  
**Michael A. Lent, Alex Prewitt, Zhihao Jin**, Missouri Western State University, USA  
A Review, a Theoretical Academic-Athletic Performance Model of University Athletes' Compensation  
and a Survey. <sup>3</sup>

**Eleonora Fendeková & Michal Fendek**, University of Economics in Bratislava, Slovakia.  
Microeconomic Optimization Models for Network Industries Market. <sup>4</sup>

**Boonchai Hongcharu**, NIDA Business School, Bangkok, Thailand;  
**Somkiat Eiamkanchanalai**, Chulalongkorn University, Thailand.  
Strengthening Brand Presence and Creating Brand Relationships in the Society through  
Integrated Marketing Communications. <sup>5</sup>

**DISCUSSANTS:**

1. **Peter-Jan Engelen**, Utrecht University, the Netherlands.
2. **Michal Fendek**, University of Economics in Bratislava, Slovakia.
3. **Mária Bohdalová**, Comenius University in Bratislava, Slovakia.
4. **Reza G. Hamzaee**, Missouri Western State University, USA.
5. **Saman Attiq**, International Islamic University Islamabad, Pakistan.

**Coffee Break: 10:45 AM – 11:15 AM**

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**Tuesday, July 7, 2015**  
**8:30 AM – 10:45 AM**  
**Room: Santa Eulalia II**

**Session [6]**

**CHAIR: Andy C. M. Chen**  
Chung Yuan Christian University, Chung Li, Taiwan.

**AUTHORS & TITLES:**

**Andy C. M. Chen**, Chung Yuan Christian University, Chung Li, Taiwan.

The Envy-free Hypothesis of Fairness and its Implications for Regulating Unfair Competitive Practices in Competition Law. <sup>1</sup>

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

Managing Electronic Manufacturing Service (EMS) –  
Terry Gou and the Making of Foxconn. <sup>2</sup>

**Maria Cristina Ortigao Sampaio Schiller**, UERJ, ENCE-IBGE, Rio de Janeiro, Brazil.

Innovation, Knowledge and Cooperation: A survey of Innovation Networks in Brazil. <sup>3</sup>

**Yasumi Matsumoto**, Waseda University, Japan.

A New Approach to Economic Analysis based on how to maintain the  
Present Standard of Life. <sup>4</sup>

**Thierry Warin**, Department of International Affairs, HEC Montreal, Montréal, Canada;

**Farnaz Farnia**, École Polytechnique de Montréal, Canada.

How to Measure the Impact of Non-Tariffs Barriers on International Trade  
from Developing Countries? <sup>5</sup>

**DISCUSSANTS:**

1. **Yasumi Matsumoto**, Waseda University, Japan.

2. **Maria Cristina Ortigao Sampaio Schiller**, UERJ, ENCE-IBGE, Rio de Janeiro, Brazil.

3. **Ho-Don Yan**, Feng Chia University, Taiwan.

4. **Thierry Warin**, Department of International Affairs, HEC Montreal, Montréal, Canada.

5. **Nuno Carlos Leitão**, CEFAGE-UE, Universidade de Évora, Portugal.

**Coffee Break: 10:45 AM – 11:15 AM**

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**Tuesday, July 7, 2015**  
**10:45 AM – 11:15 AM**  
**Room: B&ESI Conference Rooms**

**Session: [7]**

**POSTERS**

**AUTHORS & TITLES:**

**Miguel A. Peña-Cerezo, Miren Artaraz-Miñón,  
Mertxe de Renobales Scheifler, Melchor Gómez Pérez & Jorge Tejedor Núñez**  
University of the Basque Country (UPV/EHU), Vitoria-Gasteiz, Spain  
Analysis of the Components among University Students and Differences According  
to their Degree Programs.

**Pilar Fernández-Ferrín,  
Belén Bande, Aitor Calvo-Turrientes,  
Mercedes Galán-Ladero, Miguel A. Peña-Cerezo,**  
University of the Basque Country (UPV/EHU), Vitoria-Gasteiz, Spain  
The Indirect Effects of Local Identity on the Choice of Local Food Brands by Young Consumers  
through Brand Valuation.

