

Participation & Registration

35th B&ESI CONFERENCE

Vienna, Austria, July 6-9, 2019

Fleming's Selection Hotel Wien-City

Josefstädter Street 10-12, 1080 Wien, Austria

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35th B&ESI CONFERENCE PROGRAM

- **DEADLINES & INSTRUCTIONS TO PROGRAM PARTICIPANTS**
- **SCHEDULE & DAILY ACTIVITIES**
- **PROGRAM (DAILY SESSIONS)**
- **SYMPOSIUM (INCLUDED IN REGISTRATION FEES)**

DEADLINES & INSTRUCTIONS TO PROGRAM PARTICIPANTS

Deadlines:

- Abstract and / or paper submission for evaluation for possible participation: March 15, 2019
- Paper submission for evaluation for possible publication: April 30, 2019
- Notification for date and time restrictions for conference participation: May 15, 2019
- 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: October 15, 2019

Session Time Allocations: Most sessions are 120 minutes long (with five presenters); some are longer (with six presenters.) Each Presenter should take no more than 17 to 18 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 Austria.

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, 2019

Friday, July 5, 2019

**Recommended Pre-Conference Excursion (on your own)
Town of Mödling 30 minutes by train**

**Pre-registration (4:00 PM – 6:00 PM)
Welcome Reception (6:00 PM – 7:00 PM)**

Saturday, July 6, 2019

Registration & Concurrent Sessions: 8:00 AM – 4:00 PM

**Planned Afternoon Excursion
Vienna Sightseeing by private tour bus with guide, 5:00 PM on**

Sunday, July 7, 2019

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

**Planned Afternoon Excursion
Bratislava, Slovak Republic, by private tour bus with guide, 3:30 PM on**

Monday, July 8, 2019

Registration & Concurrent Sessions: 8:00 AM – 2:00 PM

**Planned Afternoon Excursion
Schönbrunn Palace with guide, 3:00 PM on**

Tuesday, July 9, 2019

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

**Planned Afternoon Excursion
Town of Sopron, Hungary, by private tour bus with guide, 3:00 PM on**

Wednesday, July 10, 2019

**Planned Post-Conference Day-Long Excursion
Budapest, Hungary, by public transportation, details forthcoming**

**35th BUSINESS & ECONOMICS
SOCIETY INTERNATIONAL CONFERENCE
JULY 6-9, 2019**

CONFERENCE PROGRAM

Saturday, July 6, 2019
9:00 AM – 11:00 AM
Room: to be announced

Session [1]: Administration Issues & Social Media

CHAIR: Mark S. Teachout, University of the Incarnate Word, TX, USA

AUTHORS & TITLES:

Steven J. Cesare, Harvest Group Consulting, TX, USA,

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

A Simplified Approach to Organizational Decision – Making:
Alignment, Achievement and Accountability. ¹

Raphael NG, Leipzig Graduate School of Management (HHL) Germany.

Applying the ethical framework of the Human Development Capabilities Approach (HDCA)
to businesses: A comparison with Dynamic Capabilities in Organizational Theory. ²

Yefriza, Faculty of Economics and Business, The University of Bengkulu, Indonesia.

Institutional Arrangements within the Budgeting Process in Indonesia. ³

Christina Thomaidou Pavlidou, European University in Cyprus.

The effect of Internal Marketing Strategies on the School Effectiveness. ⁴

Muammer Zerenler Barış Çorumlu, Selcuk University Yunak Vocational School, Turkey.

The Effect of Social Media on Hedonic Consumption and Unplanned Purchase. ⁵

DISCUSSANTS:

1. **Raphael NG**, Leipzig Graduate School of Management (HHL) Germany.

2. **Steven J. Cesare**, Harvest Group Consulting, TX, USA.

3. **Victoria Krivogorsky**, Fowler College of Business, San Diego State University, USA.

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

5. **Yefriza**, Faculty of Economics and Business, The University of Bengkulu, Indonesia.

Coffee Break 11:00 AM – 11:30 AM

Saturday, July 6, 2019
9:00 AM – 11:15 AM
Room: to be announced

Session [2]: Employment, Management & Ethics

CHAIR: **Maria L. Nathan**, College of Business, University of Lynchburg, USA.

AUTHORS & TITLES:

Maria L. Nathan, College of Business, University of Lynchburg, USA.
Virtuous Cycling as an Employee Sustainability Engagement Strategy. ¹

Frances Scholtz, Marlene Bogaards, Monash University, South Africa.
Exploring the way Engineering Managers Perceive their Conflict Management Across Cultures. ²

Anna-Vanadis Faix, Ludwigs-Maximilians-Universität München, Philosophisches Institut Germany.
Business Ethics and Digitalization -Digital market transformation in the light of ethics and global justice. ³

Alforde Charumbira, Graduate School of Business of the University of Cape Town in South Africa.
Ethical Practice: Examined through the lenses of Entrepreneurs in Emerging Markets. ⁴

