CONFERENCE PROGRAM

MONDAY 10 JULY 2006
3:45 pm - 8:00 pm

Registration
3:45 pm – 6:00 pm

Venue:
Novotel, Room Galaxie, level-1, 2 boulevard de Neuilly,
Paris La Défense N°1, Courbevoie 92081

Cocktail Party
6:30 pm – 8:00 pm

Venue
Pole Universitaire Léonard de Vinci, Cocktail Party on "rue Basse",
92916, Paris La défense Cedex

Registration time during Conference:

Venue: Pole Universitaire Léonard de Vinci,
92916, Paris La défense Cedex

MONDAY 10th July 2006 3:45 pm – 6:00 pm
TUESDAY 11th July 2006 9:00 am – 11:30 am; 2:00pm – 3:30pm
WEDNESDAY 12th July 2006 9:00 am – 11:30 am 2:00pm – 3:30pm
TUESDAY PROGRAM

TUESDAY 11 JULY 2006
9:00 am – 10:45 am

Welcome and Keynote Speech

Chair: Philippe Coffre

Venue: Pole Universitaire Léonard de Vinci, Amphitheatre Colloques

Welcome Speech:
Monsieur Charles Pasqua
Monsieur Pierre Monzani

Keynote Speech:
Louise Boulter & Tony Bendell
Organisational Excellence Strategies and Improved Financial Performance in Europe. (Paper No 191)

MORNING TEA BREAK 10:45 am - 11:15 am

TUESDAY 11 JULY 2006
11:15 am – 1:00 pm (Sessions 1-4)

SESSION 1: Current Issues in Business, Marketing and Management in Europe and North America (Tracks 9 & 12) & Others

Chair: Abel Femi Adekola

Venue: Pole Universitaire, Amphitheatre A

Papers for Presentation

Motivators and the Role of Top Management in Fair Labor Management: A Study with U.S. Clothing/Footwear Firms
Haesun Park & Kathleen Rees (Paper No 13)

Challenges of Knowledge Based Economy in Lithuania
Romualdas Ginevičius, Renata Korsakienė & Abel Adekola (Paper No 6)

Analysis of Inward and Outward Foreign Direct Investment in Baltic States: Juxtapose of Lithuania and Estonia
Manuela Tvaronaviciene, Abel Adekola & Mantas Degutis (Paper No 8)

An Examination of Development of Services Sector in Kazakhstan
Saira Yessimzhanova & Galiya Berdykulova (Paper No 67)

The Implications of E-CRM on B2B Results in the European Companies
Maria Teresa Borges Tiago, João Pedro Couto & José Cabral Vieira (Paper No 70)

A Methodological Approach to Service Provider Selection Criteria: An Exploratory Investigation of Mobile Telecommunications Services in Lithuania
Kugyte Ramune & Sliburyte Laimona (Paper No 120)

Common Risk Factors in Earnings and Returns for the Athens Stock Exchange
Grigoris Michailidis, Stavros Tsopoglou & Demetrios Papanastasiou (Paper No 164)
SESSION 2: Organizational Behaviour, Marketing and Management (Tracks 31 & 28) & Others

Chair: Philippe Coffre  Venue: Pole Universitaire, Amphitheatre B

Papers for Presentation

*Understanding Dynamic Changes in the Distribution of Power in Industrial Relationships: The Buyer-Dominated Global Automotive Industry*
Peter Zettinig & Murat Akpinar (Paper No 160)

*Emotional Intelligence as an Important Attribute of Transformational Leadership*
Patrick N Palmer & Cecelia Jansen (Paper No 162)

*Trust in Virtual Project Teams — An Influential Facilitator for Knowledge Sharing*
Frank D. Behrend (Paper No 169)

*Propensity to Continue Working: An Emerging Model for Older Individual*
Kate Shacklock (Paper No 179)

*The Influence of Shop Reception on Consumer Loyalty: Introducing a Tool to World Comparison*
Philippe Coffre (Paper No 174)

