

2008 Conference on Trends in Global Business
October 9-11, 2008

Theme

Emerging Markets: Challenges and Opportunities

Host

Department of International Business, Quinnipiac University

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School of Business
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Center for International Business Education and Research
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and
Journal of Comparative International Management

Conference Committee

Chair: Mohammad Elahee

Co-Chair: Farid Sadrieh

Members: Chad Nehrt, Robert Engle and Xiaohong He

Welcome to the 2008 Conference on Trends in Global Business

It is my great pleasure and honor to welcome all of you to the historic city of New Haven during fall foliage season- the prettiest time of the year. This is the second time that the International Business Department at Quinnipiac University is hosting this interdisciplinary Conference on Trends in Global Business (CTGB). The first CTGB was held in April 2006 and featured 36 competitive papers. This year, we have over 75 papers from nine different countries. The papers focus on various areas including emerging markets, which constitutes the focus of this year's conference. The conference program includes a plenary session, 24 regular sessions, one special session on developing countries, a "Meet the Editors" session, and a luncheon speech. We are also organizing a number of social events. We do hope that the CTGB 2008 will provide you with a unique forum to network and to share your intellectual work with colleagues from across the world.

I wish to thank the School of Business at Quinnipiac University for sponsoring this conference. I also wish to thank the Journal of Comparative International Management and the Center for International Business Education and Research (CIBER) at the University of Connecticut for being co-sponsors of this event. My special thanks goes to Professor Mark Thompson, Senior Vice-President for Academic and Students Affairs at Quinnipiac University, Professor Matthew O'Connor, Dean, School of Business and Professor Rich McCarthy, Associate Dean of School of Business at Quinnipiac University, for their unconditional support in organizing this Conference. I am also indebted to my colleagues Professors Robert Engle, Xiaohong He, Chad Nehrt, and Farid Sadrieh for their support and patience. I also thank Cindy Greco, our Graphic Art Designer, Vincent Buccino, Director of Media Services, and John Morgan, the Director for Public Relations at Quinnipiac University. I also thank our students who helped us with this event: Tiffany Dubord, Justin Newland, Sandy Torres, and Lisa Perri. Finally, I will be failing in my duties if I don't express my gratitude to all the contributors, invited speakers, the track chairs, and the reviewers. This conference wouldn't have been possible without their help.

I hope that you will enjoy the CTGB 2008 as well as New England's fall foliage season.

Mohammad Niamat Elahee
Chair, CTGB 2008
Quinnipiac University

CTGB PROGRAM AT A GLANCE

Thursday, October 9 2008

Registration (Omni Hotel, Chapel Foyer):	3:00 pm – 4:30 pm
Reception at Albert Schweitzer Museum:	5:30 pm – 6:30 pm
Concert at Buckman Theater, QU:	7:00 pm – 8:30 pm

Friday, October 10 2008

7:30 am – 8:30 am:	Breakfast, Chapel Foyer, Omni Hotel
9:00 am – 10:15 am:	Plenary Session, “ Emerging Markets: Challenges & Opportunities ”, Chapel. Key-note Speaker: <i>Peter Berezin, Ph.D.</i> Vice President and Global Economist, Goldman Sachs
10:15 a.m. - 10:30 am:	Coffee Break: Chapel Foyer, Omni Hotel
10:30 a.m. – 11:45 am:	Special Session: “ Doing Business in Developing Countries ”, Chapel. Speakers: <i>Casper Sonesson</i> , Acting Director, Private Sector Division, UNDP. <i>Syed Saad Andaleeb, Ph.D.</i> , Penn State (Erie) University <i>Ahmed Mushfiq Mobarak, Ph.D.</i> , Yale University.” Moderator: <i>Subhash Jain, Ph.D.</i> , Director, CIBER, University of Connecticut
11:45 am – 1:00 pm	Lunch (on your own)
1:00 pm – 2:10 pm	Concurrent sessions (George A, George B, Wooster, Whaley, Whitney)
2:00 pm – 3:15 pm	Meet The Editors: <i>Massaki Kotabe, Basu Sharma, Luis Rivera</i> Moderator: <i>Syed Saad Andaleeb</i>
3:15 pm – 3:25 pm	Coffee Break
3:25 pm – 4:35 pm	Concurrent sessions (George A, George B, Wooster, Whaley, Whitney)
4:45 pm – 5:55 pm	Concurrent sessions (George A, George B, Wooster, Whaley, Whitney)