Kei Murata, Shizuoka University, Japan, **Ryo Takeshita**, Tokoha University, Japan:
Moe Imai, Shizuoka University, Japan
Educational Expenditures, Human Capital, and Hierarchy. ⁵

Purmini, University of Bengkulu (Unib), Indonesia.
Gender Empowerment and Poverty: Inter-Province Studies on the Island of Sumatra. ⁶

DISCUSSANTS:

1. **Marlene Bogaards**, Monash University, South Africa.
2. **Maria L. Nathan**, College of Business, University of Lynchburg, USA.
3. **Purmini**, University of Bengkulu (Unib), Indonesia.
4. **Subarna K. Samanta**, The College of New Jersey, USA.
5. **Anna-Vanadis Faix**, Ludwigs-Maximilians-Universität München, Germany.
6. **Kei Murata**, Shizuoka University, Japan.

Coffee Break 11:15 AM – 11:30 AM

Saturday, July 6, 2019
11:30 AM – 1:30 PM
Room: to be announced

Session [3]: Marketing & the Enterprise

CHAIR: Man Lai Cheung, Beijing Normal University-Hong Kong
Baptist University United International College, China.

AUTHORS & TITLES:

Nuttapol Assarut, Somkiat Eiamkanchanalai, Marketing Department
Suwanee Surasiengsunk, Statistics Department, Chulalongkorn University, Bangkok, Thailand
New Age Elderly Segmentation, Acculturation to Global Consumer Culture, and
Consumption Pattern in Emerging Market. ¹

Sofia Daskou, Nottingham Trent University, UK, **Ifigeneia Giannopoulou**, University of Brighton, UK
An Exploration of the Realm of Consumer Mindfulness in Food Consumption. ²

Man Lai Cheung, Beijing Normal University-Hong Kong Baptist University United International College, China,
Guilherme D. Pires, Philip J. Rosenberger III, University of Newcastle, Australia.
Online and Offline Marketing: Examining the Role of Social Media Brand Communication and distribution
Intensity on Consumer-based Brand Equity. ³

Sutti Soompon, King Mongkut Institute of Technology Ladkrabang, Thailand
Decision Making of Thai Dental Students to Become Innovative Healthcare Professionals. ⁴

Retno A. Ekaputri, M. Ridwan, and Ratu Eva Febriani, Bengkulu University, Indonesia.
Village-Owned Enterprise Performance Analysis in Bengkulu Province, Indonesia. ⁵

DISCUSSANTS:

1. **Guilherme D. Pires**, University of Newcastle, Australia.
2. **Nuttapol Assarut**, Chulalongkorn University, Bangkok, Thailand.
3. **Somkiat Eiamkanchanalai**, Chulalongkorn University, Bangkok, Thailand.
4. **Suwanee Surasiengsunk**, Chulalongkorn University, Bangkok, Thailand.
5. **Sutti Soompon**, King Mongkut Institute of Technology Ladkrabang, Thailand.

Lunch 1:30 PM – 2:30 PM (on your own)

Saturday, July 6, 2019
11:30 AM – 1:30 PM
Room: to be announced

Session [4]: Industrial Organization & Human Capital

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

AUTHORS & TITLES:

Kelly P. Pittman, CPA, University of the Incarnate Word, TX, USA;

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

U.S. vs. European Corporate Social Responsibility:

A Comparison of Reactive vs. Proactive Indicators and Industry Trends. ¹

Ridwan Nurazi, Berto Usman, The University of Bengkulu, Indonesia.

Does Search Engine Query Data Contribute to Returns and Liquidity? ²

James Sawler, Mount Saint Vincent University, Canada.

Paper Boats: A Classroom Exercise for Teaching Learning Curves, First-Mover Advantages
Entry Barriers, and Limit Pricing. ³

Akira Kato, Faculty of Education, Hokkaido University of Education, Japan.

An Empirical Confirmation of the Alchian–Allen Conjecture Using Japanese Apples. ⁴

Lakshmy Subramanian, Constantinos Alexiou, Joseph G. Nellis, Cranfield University,

Cranfield, UK; **Pamela Steele, Foyeke Tolani**, Pamela Steele Associate Ltd, Prama House, Oxford, UK.

Human Capital and Economic Growth – Challenges and Prospects for the Nigerian Economy. ⁵

Dana Rissley, Graduate School of Business of the University of Cape Town in South Africa

School of Commerce, South Africa; **Janine Mukuddem-Petersen**, Graduate School of Business of the University of
Cape Town in South Africa, Faculty of Commerce, Cape Town, South Africa.

Measuring the Cost of Income Inequality: A Financial Modeling Approach for
Developed and Developing Nations. ⁶

DISCUSSANTS:

1. **Maria L. Nathan**, College of Business, University of Lynchburg, USA.

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

3. **Juan J. DelaCruz**, Department of Social Science, Fashion Institute of Technology – SUNY, USA.

4. **Lakshmy Subramanian**, Cranfield University, UK.

5. **Ridwan Nurazi**, The University of Bengkulu, Indonesia.