SESSION 3: Consumer Behaviour (Track 4) & Others

Chair: Hume Winzar  Venue: Pole Universitaire, Amphitheatre C

Papers for Presentation

*Marketing to the Baby Boomers: The New Seniors*
Linda J Coleman & Marie Hladikova (Paper No 1)

*Using New Social Movement Theories in Consumer Behavior: The Case of Voluntary Simplicity*
Hélène Cherrier (Paper No 47)

*Beyond Choice: Consumer Nonchoice and Nonpurchase*
Suzan Burton (Paper No 84)

*Multiple Banner Advertisements: A Proposed Model of Consumers’ Behavioural Responses*
Rahim Hussain & Arthur Sweeney (Paper No 92)

*Influence of Age in Assessing Beef Quality: A Study of Australian Consumers*
Adrienne Jocumsen (Paper No 128)

SESSION 4: International Marketing, Cross Cultural Management and Development (Tracks 27 & 25 and others)

Chair: Rony Gabbay  Venue: Pole Universitaire, Amphitheatre D

Papers for Presentation

*Developing International Markets: The ‘Bricolage’ Approach of New Zealand Exporters*
Sabina Jaeger (Paper No 153)
Value Creation through International Acquisitions in a World of One-Way Globalization: Toward a New Paradigm
   Kathleen Park & Robert G. Vambery (Paper No 176)

Success Factors in Getting Financial Support for SMEs in Malaysia
   Mohd Amy Azhar Mohd Harif & Siti Khadijah Md. Zali (Paper No 150)

The Relationship Between Conflict and Team Performance: The Moderating Effects of Conflict Management and Goal Orientation
   Jia-Chi Huang (Paper No 159)

JV vs. WOS: A Comparison Between Developed and Emerging Markets
   Mourad Mansour (Paper No 171)

China Market Entry Strategies: A Case Study on Sister State and Sister City Relationships in Queensland

LUNCH 1:00 pm – 1:40pm

TUESDAY 11 JULY 2006
1:40 pm – 3:20 pm (Sessions 5-8)

SESSION 5: Tourism and Hospitality Management  (Track 38) and Others

Chair:  Caroline Winter  
Venue:  Pole Universitaire, Amphitheatre A

Papers for Presentation

Why are the Outer Islands in the South Pacific Popular with Some Tourists and Not With Others? The Vanuatu Example
   Frances Cassidy, Les Brown & Bruce Prideaux (Paper No 14)

Tourism and Hospitality Management Exploring Intrinsic Values and Attitudes Toward Modified Natural Sites
   Caroline Winter (Paper No 22)

Consumer Reaction and Coping Toward Crises Affecting Tourism
   Juliana Valencia & Geoffrey I. Crouch (Paper No 49)

Operationalising the Role of Service Determinants in the Delivery of Service Quality in the Hospitality Industry in South Africa
   M.B. Leary (Paper No 64)

Wine, Tourism and Collective Action
   Ricardo Alexandre Fontes Correia (Paper No 90)

Measuring the Growth in Tourist Arrivals to Europe: A Shift-Share Interpretation
   Chau Jo Vu & Lindsay Turner (Paper No 158)

Tourist Consumption Behaviour: An Economics Perspective
   Sarath Divisekera (Paper No 167)
SESSION 6: Current Issues in Business, Marketing and Management in Asia (Track 7) and Others

Chair: Louis Nzegwu  Venue: Pole Universitaire, Amphitheatre B

Papers for Presentation

*Starbucks in China*
Linda Jane Coleman, Mayuresh Kelkar & Marie Hladikova (Paper No 4)

*Doing Business in China: New Opportunities in a Rapidly Changing Market*
Louis I. Nzegwu & Ike Emeagwali (Paper No 61)

*The Effects of Brand’s Country-Of-Origin Image on Brand Equity*
Norjaya Moh. Yasin & Mohd. Nasser Noor (Paper No 103)