**Moon-Koo Kim & Jong-Hyun Park**  
Electronics and Technology Research Institute (ETRI), Republic of Korea  
Determinants of Korean IT Firms' Standardization capability.

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**Tuesday, July 7, 2015  
11:15 AM – 1:15 PM  
Room: Santa Eulalia I**

**Session [8]**

**CHAIR: Demetrius Yannelis, University of Piraeus, Greece.**

**AUTHORS & TITLES:**

**Kyle Bruce**, Macquarie University, NSW, Australia,

**Chris Nyland**, Monash University, Australia.

When Taylorism, Pluralism and Unitarism contended, what determined which flower blossomed? <sup>1</sup>

**Demetrius Yannelis**, University of Piraeus, Greece.

On Some Policy Implications of Margin Squeeze Tests. <sup>2</sup>

**Yu-Chen Kuo**, Feng Chia University, Taiwan,

**Hung-Lin Tao & Christos Michalopoulos**, Soochow University, Taiwan

Curriculum Tracking and Gender Gap in Mathematics. <sup>3</sup>

**Katarzyna Piórkowska**, Wroclaw University of Economics, Poland.

Social Psychology as the Background Field of Behavioral Strategies Concept. <sup>4</sup>

**DISCUSSANTS:**

1. **Yu-Chen Kuo**, Feng Chia University, Taiwan.

2. **Kyle Bruce**, Macquarie University, NSW, Australia.

3. **Katarzyna Piórkowska**, Wroclaw University of Economics, Poland.

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

**Lunch Break 1:30 PM (on your own)**

**Full-day private planned excursion: Lagos, Sagres, Cabo Sao Vicente  
(By tour bus with guide, 2:15 PM hotel – 10 PM hotel)**

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**Tuesday, July 7, 2015**  
**11:00 AM – 1:15 PM**  
**Room: Santa Eulalia II**

**Session [9]**

**CHAIR: Nathalie de Marcellis-Warin**  
École Polytechnique de Montréal & CIRANO, Canada

**AUTHORS & TITLES:**

**Nathalie de Marcellis-Warin**, École Polytechnique de Montréal, Montréal (Québec) & CIRANO, Canada;  
**Farnaz Farnia**, École Polytechnique de Montréal, Montréal (Québec) Canada;  
**Thierry Warin**, Department of International Affairs, HEC Montreal & CIRANO, Canada.  
Are Eco-Labels and Safety Labels Technical Barriers to Trade? <sup>1</sup>

**Nuno Carlos Leitão**, CEFAGE-UE, Universidade de Évora, Portugal.  
Economic Growth, Globalization and Carbon Dioxide Emissions:  
Evidence for CEE New Member Countries. <sup>2</sup>

**Tomislav Gelo**, University of Zagreb, Croatia.  
Economic Importance of the Croatian Energy Sector. <sup>3</sup>

**Catarina Figueira, Giorgio Caselli and Joseph Nellis**,  
Cranfield School of Management, Cranfield University, England.  
Host-country Institutions and FDI Location Choice:  
The case of China. <sup>4</sup>

**Saman Attiq**, International Islamic University Islamabad, Pakistan, **Shahid Iqbal** National Defense University  
Islamabad, Pakistan, **Rauf-I-Azam**, Pir Mehar Ali Shah Arid Agriculture University Rawalpindi, Pakistan,  
**Munnawar Naz Khokhar**, COMSATS Institute of Information Technology Islamabad, Pakistan.  
The impact of supportive work environment, trust, self-efficacy on organizational learning and  
organizational effectiveness: A Stimulus-Organism-Response Approach. <sup>5</sup>

**DISCUSSANTS:**

1. **Nuno Carlos Leitão**, CEFAGE-UE, Universidade de Évora, Portugal.
2. **Nathalie de Marcellis-Warin**, École Polytechnique de Montréal & CIRANO, Canada.
3. **Rauf-I-Azam**, Pir Mehar Ali Shah Arid Agriculture University Rawalpindi, Pakistan.
4. **Thierry Warin**, Department of International Affairs, HEC Montreal, Montréal, Canada.
5. **Tomislav Gelo**, University of Zagreb, Croatia.