6. **Izharudin**, The University of Bengkulu, Indonesia.

Lunch 1:30 PM – 2:30 PM (on your own)

**Saturday, July 6, 2019
2:15 PM – 4:45 PM
Room: to be announced**

Session [5]: Healthcare, Future Economists & Welfare

CHAIR: Sivaram Vemuri, Charles Darwin University, Australia.

AUTHORS & TITLES:

Reza Djavanshir, Johns Hopkins University, Carey Business School, USA.
Integrated IoT and Deep Learning Solution for Healthcare Delivery Services. ¹

Juan J. DelaCruz, Department of Social Science, Fashion Institute of Technology – SUNY, USA.
Tools of Economic Evaluation in Cost Effectiveness Analysis for Older Hispanics with HIV. ²

Ashok Abhyankar, Psychiatrist Child and Adolescent ICAMHS Hamilton Waikato DHB, New Zealand.
Examining Gestalt of Contemporary Health. ³

Vidula Garde, Psychology Director, Townsville Hospital and Health Service, Queensland, Australia.
The MUST (Medically, Unexplained Symptoms Therapeutic) Pathway. ⁴

Sivaram Vemuri, Charles Darwin University, Australia.
Innovative Training of Future Economists. ⁵

Sourabh Sharma, IMI, Bhubaneswar, India; **Ramesh Behl**, IMI Bhubaneswar, India.
Strategic Alignment of Information Technology in Public and Private Organizations in India:
An Empirical Study. ⁶

Izharudin, The University of Bengkulu, Indonesia.
Analysis of oil palm business and farmers' welfare in Mukomuko District. ⁷

DISCUSSANTS:

1. **Juan J. DelaCruz**, Department of Social Science, Fashion Institute of Technology – SUNY, USA.
2. **Akira Kato**, Faculty of Education, Hokkaido University of Education, Japan.
3. **Reza Djavanshir**, Johns Hopkins University, Carey Business School, USA.
4. **Ashok Abhyankar**, Psychiatrist Child and Adolescent ICAMHS Hamilton Waikato DHB, New Zealand.
5. **James Sawler**, Mount Saint Vincent University, Canada.
6. **Sivaram Vemuri**, Charles Darwin University, Australia.
7. **Sourabh Sharma**, IMI, Bhubaneswar, India.

**Private Excursion (after sessions):
Vienna City Tour Sightseeing by bus with guide, 5:00 PM on**

Saturday, July 6, 2019
2:30 PM – 4:45 PM
Room: to be announced

Session [6]: Energy & Water Issues, Gender Financing & Pension Reform

CHAIR: Carolyn V. Currie

CEO, Public Private Sector Partnerships, Sydney, Australia.

Carolyn V. Currie, CEO, Public Private Sector Partnerships, Sydney, Australia.

The Effect of Electricity Prices on Economies – is Promotion of Renewable Energy Worth the Cost. ¹

Yefriza, Rosjonsyah, Faculty of Economics and Business, The University of Bengkulu, Indonesia.

Renewable Energy Development at the Local Level of Indonesia. ²

Retno A. Ekaputri, Syarifudin, Faculty of Economics and Business, Bengkulu University, Indonesia;

Budiyanto, Faculty of Agriculture, Bengkulu University, Indonesia.

Energy Consumption Analysis in the South Sumatra Region, Indonesia. ³

Carolyn V. Currie, CEO, Public Private Sector Partnerships, Sydney, Australia.

Water management and markets – a comparison of practices and problems of California and Australia. ⁴

Charilaos Mertzanis, Hazem Marashdeh, Sania Ashraf, Abu Dhabi University, UAE.

Gender and Financing Constraints of Firms in Developing Countries. ⁵

Kei Murata, Faculty of Humanities and Social Sciences, Shizuoka University, Japan

Economic Effects of Pension Reform Based on Consumption Tax. ⁶

DISCUSSANTS:

1. **Hazem Marashdeh**, Abu Dhabi University, UAE.

2. **Carolyn V. Currie**, CEO, Public Private Sector Partnerships, Sydney, Australia.

3. **Kei Murata**, Faculty of Humanities and Social Sciences, Shizuoka University, Japan

4. **Retno A. Ekaputri**, Faculty of Economics and Business, Bengkulu University, Indonesia.

5. **Budiyanto**, Faculty of Agriculture, Bengkulu University, Indonesia.

6. **Syarifudin**, Faculty of Economics and Business, Bengkulu University, Indonesia.

Private Excursion (after sessions):

Vienna City Tour Sightseeing by bus with guide, 5:00 PM on

Sunday, July 7, 2019
8:00 AM – 10:00 AM
Room: to be announced

Session [7]: Business Policy, Mergers & Arbitration

CHAIR: **Mutasim Ahmad Alqudah**, United Arab Emirates University, UAE.

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

Sustainability Impacts Following Mandated Climate Change Risk Abatement:
Evidence Regarding Financial Disclosures and Environmental Performance. ¹

Victoria Krivogorsky, Fowler College of Business, San Diego State University, USA.