*Impact of All Inclusive Tourism in Sikkim*
Amit Chakladar (Paper No 132)

*Singapore as a Strategic International Offshore Financial Center*
Nor Hayati Ahmad, Logasvathi Murugiah & Abmalek F. Abubakar (Paper No 125)

*Manufacturing Flexibility and Export Performance: An Exploratory Investigation of Exporting Companies*
Gabriel O Ogunmokun & Ling-yee Li (Esther) (Paper No 101)

SESSION 7: Economic Development Policies, Corporate governance & Not-for-Profit Research (Tracks 14 & 30), E-Business and others

Chair: Joo-Gim Heaney  Venue: Pole Universitaire, Amphitheatre C

Papers for Presentation

*Integrating Social Marketing into Social Capital of Non-governmental Organizations: The Case of Irrigation Association*
Yang Szu-Chi, Lee Chin-Tarn & Huang Junying (Paper No 82)

*Obstacles to IT Introduction in the Sudanese Commercial Banking Industry*
Mohamed Osman Shereif Mahdi (Paper No 142)

*The Role of Government in Facilitating the Innovative Capacity of Industry: The Case of the Tasmanian Light Shipbuilding Industry*
Mark Wickham (Paper No 180)

*Corporate Governance and the Top Corporate Criminals in the '70s and the '90s: The Challenge to Change the Board Structure*
Michel Dion (Paper No 181)

*Which Constituencies Should We Market To?: A Conceptual Model of Publics for the Not For Profit Museum*
Kim Lehman (Paper No 185)

*Instruments in Measuring Customer Satisfaction and Business Excellence in Local Government*
Willie Nel & Eric Haycock (Paper No 186)
SESSION 8: Services Marketing and Relationship Marketing (Track 36) and Technology /Research and Development (Track 39)

Chair: Janelle Rose  
Venue: Pole Universitaire, Amphitheatre D

Papers for Presentation

Effectiveness in the Security-Service Organization: Identifying Contributors and Consequences  
Arvind K Sinha & Sweta Srivastava (Paper No 183)

Matching Consumer and Spokesperson Ethnicity and Gender: A Further Examination of Sports Figures as Endorsers  
Melissa St. James (Paper No 187)

Gendering of Work in Australian Hotels: Is it Changing?  
Angela Knox (Paper No 19)

Information, Technology, and Procurement Organization Form  
Risharng Chiang (Paper No 157)

Determinants of Perceived Usefulness and Perceived Ease of Use in the Technology Acceptance Model: Senior Consumers’ Adoption of Self-servicing Banking Technologies  
Janelle Rose & Gerard Fogarty (Paper No 10)

AFTERNOON TEA BREAK 3:20 pm – 3:50 pm

TUESDAY 11 JULY 2006
3:50 pm – 5:30 pm (Sessions 9-12)

SESSION 9: Current Issues in Business, Marketing and Management in Africa (Track 8)

Chair: Rachel Barker  
Venue: Pole Universitaire, Amphitheatre A

Papers for Presentation:

Mergers and Acquisitions in Tunisian Banking Industry: Two Case Studies Analysis  
Rim Ayadi & Achraf Ayadi (Paper No 34)

The Role of Communication Specialists in Science Communication at South African Higher Education Institutions: An empirical Study of ‘New Social Movement Theories in Consumer Behavior  
Elsabé Conradie & Anské Grobler (Paper No 48)

A Reflection on Western Values in the South African Context  
Werner Soontiens (Paper No 65)

Wine’s Placebo Effect: How the Extrinsic Cues of Visual Assessments Mask the Intrinsic Quality of South African Red Wine  
David A. Priilaid (Paper No 95)

Nigerian Banking Consolidation: Challenges and Opportunities  
Louis I. Nzegwu & Ike Emeagwali (Paper No 63)
The Identification of Customer and Destination Management Critical Success Factors That Will Achieve Competitiveness and Sustainable Growth for an International Tourism Destination
J A Jonker (Paper No 148)