Saturday, October 11

7:30 am – 8:30 am:	Continental Breakfast, Chapel Foyer, Omni Hotel
9:00 am – 10:15 am	Concurrent Sessions (George A, George B, Wooster, Whaley, Whitney)
10:15 am – 10:30 pm	Coffee Break, College Foyer, Omni Hotel
10: 30 pm – 11:45 am	Concurrent Sessions (George A, George B, Wooster, Whaley, Whitney)
12:00 pm – 2:00 pm	Luncheon Award, College, Omni Hotel Luncheon Speaker: Professors Gustav Ranis , Yale University

CTBG CONFERENCE: DETAIL PROGRAM

Thursday, October 9 2008

Registration (Omni Hotel, Chapel Foyer): 3:00 pm – 4:30 pm
Bus leaves for Quinnipiac University: 4:30: pm
Reception at Albert Schweitzer Museum: 5:30 pm – 6:30 pm
Concert at Buckman Theater, QU: 7:00 pm – 8:30 pm
8:30 pm: Bus Departs for Omni Hotel

Friday, October 10 2008

7:30 am – 8:30 am: Breakfast, Chapel Foyer, Omni Hotel

9:00 am – 10:15 am: Plenary Session, “**Emerging Markets: Challenges & Opportunities**”, Chapel, Omni Hotel.

Key-note Speaker: *Peter Berezin, Ph.D.* Vice President and Global Economist, Goldman Sachs.

10:15 a.m. - 10:30 am: Coffee Break: Chapel Foyer, Omni Hotel

10:30 a.m. – 11:45 am: Special Session: “**Doing Business in Developing Countries**”, Chapel, Omni Hotel.

Casper Sonesson, Acting Director, Private Sector Division, Public Partnerships Bureau, United Nations Development Program, ““Doing Business in Developing Countries- Constraints and Opportunities: A UNDP Perspective.””

Syed Saad Andaleeb, Ph.D., Professor of Marketing Penn State (Erie) University, “Bangladesh: Prospects & Problems.”

Ahmed Mushfiq Mobarak, Ph.D., Professor of Economics, Yale University “Doing Business In Countries With Weak Institutions.”

Moderator: *Subhash Jain, Ph.D.*, Professor of Marketing and Director, Center for Int’l. Business Education and Research (CIBER), University of Connecticut

11:45 am – 1:00 pm Lunch (on your own)

1:00 pm – 2:10 pm: Session 1 (Concurrent Sessions)

Session 1: Accounting George A

Session Chair: Aamer Sheikh, Quinnipiac University
Discussant: Scott Lanes, Quinnipiac University

Alireza Daneshfar, University of New Haven, Bitu Mashayekhi, Tehran University, and Elham Hasani-Azar, Tehran University. “An International Investigation of Earnings Quality.”

Lawrence Hayden, St. John’s University, Robert Mockler, St. John’s University, and Marc Gartenfeld, St. John’s University. “KPMG International: The SEC Audit Segment of The Public Accounting Industry.”

Joseph Abekah, University of New Brunswick-Fredericton, Canada. “Z-Score Busters: Evidence from Toronto Stock Exchange.”

Session 1B: Economics-I George B

Session Chair: Emiliano Giudici, Stephen F. Austin University
Discussant: Muhammad Rashid, University of New Brunswick, Canada

Khawaja A. Mamun, Sacred Heart University and Hiranya K Nath, Sam Houston State University. “Migration and Remittances in Bangladesh.”