**Lunch Break 1:30 PM (on your own)**

**Full-day private planned excursion: Lagos, Sagres, Cabo Sao Vicente**  
**(By tour bus with guide, 2:15 PM hotel – 10 PM hotel)**

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**Wednesday, July 8, 2015**  
**8:30 AM – 10:30 AM**  
**Room: Santa Eulalia I**

**Session [10]**

**CHAIR: Ellen Farrell**  
Sobey School of Business, Canada.

**AUTHORS & TITLES:**

**Ellen Farrell**, Sobey School of Business, Canada.

Opportunities for Syndication in a Government Venture Capital Dominated Entrepreneurial Ecosystem. <sup>1</sup>

**Amy E. Hurley-Hanson & Cristina M. Giannantonio**, Chapman University, USA.

The Careers of High-Tech Entrepreneurs. <sup>2</sup>

**Laura Frost & James McHann**, Walsh College, USA.

Cleaning the Closet of Management Innovation: The Forgotten Stage of Exnovation. <sup>3</sup>

**Muhammad Ashfaq**, Rhine-Waal University of Applied Sciences, Germany.

Emerging Trends and Opportunities in Digital Manufacturing. <sup>4</sup>

**DISCUSSANTS:**

1. **Muhammad Ashfaq**, Rhine-Waal University of Applied Sciences, Germany.

2. **Ellen Farrell**, Sobey School of Business, Canada.

3. **Amy E. Hurley-Hanson**, Chapman University, USA.

4. **Katarzyna Piórkowska**, Wroclaw University of Economics, Poland.

**Coffee Break: 10:30 AM – 11:00 AM**

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**Wednesday, July 8, 2015**  
**8:30 AM – 10:30 AM**  
**Room: Santa Eulalia II**

**Session [11]**

CHAIR: Sofia Daskou, Plymouth University, UK.

AUTHORS & TITLES:

**Tang, Margaret N.F. & To, W.M.**, Macao Polytechnic Institute, Macao SAR, China.  
Service Quality, Consumer Satisfaction, and Word of Mouth Communication:  
An Empirical Study in Macao's Telecom Industry. <sup>1</sup>

**Sofia Daskou & Avraam Ioannidis**, Plymouth University, UK.  
An investigation of the quality of buyer-seller relationships:  
Evidence from the Textile Industry. <sup>2</sup>

**W. David Holford**, University of Quebec at Montreal, Quebec, Canada.  
Managerial Implications on Viewing Knowledge as Constructions. <sup>3</sup>

DISCUSSANTS:

1. **Sofia Daskou**, Plymouth University, UK.
2. **Tang, Margaret N.F.**, Macao Polytechnic Institute, Macao SAR, China.
3. **Laura Frost**, Walsh College, USA.

**Coffee Break: 10:30 AM – 11:00 AM**

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**Wednesday, July 8, 2015**  
**11:00 AM – 1:00 PM**  
**Room: Santa Eulalia I**

**Session [12]**

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

**AUTHORS & TITLES:**

**James Sawler**, Mount Saint Vincent University, Canada.  
Government Funding and Canadian University Priorities. <sup>1</sup>

**Stavros Stavroyiannis**, Technological Educational Institute of Peloponnese, Greece;  
**Vasilios Babalos**, Technological Educational Institute of Peloponnese, Greece &  
University of Piraeus, Greece.  
Dynamic conditional correlations of the MINTs with the BRICs and the major markets:  
A first look to a globally diversified portfolio. <sup>2</sup>

**JD van Heerden**, University of Stellenbosch, South Africa.  
The impact of liquidity on equity returns: The case for South Africa. <sup>3</sup>

**Peter-Jan Engelen**, Utrecht University, the Netherlands.  
Board Diversity and Firm Performance of Top 100 European Firms. <sup>4</sup>

**DISCUSSANTS:**

1. **Stavros Stavroyiannis**, Technological Educational Institute of Peloponnese, Greece.
2. **Peter-Jan Engelen**, Utrecht University, the Netherlands.
3. **Stavros Stavroyiannis**, Technological Educational Institute of Peloponnese, Greece.
4. **JD van Heerden**, University of Stellenbosch, South Africa.