The Virtual Reality of Knowledge Creation in Cyberspace: A Knowledge Management Perspective
Rachel Barker (Paper No 11)

SESSION 10: Current Issues in Business, Marketing and Management in Australia & New Zealand (Track 6)

Chair: Gabriel Ogunmokun
Venue: Pole Universitaire, Amphitheatre B

Papers for Presentation:
The Challenge of Keeping Experienced Franchisees Motivated
Lorelle Frazer, Bill Merrilees & Greg Nathan (Paper No 2)

Challenger Branding in Higher Education—A Case Study from a New School of Thought
Richard Carter & Antoinette de Villiers (Paper No 161)

Moralising Messages in New Zealand Sport Imagery Commercials
Fabrice Desmarais (Paper No 163)

How Well are Australian Business Graduates Prepared for the Workplace?
Hoda McClymont, Michael Volkov, Nura Behjat & Michael Gardiner (Paper No 178)

BP and Wild Bean Cafe: A Case Study on Franchised Co-Branding Arrangements
Owen Wright, Terry Gatfield & Robert Ruggimana (Paper No 188)

The Domino Effect: How Ansett Airlines’ Failure Impacted on Traveland Franchisees
Jenny Buchan & Lorelle Frazer (Paper No 165)

SESSION 11: Current Issues in Business, Marketing and Management Development in the Middle East, Transitional Economies and South Pacific (Tracks 11, 13 and 2) & Others

Chair: Ali Sanayei
Venue: Pole Universitaire, Amphitheatre C

Papers for Presentation:

Family Business in Promoting Economic Growth: A Case Study of Saudi Arabia
Mohamed A Ramady (Paper No 9)

Understanding Managerial Decision Making---A Research Strategy for the Middle East
Richard Mapstone & Abullelah Al-Junaibi (Paper No 54)

Human Capital Development in the United Arab Emirates: Private Sector Employer Perceptions Regarding the Recruitment of UAE Nationals
Jonathon Cartmell & Paul Nesbit (Paper No 59)
SESSION 12: Health Care Marketing/Management, Occupational Health and Safety (Tracks 22 and 41) and Others

Chair: Ian Eddington

Venue: Pole Universitaire, Amphitheatre D

Papers for Presentation

Motivations for the Buying Behaviour of ‘Healthy and ‘Unhealthy’ Foods by Parents of Preschool Aged Children
Gary Noble (Paper No 66)

What of Social Behavior Process for Social Marketing—A Case of Blood Donation
Dong-Jenn Yang, Kuei-Feng Chang & Tsuen-Ho Hsu (Paper No 81)

Quality Management and Quality Care: An Examination of a Framework for Providing Quality Healthcare
Meena Chavan (Paper No 112)

Building Healthcare Leadership and Learning in South Africa: Underpinning Strategic Imperatives with Appropriate Learning Strategies
Linda van der Colff (Paper No 156)

On the Sustainable Development of Small Island Developing Nations in the Pacific Region
Ian Eddington (Paper No 139)

WEDNESDAY PROGRAM

WEDNESDAY 12 JULY 2006
8:50 am-10:30 am (Sessions 13-16)

SESSION 13: Ethics and Social Responsibility, Environmental Management/Environmental Marketing Issues (Tracks 15 & 17) and Others

Chair: Ali Quazi

Venue: Pole Universitaire, Amphitheatre A

Papers for Presentation

Corporate Social Responsibility of Small and Medium Sized Firms in Regional Australia
Gary Mankelow & Ali Quazi (Paper No 17)

Does Corporate Social Responsibility in Preserving a Healthy Environment Improve the Competitiveness of the Australian Construction Industry?
Sonja Petrovic-Lazarevic & Linley Rose (Paper No 41)
**SESSION 14: Entrepreneurship and Small Business Development**
(Track 16),  **E-Commerce/E-Business**, (Track 26) and Others