Birupaksha Paul, State University of New York Cortland. “Does Corruption Foster Growth? A Case Study of Bangladesh.”

Weiping Liu, Eastern Connecticut State University. “An Empirical Comparative Study of Economic Growth Models Between East Asia and Latin America.”

Session 1C: Finance-I Wooster

Session Chair: Roberto Curci, Butler University
Discussant: Kamal Upadhyaya, University of New Haven

Congsheng Wu, University of Bridgeport. “Reverse Mergers: A Case Study.”

Osman Kilic, Quinnipiac University. “Financial Performance of Hospitals: An Empirical Study of an Emerging Market Economy.”

A.E. Rodriguez, University of New Haven and Mohan Sreenivasan, Sheffy & Mazzaccaro, LLP. “Type II Error, Government Failure and Supreme Court Antitrust Decisions.”

**Session 1D: Management-I: Supply Chain Management
Whaley**

Session Chair: Mike Wilman, Southampton Solent University, UK
Discussant: David Cadden, Quinnipiac University

Mary Meixell, Quinnipiac University and George Kenyon, Lamar University. "Supply Chain Integration, Production Offshore Outsourcing, and Manufacturing Plant Performance: An Exploratory Study."

Beate Klingenberg, Marist College and Tom G. Geurts, New York University. "Strategic Location Decision Making: Two Applied and Cross-Disciplinary Case Studies."

Fernando Garza, Louisiana State University at Monroe. "A Strategic Framework for International Supply Chain Management."

**Session 1E: Marketing-I
Whitney**

Session Chair: William Keep, Quinnipiac University
Discussant: Adwait Khare, Quinnipiac University

Jason MacDonald, Boise State University. "How A Better Understanding of Stakeholder Salience Can Help NGOs in Their Efforts to Promote Social Responsibility by MNCs."

Karin Braunsberger, University of South Florida St. and Brian Buckler, Avila University. "Consumers on a Mission to Stop the Canadian Seal Hunt: An In-depth Study of an Ongoing Consumer Boycott."

Subroto Roy, University of New Haven and Jayanti Roy, Goodwyn College. "Social Identity and Perceived Importance of the Profession-the Case of Members in a NAPM/ISM Affiliate."

**Meet the Editors
Chapel, Omni Hotel
2:00 – 3:15 pm**

Massaki "Mike" Kotabe, Ph.D. Washburn Chair Professor in International Business and Marketing and Director of Research at the Institute of Global Management Studies, Temple University and Editor, *Journal of International Management*

Luis Eduardo Rivera Solis, Ph.D., Associate Professor of Finance, Dowling University, and Editor-in-Chief, *Journal of Business and Economic Studies* and Regional Editor, *Journal of Global Business and Technology*

Basu Sharma, Ph.D., Professor of Management, University of New Brunswick-Fredericton, Canada and Editor, *Journal of international Comparative Management*

Moderator: Syed Saad Andaleeb, Professor of Marketing, Penn State (Erie) University and Editor, *Journal of Bangladesh Development Studies*.

3:15 p.m. - 3:25 pm: Coffee Break: Chapel Foyer, Omni Hotel

**3: 25 pm – 4:35 pm:
Session 2 (Concurrent Sessions): Issues Confronting Emerging Countries**

**Session 2A: Brazil
George A**

Session Chair: Basu Sharma, University of New Brunswick-Fredericton, Canada

Neil I. Jacobs, International corporate lawyer, New York. “Comparison of Legal Systems and Functionality.”

James P. Locke, Founder and CEO of Enosis Global. “Brazil’s Economy & Future Outlook.”

Jeffrey Hoffman, Global Relationship Manager & Advisor, International Financial Services, “Brazilian Culture & Financial Services in the 21st Century.”