Enlightened Shareholder Value Model: Is it a Path toward Integrated Corporate Reporting? ²

Uwe Fachinger & Anna Frankus, Department of Economics and Demography, Institute of Gerontology
University of Vechta & FFC Consulting, Germany.

Business Plans and Social Security – why a Good Business Plan Should Cover the Insurance of Social Risks. ³

Andy C. M. Chen, Department of Financial and Economic Law,
Chung Yuan Christian University, Taiwan.

Big Data and Competition Policy for Mergers: A Comparative Study. ⁴

Mutasim Ahmad Alqudah, United Arab Emirates University, UAE.

The New Federal Law on Arbitration in UAE: Prospects and Challenges for Foreign Investors. ⁵

DISCUSSANTS:

1. **Victoria Krivogorsky**, Fowler College of Business, San Diego State University, USA.
2. **A.J. Stagliano**, Saint Joseph's University, Philadelphia, USA.
3. **Jamal Abu Rashed**, Mount St. Joseph University, Cincinnati, USA.
4. **Shorouq Eletter**, Al Ain University of Science and Technology, Al Ain, UAE.
5. **Andy C. M. Chen**, Chung Yuan Christian University, Taiwan.

Coffee Break 10:00 AM – 10:30 AM

Sunday, July 7, 2019
8:00 AM – 10:00 AM
Room: to be announced

Session [8]: Misconducts, Firms & Innovation

CHAIR: Rajib N. Sanyal, Willumstad School of Business, Adelphi University, USA.

AUTHORS & TITLES:

Rajib N. Sanyal, Willumstad School of Business, Adelphi University, USA,
Subarna K. Samanta, School of Business, The College of New Jersey, USA.
Bribery in International Business: Trends and Explanations. ¹

Nitin Deshmukh, Middlesex University Business School W233 - Hendon Campus, London, UK
SRI Criteria and the Performance of Socially Responsible Funds. ²

Carolyn V. Currie, MD, Public Private Sector Partnerships, Sydney, Australia.
Misconduct in Banking, Superannuation and the Financial Services Industry. ³

Eleonora Fendekova & Michal Fendek, University of Economics Bratislava, Slovakia.
Quantitative Analysis the Degree of Concentration in the Slovak Banking Sector. ⁴

Charalabakis P., University of Patras, Greece, **Ilias A. Makris** and **Stavros Stavroyiannis**
Technological Educational Institute of Peloponnese, Greece.
Identifying the factors affecting firms' growth: The case of French Listed Firms. ⁵

DISCUSSANTS:

1. **Khalid Saeed**, Worcester Polytechnic Institute, Worcester, USA.
2. **Tahira Yasmin**, Al Ain University of Science and Technology, Al Ain, UAE.
3. **Nitin Deshmukh**, Middlesex University Business School W233 - Hendon Campus, London, UK.
4. **Ilias A. Makris**, Technological Educational Institute of Peloponnese, Greece.
5. **Subarna K. Samanta**, School of Business, The College of New Jersey, USA.

Coffee Break 10:00 AM – 10:30 AM

Sunday, July 7, 2019
10:00 AM – 10:30 AM
Room: to be announced

Session [9]: POSTER PRESENTATION

Do the EAGLEs markets herd? Evidence from static and dynamic models

Antonis Kargadouris & Stavros Stavroyiannis

Department of Accounting & Finance, School of Management & Economics,
Technological Educational Institute of Peloponnese, 241 00 GREECE



**Sunday, July 7, 2019
10:30 AM – 12:30 PM
Room: to be announced**

Session [10]: Macroeconomics, Cryptocurrency & Sanctions

CHAIR: Pedro J. Gutiérrez Diez
University of Valladolid, Spain.

AUTHORS & TITLES:

Pedro J. Gutiérrez Diez & Tibor P’al, University of Valladolid, Spain.

Debt Deflation and Deleveraging in the Eurozone: A theoretical and Empirical Analysis. ¹

Khalid Saeed, Worcester Polytechnic Institute, Worcester, USA.

Unlinking Public Finance and Taxation in a Fiat Currency System. ²

Pedro Godinho, Helder Sebastiao, CeBER and Faculty of Economics of the
University of Coimbra, Portugal

Forecasting Intraday Cryptocurrency Returns using Machine Learning and Technical Analysis. ³

Misak Avetisyan, Texas Tech University, Department of Economics, USA,

David Lektzian, Texas Tech University, Department of Political Science, USA.

Impacts of Economic Sanctions on Production, Trade and Transportation of Sanctioned Commodities. ⁴

Silvia Trifonova & Valya Vasileva, University of National and World Economy (UNWE) Bulgaria.

Unconventional Monetary Policy and its Implications in Bulgaria – An Update. ⁵

DISCUSSANTS:

1. **Silvia Trifonova & Valya Vasileva**, University of National and World Economy (UNWE) Bulgaria.

2. **Misak Avetisyan**, Texas Tech University, Department of Economics, USA.