**Chair:** Rony Gabbay  
**Venue:** Pole Universitaire, Amphitheatre B

**Papers for Presentation**

*Counting the Reasons: A Conceptual Framework for Studying Internal Barriers to the Adoption of E-Commerce in SMEs*
Chadi F Aoun (Paper No 23)

*Advanced Resources, Global Entrepreneurship and Regional Competitive Advantage*
Sanford L. Moskowitz (Paper No 75)

*A Configurational Approach of the Australian Winemakers’ Entrepreneurial Spirit: The Example of Casella Wines*
Yvon Dufour & Peter Steane (Paper No 79)

*The Franchise Paradox as an Entrepreneurial Option*
Alex Maritz & Ravi Bhat (Paper No 173)

*Firm Structural Characteristics and Emerging Strategies in Italian Clusters: Evidences from the Fashion and Gold Small Medium Enterprises (SMEs) in Arezzo (Italy)*
Samuel Rabino, Christian Simoni & Lorenzo Zanni (Paper No 177)

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**SESSION 15: Current Issues in Business, Marketing and Management in Latin America** (Track 10) and Others

**Chair:** Claudia Rosa Acevedo  
**Venue:** Pole Universitaire, Amphitheatre C

**Papers for Presentation**

*The Effect of Institutionalization and Openness on Consumers’ Responses to Sex-Appeal Advertising*
Chung-Leung Luk, Cheris WC Chow & Fanny SL Cheung (Paper No 15)
Analyzing Equitability in Television Advertisement in Brazil: A Content Analysis Study with Female Portrayals from 1973 to 2000
Claudia Rosa Acevedo, Jouliana Jordan Nohara, Tamashiro, Helenita R. Da Silva, Raquel Da Silva Pereira & Maria Tereza Saraiva De Souza (Paper No 133)

Brazilian New Patterns of an Industrial, Technological and Foreign Trade Policy
José Matias Pereira, Gileno Fernandes Marcelino & Isak Kruglianskas (Paper No 152)

SESSION 16: Information Systems, E-Business, E-Commerce (Track 26) and Others

Chair: Hume Winzer
Venue: Pole Universitaire, Amphitheatre D

Papers for Presentation

Is B2B e-Commerce Appropriate for Developing Countries?: A Proposed Conceptual Model to Investigate B2B e-Commerce Adoption in Developing Countries from a Strategic Fit Perspective
Savanid Vatanasakdakul, John D’Ambra & Prem Ramburuth (Paper No 31)

Integrated Conceptual Model of E-quality in the E-services: Inductive Approach
Soumaya I. Ben Dhaoou (Paper No 36)

Can Virtual Teams Work Better? A Workplace Comparison of Virtual and Co-located Teams
Christina Scott-Young & Danny Samson (Paper No 40)

The Influence of Marketing Tools Integration on Firm’s On-Line Performance: An Exploratory Study and Directions for Future Research
Maria Teresa Borges Tiago, João Pedro Couto & José Cabral Vieira (Paper No 69)

E-Relationships: Evaluating the Impact of Web-Sites on Business-Consumer Relationships
Nilesh Shitre & Nishigandha Ambekar-Shitre (Paper No 107)

A Review of Online Banking in China
Hume Winzar, Mei Wang & Xiaosheng Chen (Paper No 138)

MORNING TEA BREAK 10:30 am – 11:00 am

WEDNESDAY 12 JULY 2006
11:00 am-12:40 pm (Sessions 17-20)

SESSION 17: Management Education and Training (Track 18) and Others

Chair: Domenico Pensiero
Venue: Pole Universitaire, Amphitheatre A

Papers for Presentation

Student’s Perceptions of Their Course as Being an Intellectually Motivating Learning Community with Adequate Learning Resources: Do Culturally-anchored Values Matter?
Ann Mitsis & Patrick Foley (Paper No 3)
Pedagogical Motivations and Barriers for Developing Multi-modal Distance Education Courses  
Dawn Birch (Paper No 29)