**Conference Luncheon 1:30 PM – 3:30 PM**

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**Wednesday, July 8, 2015**  
**11:00 AM – 1:15 PM**  
**Room: Santa Eulalia II**

**Session [13]**

**CHAIR: Uwe Fachinger**  
University of Vechta, Germany.

**AUTHORS & TITLES:**

**Sabine Troppens**, Technische Universität Berlin, Germany.

Improving Patient Safety, Affordability and Access to Biologic Drugs in the United States and Europe. <sup>1</sup>

**Uwe Fachinger**, University of Vechta, Germany,

**Anna Frankus**, FFC Consulting, Bremen, Germany.

Maternity and parental leave – Remarks on the situation of self-employed people. <sup>2</sup>

**Birte Schöpke**, Apollon Hochschule der Gesundheitswirtschaft, University of Applied Science, Germany

The effects of out-of-pocket payments in the Statutory Health Insurance (SHI) on the private health care costs. <sup>3</sup>

**Uwe Fachinger**, University of Vechta, Germany.

Fall recognition systems – Remarks on market development. <sup>4</sup>

**Achilleas Anagnostopoulos, Aristidis Bitzenis, Panagiotis Kontakos**, University of Macedonia, Greece.

Tackling Undeclared Work in Greece. <sup>5</sup>

**DISCUSSANTS:**

1. **Laura Frost**, Walsh College, USA.

2. **Amy E. Hurley-Hanson**, Chapman University, USA.

3. **Eleonora Fendekova**, University of Economics, Slovakia.

4. **W. David Holford**, University of Quebec at Montreal, Quebec, Canada.

5. **Birte Schöpke**, Apollon Hochschule der Gesundheitswirtschaft, University of Applied Science, Germany.

**Conference Luncheon 1:30 PM – 3:30 PM**

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**Wednesday, July 8, 2015**  
**1:30 PM – 3:30 PM, Room: to be announced**

**Session [14]**

**INVITED LUNCHEON KEYNOTE SPEAKER**

**Dr. Pedro Godinho**

GEMF & Faculty of Economics of the University of Coimbra, Coimbra, Portugal



*Pedro Godinho was born in 1970 in Coimbra, Portugal. He has a BSc in Informatics Engineering, an MSc in Financial Economics and a PhD in Management from the University of Coimbra. He has researched and published more than 40 refereed papers on several different subjects, including real options, operations research, scheduling, game theory, tourism site location and investment strategies.*

*His main research subject has been project assessment, both from a financial and from a socio-economic perspective. He was the team leader in two research projects about the assessment of Research and Development projects, financed by a private company (Portugal Telecom Inovação), and he performed consultancy work for Estradas de Portugal, on the subject of cost-benefit analysis of road infrastructures.*

*He is currently an Assistant Professor in the Faculty of Economics of University of Coimbra, where he has lectured several BSc, MSc and PhD-level courses, including Economics of Information, Investment Analysis, Logistics, Game Theory, Methodologies in Management Science, Project Management and Operations Research. He has been a member of several governing bodies of the Faculty of Economics of the University of Coimbra, where he was Vice-*

*President of the Executive Council for three and a half years. He is currently a member of the Scientific Council of this Faculty, and one of the Course Coordinators of the Doctoral Programme in Management – Decision Aiding Science.*

**Assessing Infrastructure Investment: Current Practices and Methodological Challenges**

Infrastructure investment has been in the headlines for different reasons in recent years. In some developed countries, like the United States, there are signs of under-investment, and the current infrastructure situation is beginning to cause concern. In others, like Portugal, over-investment in infrastructure has been indicated as a possible cause of economic difficulties. Furthermore, in some developing countries, a lack of adequate infrastructure seems to be constraining economic growth.