**Session 2B: China
George B**

Session Chair: Xiaohong He, Quinnipiac University

Lujcan Orłowski, Sacred Heart University. “Repercussions of the Global Financial Crisis on China's Financial Markets and Economic Growth.”

Michael Zhang, Sacred Heart University. “China’s New Labor Law and its Implications for MNCs.”

Jingan Tang, Sacred Heart University. “Social Networking of MNCs in China.”

**Session 2C: India
Wooster**

Session Chair: Robert Bird, University of Connecticut

Usha C. V. Haley, University of New Haven and Economic Policy Institute. “Effective Strategic Decision-Making in India: Lessons from CEOs.”

George T. Haley, University of New Haven, “The Strategic Decision-Making of the Overseas Chinese of Southeast Asia”.

Sameer Vaidya, University of Texas Wesleyan. “Doing Business with Indians.”

**Session 2D: Russia
Whaley**

Session Chair: Lesley DeNardis, Sacred Heart University

Vladimir Pade, Quinnipiac University. "The Politics of Pipeline: Implications of Growing European Dependence on Russian Oil & Gas."

Eugene Kogan, Brandeis University. "Financial Crisis and the Future of Economic Nationalism in Russia."

Colleen Driscoll, Quinnipiac University. "When Push Comes to Shove: The Increasing Power Plays of Russia and The United States."

**Session 2E: Middle East and South Asia
Whitney**

Session Chair: Martin Fraering, University of Evansville

Doumit Gilbert, Yale University, "Re-emergence of Lebanon as a Commercial Hub in the Middle East."

Osman Kilic." Quinnipiac University, Turkey: The New Manufacturing Hub of Europe."

Elizabeth Rider, Ten Thousand Villages. "Doing Business in the Not-For-Profit Sector: Insights from South Asia."

4:45 pm – 5:55 pm: Session 3 (Concurrent Sessions)

**Session 3A: Cross-Cultural Issues
George A**

Chair: Edith Galy, University of Texas Brownsville
Discussant: Karin Braunsberger, Florida State University St. Petersburg

Anca Cristina Micu, University of New Haven and Duncan Southgate. "Building Brand Demand Versus Activating a Sale: Examining Two Outcomes of Marketing Efforts Across Multiple Countries."

Mike Wilman, Southampton Solent University, UK. "Factors affecting SMEs' Ability to Adopt a Strategic Approach."

Muhammad Zulqar Nain, Head of Chancery, Embassy of Bangladesh. "Tariff Structure of the US and its Implications for Emerging and Developing Countries."

Session 3B: Finance-II
George B

Session Chair: Robert Porter, Quinnipiac University
Discussant: Sean Reid, Quinnipiac University

Muhammad Rashid, University of New Brunswick and Basu Sharma, University of New Brunswick, "Interest Rates and Environmental Pollution."

Axel Grossman, Radford University and Emiliano Giudici, Stephen F. Austin State University. "Conditional CAPM and Market Integration Surrounding the Euro-Conversion: Evidence from Three European Equity Markets."

Dharmendra Dhakal, Tennessee State University, Gyan Pradhan, Westminster College, and Kamal P. Upadhyaya, University of New Haven. "Exchange Rate Volatility and Foreign Direct Investment: Evidence from East Asian Countries."

Session 3C: Management-II
Wooster

Session Chair: Beate Klingenberg, Marist College
Discussant: David Cadden, Quinnipiac University

Luis, Ortiz, New Mexico Highland University. "Comparing apples-to-apples: Understanding of citizenship behavior (OCB) in a cross-cultural setting."

H. Ulas Ograk, University of Louisiana at Monroe and Jane LeMaster, University of Texas-Pan American. "Perceived Efficiency of Business Groups in Emerging Economies: A Tri-Cultural Comparison."

Mark Gregory, ESC Business School, Rennes, France and Mario Norbis, Quinnipiac University. "Personal and Small Group Information and Knowledge Management in an Multicultural Setting."