An Analysis of Benchmarking In Higher Education: Potential Outcomes and Current Impediments  
Mitchell Ross & Joo-Gim Heaney (Paper No 91)

Workplace Bullying in Secondary Schools in Australia: An In-depth Interview  
Nikola Djurkovic (Paper No 108)

Perceived Organizational Support as a Moderator of the Effects of Workplace Bullying on Intention to Leave  
Nikola Djurkovic, Darcy McCormack & Gian Casimir (Paper No 110)

Developing an Integrated Approach to Graduates’ Transition into the Workforce  
Domenico Pensiero & Peter McIlveen (Paper No 32)

SESSION 18: Foreign Direct Investments, Finance, Accounting and Banking (Track 19 & Track 20) and Others

Chair: Vasanthi Peter  
Venue: Pole Universitaire, Amphitheatre B

Papers for Presentation

Foreign Direct Investment (FDI) in the Polish Economy: A Comparison with Central and Eastern Europe (CEE) Countries  
Lucyna Kornecki (Paper No 60)

The Pension Costs from Defined Benefit (DB) to Defined Contribution (DC) Plans  
Chao-Liang Chen (Paper No 136)

Start-up Tax Compliance Costs  
Jeff Pope (Paper No 51)

Cointegration Tests of Price Formation Process of Dual Listed Nasdaq Stocks  
Subhrendu Rath (Paper No 93)

A Conceptual Framework of the Risk of Default in Housing Finance  
Vasanthi Peter & Raja Peter (Paper No 124)

Franchisee Failures in Malaysia: Contribution of Financial and Non-Financial Factors  
Mohd Amy Azhar Mohd Harif & Norsyema Hani Mahad Noor (Paper No 145)

Financial Crisis: Malaysia Capital Control vs. IMF Supported Programmes  
Mohd Amy Azhar Mohd Harif & Ahmad Rizal Bin Mazlan (Paper No 147)
SESSION 19: Human Resource Management & Organizational Behaviour (Track 23 and 31) and Others

Chair: Rachel Barker  
Venue: Pole Universitaire, Amphitheatre C

Papers for Presentation:

*Life and Death Exchanges: The Psychodynamics of Instinctual Influences and Organisational Change*
  Adrian N Carr & Cheryl A Lapp (Paper No 24)

*The Impact of Stress on Employees' Performance of Developing Countries: An Empirical Analysis Among Bank Employees in India*
  D Aravazhi Irissappane (Paper No 21)

*The Downsizing of the Workforce: A Conceptual Understanding*
  Franco Gandolfi (Paper No 33)

*A Cross-Cultural Comparison of Leadership Prototypes for Effective Low-Level and High-Level Leaders: Australia and China*
  Gian Casimir & David A. Waldman (Paper No 50)

*The Concurrent Mediating Effects of Empowerment and Trust in the Leader on the Relationship between Transformational Leadership and Follower In-Role Performance and Satisfaction with the Leader*
  Timothy Bartram & Gian Casimir (Paper No 83)

*High Commitment Management and Employee Perceptions of Psychological Contract Fulfillment*
  Susan Zeidan & Neal Knight-Turvey (Paper No 85)

SESSION 20: Current Issues in Business, Marketing and Management in Asia (Track 7)

Chair: Sonny Nwankwo  
Venue: Pole Universitaire, Amphitheatre D

Papers for Presentation:

*Chinese Values: A Comparison of Southeast Asian Countries*
  Werner Soontiens (Paper No 5)

*Absence and Gender Differences: An Examination of Blue-collar Agricultural Workers in Malaysia*
  George O Tasie (Paper No 7)

*Exploring the Importance of Help in Building Trust: Evidence from Chinese Markets*
  Anton Kriz, Ali Quazi & Tony Drew (Paper No 20)

*Affective Commitment as a Mediator of the Effects of Workplace Bullying on Intention to Leave: A Study of Schoolteachers in China*
  Darcy McCormack (Paper No 28)