Decisions concerning infrastructure investment have often been made on purely political grounds, and subject to the whims of national public opinions. Some countries have made an effort to define methodologies for assessing such investments, so that decisions may be based on sound principles. At a time of constrained government budgets, having robust methodologies for assessing the net economic benefits of infrastructure projects is crucial for identifying those that contribute most significantly to social welfare. Additionally, sound methodologies that assess such projects from a financial perspective are necessary to encourage private investors to finance infrastructure investments that may be profitable in the long term.

However, some methodological aspects still need further research. One essential issue is the incorporation of risk. The recent crisis in Europe has shown us that apparently beneficial infrastructure projects may turn out to have a negative impact due to a deterioration of economic conditions. Other important issues arise from the global evaluation context (e.g., political situation, alternatives included in the evaluation process) and the assessment of certain impacts. This talk will seek to address the methodological challenges facing assessment methodologies, in the context of the current situation in several different countries.

**Half-day private planned excursion Silves & Monchique**  
**(By tour bus with guide, 4 PM hotel – 9 PM hotel)**

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**Thursday, July 9, 2015**  
**8:30 AM – 10:30 AM**  
**Room: Santa Eulalia I**

**Session [15]**

CHAIR: **Marko Kolakovic**, University of Zagreb, Croatia.

AUTHORS & TITLES:

**H. Tuğba Eroglu & Hayriye Sagir**, Selcuk Universty, Turkey.  
Balanced Scorecard in Public and Private Sector Organizations. <sup>1</sup>

**Mehmet Sagir**, Selcuk University, Konya, Turkey & **Ilker Turkeri**  
Ataturk University, Turkey.  
The Applications of Corporate Social Responsibility Strategies in Tourism Businesses. <sup>2</sup>

**Marko Kolakovic, Boris Sisek & Mladen Turuk**, University of Zagreb, Croatia.  
Challenges and Opportunities of Social Entrepreneurship in Croatia. <sup>3</sup>

**Juan Ignacio Pulido-Fernández, Pablo Juan Cárdenas-García, Isabel Carrillo-Hidalgo**,  
University of Jaén, Spain.  
Explaining Tourism Expenditure Based on Trip Characteristics in Emerging  
Urban-Cultural Destinations. <sup>4</sup>

DISCUSSANTS:

1. **Isabel Carrillo-Hidalgo**, University of Jaén, Spain.
2. **Marko Kolakovic**, University of Zagreb, Croatia.
3. **H. Tuğba Eroglu**, Selcuk Universty, Turkey.
4. **Marko Kolakovic**, University of Zagreb, Croatia.

**Coffee Break: 10:30 AM – 11:00 AM**

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**Thursday, July 9, 2015**  
**8:30 AM – 10:30 AM**  
**Room: Santa Eulalia II**

**Session [16]**

**CHAIR: Rauf-I-Azam**

Pir Mehar Ali Shah Arid Agriculture University Rawalpindi, Pakistan.

**AUTHORS & TITLES:**

**Mohammed Aldagheiri**, Qassim University, Saudi Arabia.

The Economic and Environmental Effects of Gold Mining in Saudi Arabia. <sup>1</sup>

**Emel Elif Tugdar & Shamal Saber Hussein**, University of Kurdistan, Arbil, Iraqi Kurdistan.

Arab Disaster and Minority Spring: Empirical Analysis of Post-Arab Spring Developments in the Middle East. <sup>2</sup>

**Saman Attiq**, International Islamic University Islamabad, Pakistan; **Hassan Jalil Shah**, National Defense University Islamabad, Pakistan; **Rauf-I-Azam**, Pir Mehar Ali Shah Arid Agriculture University Rawalpindi, Pakistan; **Munnawar Naz Khokhar**, COMSATS Institute of Information Technology Islamabad, Pakistan; **Hannan Afzal**, Pir Mehar Ali Shah Arid Agriculture University Rawalpindi, Pakistan.