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

4. **Pedro Godinho**, CeBER and Faculty of Economics of the University of Coimbra, Portugal.

5. **Pedro J. Gutiérrez Diez**, University of Valladolid, Spain.

Conference Luncheon 1:00 PM – 3:00 PM

**Sunday, July 7, 2019
10:30 AM – 12:30 PM
Room: to be announced**

Session [11]: Marketing & Ethnic Business, Financial Products & Information

CHAIR: Gangseog Ryu, Korea University Business School, Seoul, Korea.

AUTHORS & TITLES:

Charles O'Neill, The University of KwaZulu-Natal, Pietermaritzburg, South Africa.
The Quest towards Relevant and Useable Strategic Marketing Plans. ¹

Guilherme Pires, Newcastle Business School, Australia &
John Stanton, University of Western Sydney, Australia.
Ethnic Entrepreneurship, Ethnic Minority Businesses and Ethnic Networks. ¹

Reyaz Jeffrey, University of Newcastle, Australia.
Consumer decision making by Muslims in Australia - A case of financial products. ³

Afshan Azam, AlYamamah University AlQairwan Area Riyadh, SA.
Saudi Arabian Consumers' intention to purchase Private Label Brands. ⁴

Gangseog Ryu, Korea University Business School, Seoul, Korea
What Types of Information Firms Should Provide to Customers? ⁵

DISCUSSANTS:

1. **Sofia Daskou**, Nottingham Trent University, UK.
2. **Johan Coetzee**, University of the Free State Bloemfontein South Africa.
3. **Afshan Azam**, AlYamamah University AlQairwan Area Riyadh, SA.
4. **Gangseog Ryu**, Korea University Business School, Seoul, Korea.
5. **Charles O'Neill**, The University of KwaZulu-Natal, Pietermaritzburg, South Africa.

Sunday, July 7, 2019

1:00 PM – 3:00 PM

Conference Luncheon

Session [12]: OPEC: Reform or remain irrelevant in a shale oil world

LUNCHEON KEYNOTE SPEAKER: Dr. Mohamed Ramady

Formerly Professor of Finance and Economics

King Fahd University of Petroleum and Minerals, Saudi Arabia



Dr Ramady is a former Visiting Professor, Finance and Economics, at King Fahd University of Petroleum and Minerals (KFUPM), Dhahran, Saudi Arabia. He specializes on OPEC, privatization, GCC regional energy, and geo-political risk assessment. He has authored many books such as *"The Saudi Arabian Economy: Policies, Achievements and Challenges"*, Second Edition, 2010, as well as Editor of the *"GCC Economies: Stepping up to Future Challenges"*, Springer, 2012, and *"Economic, Political and Financial Country Risk: An analysis of the GCC countries"* also published by Springer in 2013. In 2015 he published several books *"OPEC in a Shale Oil world – Where to Next?"* and *"The Political Economy of WASTA – Use and Abuse of Social Capital Networking"*. In 2017 he published his latest book entitled *"Aramco 2030 - Post IPO Challenges"*, published by Springer. Dr Ramady was Project Manager to establish the guidelines for Saudi Arabia's WTO Centre for the Saudi Chambers of Commerce, as well founding committee member to establish the *King Abdullah Science Park* at KFUPM and the establishment of the *Dhahran Techno Valley*. He has held senior banking positions as Vice President with Citibank and seconded to the Saudi American as well as with Chase Manhattan, First City Texas Bank; Qatar National Bank, and Qatar International Islamic Bank. He has been

an invited Keynote Speaker with the Royal College Defence Studies, UK as well as with Saudi Aramco, Emirates Centre of Strategic Studies; UAE, International Institute of Chemical Engineers, Society of Petroleum Engineers, International Institute of Strategic Studies, Washington and KAPSARC. Dr Ramady obtained his BA and PhD in Economics, at the University of Leicester, UK, a Postgraduate MastersDegree in Economic Development, University of Glasgow, UK. He is a Fellow of the Chartered Institute of Bankers, UK.

Title of Talk: OPEC: Reform or remain irrelevant in a shale oil world

OPEC is once again in the limelight as a reinvigorated cartel of oil producers which seems to have been given a new lease of life through an unofficial membership alliance with non-OPEC oil producers led by Russia. The presentation explores the historical foundation of the organization, its major members and OPEC's strength in global oil reserves, its myth as a cartel in setting prices and the obstacles it faces both politically in face of antitrust U. S. A NOPEC Act, President Trump's twitter war against OPEC and the rise of shale oil as a serious competitor, as well as the emerging threat to fossil fuel producers from climate change and global warming pressures. Some recommendations are made to ensure that OPEC remains relevant in face of these challenges by re-assessing the organization's charter and operating mechanisms. The close geo political relations between Russia and Saudi Arabia in leading this new alliance is examined through the compliance and monitoring processes that have been established, as well as the current fissures in the organization following Qatar's decision to exit the group and pressure on other economically and financially sanctioned members to do the same.