Session 3D: Marketing II
Whaley

Session Chair: Rowena Walter-Ortiz Quinnipiac University
Discussant: Abhik Roy, Quinnipiac University

Yoshiko DeMotta, Baruch College, CUNY and Chen-Ho Chao, Baruch College, CUNY. "The Impact of Culture on Advertising Evaluation and Product Choice: A Dialectical Thinking Perspective."

William Bonaparte, Nova Southeastern University and Terrell Manyak, Nova Southeastern University. "Decline in Performance within the Services Industry"

Eric Lind, Quinnipiac University and Nathan J. Smith, Quinnipiac University. "Emotional Intelligence And Its Relationship With Marketing Ethics: An Exploratory Study Across Three Countries."

**Session 3E: International Business Education
Whitney**

Session Chair: Bruce White, Quinnipiac University
Discussant: Ronald McMullen, Quinnipiac University

Irene Alvarado, EARTH University, Costa Rica. "Education and Its Effects on the Development of An Entrepreneurial Profile Among Young People in Agricultural Regions: A Case Study at EARTH University."

Fabienne DeliBalta, ESC Business School, Rennes, France. "Introducing Western Ph.D. Program in China- A Case Study."

Kalpana Pai and Sameer Vaidya, Texas Wesleyan University, "Is Student Cheating Related To Cheating In The Real World?"

**Saturday, October 11
Omni Hotel, New Haven**

7:30 am – 8:30 am: Breakfast, Chapel Foyer, Omni Hotel

9:00 am – 10:15 am: Session 4 (Concurrent Sessions)

**Session 4A: Economics
George A**

Session Chair: Eric Johnson, Quinnipiac University
Discussant: Matthew Rafferty, Quinnipiac University

Marc Gius, Quinnipiac University. "The Effects of Taxes on Interstate Migration"

Molly Lipscomb, University of Colorado at Boulder and Ahmed Mushfiq Mobarak, Yale University. "Decentralization and Water Pollution Spillovers: Evidence from the Re-drawing of County Boundaries in Brazil."

Lioubov Pogorelova, University of Connecticut. "Game Theory and Transfer Pricing."

Session 4B: Finance-III
George B

Session Chair: Aamer Sheikh, Quinnipiac University
Discussant: Robert Porter, Quinnipiac University

Roberto Curci, Butler University and Guillermo Cardoza, Instituto de Empresa, Spain “Financial Strategies in the Expansion of Spanish Companies Into Latin America.”

William Lim, York University. “Contagion and Sunspots Surrounding Speculative Home Equity Lending Losses.”

Armando E. Rodriguez, University of New Haven. “Do Competition Laws Indirectly Affect Domestic Competition by Promoting Entry: A Closer Look at Hoekman & Kee.”

Session 4C: Management –III
Wooster

Session Chair: Lesley DeNardis, Sacred Heart University
Discussant: Jose Castillo, Truman University

Luis Ortiz, New Mexico Highland University. “Perspectives from the Inside: Different Organizational Level Employees Speak their Minds.”

Nicole Adams, Quinnipiac University and Fadila Dawuni, Quinnipiac University. “Culture as a Fundamental Block to the Understanding of Emotional Intelligence Traits: The Role of Gender.”

William Bonaparte Jr., Nova Southeastern University. “Should We Care About Services Industry Performance?”

Session 4D: International Business
Whaley

Session Chair: Martin Fraering, University of Evansville
Discussant: Gary Schneider, Quinnipiac University

Michael J. Zhang, Sacred Heart University. “Can IS Support for Information Acquisition Lead to Better Firm Performance?”

Robert Bird, University of Connecticut “Can Compulsory Licensing Improve Access to Essential Medicines?”

Justin Newland, Quinnipiac University and Salil Mehta, Quinnipiac University. “The Role of Gender in Emotional Intelligence Competencies: An Empirical Investigation of French, German and US Business Students.”