What drives a successful e-Learning?

An empirical investigation of the critical factors influencing learner satisfaction. <sup>3</sup>

**José G. Vargas-Hernández**, University of Guadalajara, Mexico.

Methodological Proposal for the Study of the Impact of Globalization on Business Strategy of Mexican International Enterprise. <sup>4</sup>

**DISCUSSANTS:**

1. **Emel Elif Tugdar**, University of Kurdistan, Arbil, Iraqi Kurdistan.

2. **José G. Vargas-Hernández**, University of Guadalajara, Mexico.

3. **Mohammed Aldagheiri**, Qassim University, Saudi Arabia.

4. **Rauf-I-Azam**, Pir Mehar Ali Shah Arid Agriculture University Rawalpindi, Pakistan.

**Coffee Break: 10:30 AM – 11:00 AM**

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**Thursday, July 9, 2015**  
**11:00 AM – 1:00 PM**  
**Room: Santa Eulalia I**

**Session [17]**

**CHAIR: Isabel Carrillo-Hidalgo**, University of Jaén, Spain.

**AUTHORS & TITLES:**

**Zarif Songül Göksel**, Selçuk University, Turkey.  
Passive Visibility of Women in the Public Sphere. <sup>1</sup>

**Hayriye Sagir**, Selcuk University, Turkey.  
Concept of Sustainable Cities:  
As an Alternative Model to Improve the Quality of Urban Life. <sup>2</sup>

**Isabel Carrillo-Hidalgo & Juan Ignacio Pulido-Fernández**,  
University of Jaén, Spain.  
Is the Financing of Tourism by International Financial Institutions Inclusive?  
A Critical Analysis in a Developing Region. <sup>3</sup>

**Ali Baris Ozturk**, Kadinhani Faik İcil Vocational School, Selcuk University, Turkey;  
**Mehmet Sagir**, the School of Tourism, Selcuk University, Turkey.  
The Purpose and Importance of Management Information Systems.  
in Tourism Enterprises. <sup>4</sup>

**DISCUSSANTS:**

1. **Anna Frankus**, *FFC Consulting*, Germany.
2. **Saman Attiq**, International Islamic University Islamabad, Pakistan.
3. **Ali Baris Ozturk**, Kadinhani Faik İcil Vocational School, Selcuk University, Turkey
4. **Isabel Carrillo-Hidalgo**, University of Jaén, Spain.

**Recommended half-day excursion Caves & Dolphin Cruise**  
**(On your own, after sessions, via tour – please check on line)**

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**Thursday, July 9, 2015  
11:00 AM – 12:30 PM  
Room: Santa Eulalia II**

**Session [18]**

**ROUNDTABLE II  
Net Dependency, Competitiveness and Freedom**

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

**ROUND TABLE PARTICIPANTS (Alphabetically):**

**Stavros Stavroyiannis**  
Technological Educational Institute of Peloponnese, Greece.

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

**Katarzyna Piórkowska**  
Wroclaw University of Economics, Poland.

**Mária Bohdalová**  
Comenius University in Bratislava, Slovakia.

**Recommended half-day excursion Caves & Dolphin Cruise  
(On your own, after sessions, via tour – please check on line)**

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Friday, July 10, 2015

Full-day private planned excursion: Seville, Spain  
(By tour bus with guide, 7 AM hotel – 7 PM hotel)

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**Have a safe trip back home!**  
**See you in a future B&ESI Event!**

**28<sup>th</sup> Business & Economics Society International Conference**  
**Queenstown, New Zealand, Rydges Hotel, January 6-8, 2016**



**29<sup>th</sup> Business & Economics Society International Conference**  
**Ljubljana, Slovenia, Grand Hotel Union, July 6-9, 2016**