Private Excursion

Bratislava, Slovak Republic, by bus with guide, 3:30 PM on

Monday, July 8, 2019
8:30 AM – 10:45 AM
Room: to be announced

Session [13]: Social Media & Marketing

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

AUTHORS & TITLES:

Shing-ling Wu, College of Management, National Kaohsiung University of Science and Technology, Taiwan (R.O.C.);
Meng-Hsiang Hsu, Department of Information Management, National Kaohsiung University of Science and Technology,
Kaohsiung City 824, Taiwan (R.O.C.)

Exploring Social media usage and Social Commerce: The integrating perspectives of social community Theory. ¹

Man Lai Cheung, Beijing Normal University-Hong Kong Baptist University United International College, China,
Guilherme D. Pires & Philip J. Rosenberger III, University of Newcastle, Australia

Linking Social Media Marketing with Co-Creation and Engagement: Empirical Study in China. ²

Guilherme D. Pires, University of Newcastle, Australia, **Prapatsorn Suetrong**, Khon Kaen University,
Nong Khai Campus 43000, Thailand.

Brand Liking and Consumer Gratitude Effects on Consumer-Brand Love Relationships
and Repurchase Intention. ³

Chang Chien Fu Chung, Finance at Kaohsiung University of Science and Technology, Taiwan.

An Estimate of the Heat of the Taiwan Housing Market Based on Measuring
Sellers' Bargaining Power. ⁴

Chang-Yao Wu, TungFung, Design University, Taiwan, **Tienhua Wu**, Air Force Institute of Technology, Taiwan.

A Study of the Impact of Cultural Differences on the M-Commerce Shopping Intention-
Comparison of Taiwan and China. ⁵

Muqqadas Rehman, Hailey College of Commerce, Punjab University Lahore, Pakistan

Guilherme Pires, Newcastle Business School, Australia.

A Mixed Method Study for Examining Customer Participation in Value Co Creation:
Applying Service Dominant Logic to the Provision of Living Support Services to Day Care
Oncology Patients in Pakistan. ⁶

DISCUSSANTS:

1. **Man Lai Cheung**, Beijing Normal University-Hong Kong Baptist University United Intern. College, China.

2. **Chang-Yao Wu**, TungFung, Design University, Taiwan.

3. **Shing-ling Wu**, College of Management, National Kaohsiung University of Science and Technology, Taiwan.

4. **Prapatsorn Suetrong**, Khon Kaen University, Nong Khai Campus 43000, Thailand.

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

6. **Chang Chien Fu Chung**, Finance at Kaohsiung University of Science and Technology, Taiwan.

Coffee Break 10:45 AM – 11:15 AM

Monday, July 8, 2019
8:30 AM – 10:45 AM
Room: to be announced

Session [14]: Local Wine Markets, Marketing & Investing Strategies

CHAIR: **Tevfik Dalgic**, University of Texas at Dallas.

AUTHORS & TITLES:

Emiliano C. Villanueva, Eastern Connecticut State University, USA &
Juan R. Ferrer, University of Zaragoza, Spain.
Rhode Island and Connecticut Wineries Business Strategy, Performance,
and Management Capabilities: a Survey of Managerial Practices. ¹

Chun-Ming Chang, Dept of International Business, Ming Chuan University, Taipei, Taiwan,
Chia-Wei Lin, Sales Division, Unisonic Technology, Co., LTD, Taiwan, (R.O.C.);
Yi-Jung Lee, Dept of Recreation & HealthCare Management, Chia Nan University of Pharmacy & Science, Taiwan (R.O.C.);
Chiahui Yen, Department of International Business, Ming Chuan University, Taipei, Taiwan.
Enhancing Customers' Purchase Intention Using Mobile Applications: An Empirical Study. ²

Lee, Yi-Jung, Department of Recreation & HealthCare Management, Chia Nan University of Pharmacy & Science, Taiwan;
Chang, Chun-Ming, Department of International Business, Ming Chuan University, Taipei, Taiwan (R.O.C.);
Hsiao, Hung-Lin, CEO & Animation Director of Messiah Creative Studio Taiwan, (R.O.C.).
Determinants of Repurchase Intention in Social Commerce from Theoretical Perspectives. ³

Sofia Daskou, Nottingham Trent University, UK, **Dulekha Kasturiratne**, University of Plymouth, UK;
Michail Bitzios, University of Aberdeen, UK
Revisiting the Conceptualization of Ethical Consumption: An Exploration of Buyer and Vendor Views. ⁴

Johan Coetzee, **Louis Raubenheimer**, University of the Free State Bloemfontein South Africa
Consumer Preferences of Rewards and Loyalty Programmes in South African Banks. ⁵

Yu-Chuan Huang, **Jian-Hsin Chou**, Dept of Finance, **Min-Sun Horng**, Dept of Risk Management and Insurance,
Chin-Yi Li, Dept of Finance, National Kaohsiung University of Science and Technology, Taiwan (R.O.C)
Investing Strategies in Stock Markets: Evidence from Taiwan. ⁶

DISCUSSANTS:

1. **Uwe Fachinger**, University of Vechta & FFC Consulting, Germany.
2. **Tevfik Dalgic**, University of Texas at Dallas, USA.
3. **Sofia Daskou**, Nottingham Trent University, UK.
4. **Emiliano C. Villanueva**, Eastern Connecticut State University, USA.
5. **Yu-Chuan Huang**, National Kaohsiung University of Science and Technology, Taiwan (R.O.C).
6. **Carolyn V. Currie**, MD, Public Private Sector Partnerships, Sydney, Australia.