**Session 4E: International Business Education
Whitney**

Session Chair: Fernando Garza, Louisiana University at Monroe
Discussant: Elie Chrysostome, CUNY Plattsburgh

Khalid Kisswani, Quinnipiac University. “Did the Great Depression affect Educational Attainment in the US?”

Mike Wilman, Southampton Solent University, UK. “Postgraduate Learning Styles Across Cultures: A Comparison of UK Vs. Overseas Students.”

Sandy Torres, Quinnipiac University and Lisa Perri, Quinnipiac University, “Does Culture Affect Emotional Intelligence?: An Analysis of French and German Business Students”

10:15 a.m. - 10:30 am: Coffee Break: Chapel Foyer, Omni Hotel

10:30 – 11:45 am: Session 5 (Concurrent Sessions)

**Session 5A: Cross Cultural Issues-II
George A**

Session Chair: Irene Alvarado, EARTH University, Costa Rica
Discussant: Xiaohong He, Quinnipiac University

Sanja Grubaic, Southern Connecticut State University. “The Development of the Capital Market in the South East Europe – The Cases of Slovenia, Croatia, and Serbia.”

Monika Advocate, Albertus Magnus College and Quinnipiac University, “Town Vs. Country: Price Scissors in Poland.”

Jose Gavidia, College of Charleston, Robert Engle, Quinnipiac University, Christopher Schlagel, Otto-von-Guericke University, Germany, and Servane Delanoe, ESC Business School, Rennes, France. “A Comparative Study of Entrepreneurial Attitudes and Intentions Between Europe and the U.S.A.”

Weichu Xu, Old Dominion University, “Board Composition And Firm Performance: Evidence From China During Institutional Transitions.”

Session 5B: International Business
George B

Session Chair: H. Ulas Ograk, Louisiana State University at Monroe
Discussant: Jason MacDonald, Boise State University

Chadwick Nehrt, Quinnipiac University and Joshua A. Muskin, USAID, Morocco. “Cultural Antecedents of the Realized Entrepreneurial Environment.”

Luis Ortiz, New Mexico Highland University, “Management Strategies in Latin America: *Clearing up the Cross-Cultural Confusion.*”

Saeb Farhan Al Ganideh, Al-Zaytoonah University, Jordan. “Insights into Sources of Information Used by Young Jordanian in Evaluating Foreign Products.”

Session 5C: Management IV: Cross Cultural Issues-III
Wooster

Session Chair: Lesley DeNardis, Sacred Heart University
Discussant: Dale Jasinsky, Quinnipiac University

Jose Castillo, Truman University. “Do Strong Social Network Ties Imply Better Performance For Entrepreneurs In Mexico?”

Elie Chrysostome, State University of New York- Plattsburgh. “The Success Factors of Immigrant Entrepreneurs: Towards the Search for a Model.”

Gary Schneider, Quinnipiac University. “A Tax Fairness Issue: The European Union and Digital Products.”

Session 5D: Marketing IV
Whaley

Session Chair: Karin Braunsberger, University of South Florida St. Petersburg
Discussant: Ben Liu, Quinnipiac University

Martin Fraering, University of Evansville and Michael Minor, University of Texas-Pan American. “Beyond Loyalty: Customer Satisfaction, Loyalty, And Sense Of Virtual Community.”

Edith Galy, University of Texas Brownsville. “Trust in International Interfirm Relationships: Building a Path Towards Information Sharing.”

Kevin Bransfield, Quinnipiac University and Joanna Canelos, Quinnipiac University. “Culture and Ethics: An Empirical Investigation.”

12:30 pm – 2:30 pm: Award Luncheon
College, Omni Hotel

Luncheon Speaker: **Professor Gustav Ranis**, Professor Emeritus of International Economics, Yale University. *Topic: “Emerging Countries: Challenges and Opportunities.”*

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