Coffee Break 10:45 AM – 11:15 AM

Monday, July 8, 2019
11:45 AM – 2:00 PM
Session [15], Room: to be announced

SYMPOSIUM: The Global Energy Industry, Markets, Shares & Prospects.

MODERATOR: Demetri Kantarelis, Assumption College, USA

Symposium Leaders (alphabetically by surname / last name):



Dr. Jamal Abu Rashed is the Dean of the School of Business at Mount St. Joseph University in Cincinnati, Ohio. Previous to his current position, he served as the Dean of the Walker L. Cisler College of Business at Northern Michigan University from 2010-2013. In addition, he was the founding Executive Dean and the Dean of the College of Prince Mohammad Bin Salman College of Business and Entrepreneurship (MBSC) at King Abdullah Economic City in Saudi Arabia. Professor Abu Rashed earned his doctorate in economics with focus on financial theory, international trade and finance and labor economics from Southern Methodist University. He has won numerous awards for his research and service during his career. His research focuses on economic development, international currency issues, the interplay between trade policy and unemployment, and labor economics.



Dr. Abdelhafid Belarbi is the President of the Al Falah University in Dubai UAE. He received his Doctorate in Economics from the University of Cincinnati, USA and his research interests include higher education risk management, asymmetric information in higher education, environmental economics, industrial organization, managerial economics as well as Islamic economics and finance. He has published numerous articles and serves on the editorial board of many prestigious journals.



Dr. Ghaleb A. El Refae is the President of Al Ain University of Science & Technology in the UAE. His main area of expertise lies in higher education management, risk management in higher education institutions and university corporate governance. He endeavored in researches that covered many themes, including higher education quality, international higher education, diversity and education, risk management in higher education institutions, university corporate governance, asymmetric information in higher education and topics pertaining to financial economics and industrial organization with emphasis on the petroleum and other industries.



Dr. Mohamed A. Ramady is a former Visiting Professor, Finance and Economics, at King Fahd University of Petroleum and Minerals (KFUPM), Dhahran, Saudi Arabia. He specializes on OPEC, privatization, GCC regional energy, and geo-political risk assessment. He has been an invited Keynote Speaker with the Royal College Defense Studies, UK as well as with Saudi Aramco, Emirates Centre of Strategic Studies; UAE, International Institute of Chemical Engineers, Society of Petroleum Engineers, International Institute of Strategic Studies, Washington and KAPSARC. Dr. Ramady obtained his BA and PhD in Economics, at the University of Leicester, UK, a Postgraduate Master's Degree in Economic Development, University of Glasgow, UK. He is a Fellow of the Chartered Institute of Bankers, UK.

Session [15] continued next page:

Session [15] continued from previous page:

SYMPOSIUM PRESENTERS:

Tahira Yasmina, Ghaleb El Refae^a, Jamal Abu Rashed^b, Shorouq Eletter^a, Abdelhafid Belarbi^c

^aAl Ain University of Science and Technology, Al Ain, UAE.

^bMount St. Joseph University, Cincinnati, USA.

^cAl Falah University, Dubai, UAE.

Energy Innovation and 21st Century: A Fascinating Side of Oil Market.

Ghaleb El Refae^a, Tahira Yasmin^a, Jamal Abu Rashed^b, Abdelhafid Belarbi^c, Shorouq Eletter^a

^aAl Ain University of Science and Technology, Al Ain, UAE.

^bMount St. Joseph University, Cincinnati, USA.

^cAl Falah University, Dubai, UAE.

A Debate Over Global Energy Market Politics.

Tahira Yasmin^a, Jamal Abu Rashed^b, Ghaleb El Refae^a, Anna Goldhahn^b, Abdelhafid Belarbi^c, Shorouq Eletter^a

^aAl Ain University of Science and Technology, Al Ain, UAE.

^bMount St. Joseph University, Cincinnati, USA.

^cAl Falah University, Dubai, UAE.

Two-Dimensional Side of Energy Share in Economic Growth and Possible Challenges.

Stavros Stavroyiannis, Department of Accounting and Finance, School of Management and Economics,
Technological Educational Institute of Peloponnese, Greece.

Cointegration and ARDL Specification between the Dubai Crude Oil and the US Natural Gas.

Demetri Kantarelis, Assumption College, USA.

Infinite Horizon Duopoly Cartel: Stability & Uncertainty.

Tuesday, July 9, 2019
8:30 AM – 10:45 AM
Room: to be announced

Session [16]: FDI, Development & Work Strategy

CHAIR: Marlene Bogaards, Monash South Africa, South Africa.

AUTHORS & TITLES:

Vasileios Vlachos, Panagiotis Mitrakos, Chrysanthi Tsimpida, Antonis Tsitouras, Aristidis Bitzenis, University of Macedonia, Thessaloniki, Greece.
An exploratory survey of the factors discouraging FDI in Greece. ¹

Jordan Burt, Assumption College, USA.
Determinants of Net Foreign Direct Investment in the USA. ²

Silvia Trifonova & Anton Pramatarov, University of National and World Economy, Bulgaria.
Implications of the Migrant Flows on the Healthcare System in Bulgaria. ³

Jakob B. Madsen, Department of Economics, University of Western Australia & **Miethy Zaman**, Department of Economics, Monash University, Australia.
Economic Development in Latin America, 1801-2015:
Did the 19th Century Wars Foil Expansion of Education? ⁴

Kambewe, I.M., Marlene Bogaards, Monash South Africa, South Africa.
Blended learning as a key marketing message in students' recommendation of their higher education institution. ⁵

Banu Ozkazanc-Pan, University of Massachusetts, Boston & Visiting Associate Professor of Sociology & Brown University, USA.
Future of Work Strategy for Businesses. ⁶

DISCUSSANTS:

1. **Silvia Trifonova**, University of National and World Economy, Bulgaria.
2. **Vasileios Vlachos**, University of Macedonia, Thessaloniki, Greece.
3. **Anna Frankus**, FFC Consulting, Germany.
4. **Aristidis Bitzenis**, University of Macedonia, Thessaloniki, Greece.
5. **Banu Ozkazanc-Pan**, University of Massachusetts, Boston & University, USA.
6. **Marlene Bogaards**, Monash South Africa, South Africa.

Coffee Break 10:45 AM – 11:00 AM

Tuesday, July 9, 2019
8:30 AM – 10:30 AM
Room: to be announced

Session [17]: Work Issues, Strategic Planning & Development

CHAIR: Buket ÇETİNKAYA, University of Selçuk,
Faculty of Economics and Administrative Sciences, Turkey.

Hüsnü Serdar ÖGE, University of Selçuk Yunak Vocational School, Turkey.
Buket ÇETİNKAYA, University of Selçuk, Faculty of Economics and Administrative Sciences Turkey.
The Relationship Between Person-Job Fit and Time Stealing. ¹

Ramprakash Bhartesh Kasi, Head of Business Department, College of Business & Financial Sciences
Royal University for Women, Kingdom of Bahrain.
A study on Strategic Planning Practices in Companies based in Bahrain. ²

Hussein Zeaiter, Lebanese American University, Lebanon.
Credit Information Sharing in Lebanon. ³

Abhishek Rohit, T A Pai Management Institute, Finance and Strategy, India.
D. Tripathi Rao, Business Environment Area, IIM Lucknow, India.
External Determinants of Inflation: The Indian Experience. ⁴

Jasser Al Ensour, College of Business, Al Zaytoonah University of Jordan, Amman- Jordan.
Short-Term Competitive Advantage: Strategic View. ⁵

DISCUSSANTS:

1. **Jasser Al Ensour**, College of Business, Al Zaytoonah University of Jordan, Amman- Jordan.
2. **D. Tripathi Rao**, Business Environment Area, IIM Lucknow, India.
3. **Ramprakash Bhartesh Kasi**, Royal University for Women, Kingdom of Bahrain.
4. **Hussein Zeaiter**, Lebanese American University, Lebanon.
5. **Buket ÇETİNKAYA**, University of Selçuk, Turkey.

Coffee Break 10:30 AM – 11:00 AM

Tuesday, July 9, 2019
11:00 AM – 1:00 PM
Room: to be announced

Session [18]: ROUNDTABLE

Theme: Radical Business & Economics Ideas for the Future

MODERATOR: Demetri Kantarelis, Assumption College, USA

Roundtable Participants (alphabetically by surname / last name):

Jamal Abu Rashed, Dean, School of Business, Mount St. Joseph University, USA.

Abdelhafid Belarbi, President, Al Falah University, UAE.

Shorouq Eletter, Al Ain University of Science and Technology, UAE.

Ghaleb El Refae, President, Al Ain University of Science and Technology, UAE.

Anna Frankus, FFC Consulting, Germany.

Marko Kolakovic, University of Zagreb, Croatia.

Victoria Krivogorsky, Fowler College of Business, San Diego State University, USA.

Mohamed A. Ramady, (formerly of) King Fahd University of Petroleum & Minerals, Saudi Arabia.

Khalid Saeed, Worcester Polytechnic Institute, USA.

James Sawler, Mount Saint Vincent University, Canada.

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

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

Private Excursion
Town of Sopron, Hungary, by bus with guide, 3:00 PM on

The End!

See you all next year during the

36th B&ESI Conference in Rome, Italy
Best Western Plus Hotel Universo, July 6-9, 2020

Deadline for abstract submission: **March 15, 2020**

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