*China Online: Empirical Study of Customer Satisfaction among Chinese Online Shoppers*
  Latifa A.R. Mohamed, Maktoba Omar, Sonny Nwankwo & Ian Bathgate (Paper No 37)
Norihiko Takeuchi (Paper No 104)

Achieving & Retaining Global Competitiveness in Reference to Tourism Marketing—A Case-Study of India
Kameshwar Mishra (Paper No 141)

WEDNESDAY 12 JULY 2006 LUNCH 12:40 pm – 1:40 pm

WEDNESDAY 12 JULY 2006
1:40 pm-3:20 pm (Sessions 21 - 24)

SESSION 21: Management, Organizational Behaviour and Inter-Disciplinary Tracks

Chair: Hassan Ali Venue: Pole Universitaire, Amphitheatre A

Papers for Presentation

A Comparative Analysis of Industrial Clusters in Emerging and Advanced Markets
Yen Ting Helena Chiu & Gerhard Wuehrer (Paper No 46)

Gandhian Leadership Style Relevance for Contemporary Managers
Ipshita Bansal & Jaya Srivastava (Paper No 52)

How Widespread is Elective Sick Leave Usage Among Government Employees in Malaysia?
Hassan Ali, Zolkafli Hussin & Hanissah A. Razak (Paper No 71)

The Effects of Influence Tactics, Manifest Influence, and Interpersonal Trust on Working Relationships Between Marketing Managers and Sales Managers
Graham R. Massey & Philip L. Dawes (Paper No 73)

Ten Steps to Enterprise-Wide Risk Management
Priscilla Burnaby & Susan Hass (Paper No 98)

Determinants of Capital Structure: Evidence from Turkish Manufacturing Firms
Güven Sevil, Özlem Sayılır & Selim Yıldırım (Paper No 100)

Managing End Game: A Case Study of a Matured Malaysian Manufacturing Company
Mohammed Halib and Zulkipi Ghazali (Paper No 135)
SESSION 22: International Marketing, Exporting, Cross Cultural Management and Development and International Trade
(Tracks 27 & 25 and others)

Chair: Rony Gabbay  Venue: Pole Universitaire, Amphitheatre B

Papers for Presentation:

*International Joint Ventures (IJVS): Does Heterogeneity Make a Difference?*
Craig C Julian, Renee M Wachter & Carolyn B Mueller (Paper No 25)

*Export Marketing Performance: A Developing Country versus Developed Country Perspective*
Craig C. Julian (Paper No 35)

*What Determines Listing Across Borders? Can Neural Networks Tell Us More?*
Piotr Staliński & Sorin A. Tuluca (Paper No 56)

*Analysis of Adaptive Culture - A Case Study of A Social Service NGO in Hong Kong*
Elman Lam & Paul Nesbit (Paper No 58)

*Is a Global Competition Regime Possible?*
Elizabeth More (Paper No 76)

*Country of Origin and Culture Effects Towards Service Quality in Hotel Industry*
Lianti Raharjo & Wahyu Sutiyono (Paper No 94)

*Demographic Factors Influencing Ethnocentric versus Non-Ethnocentric Strategic Predisposition Behaviour of Exporting Firms in International Business*
Gabriel Ogunmokun & Fiona M.Y. Chong (Paper No 184)

SESSION 23: Marketing, Management
(Tracks 28) and Others

Chair: Janelle Rose  Venue: Pole Universitaire, Amphitheatre C

Papers for Presentation:

*The Impact of Seasonality on Hospitality Operations in the Alpine Region of New South Wales, Australia*
Pablo Vila Gariddo & Shane Pegg (Paper No 42)

*Branding Schools: A Strategic Marketing Framework*
Joo-Gim Heaney, Michael F. Heaney & Mitchell Ross (Paper No 53)

*An Investigation of Retailer Perceptions on Apparel Sizing Issues*
Janet Webster, Ravi Balasubramanian & Raja Peter (Paper No 77)

*Entrepreneurial Marketing Revisited: A New Approach for the 21st Century?*
Sascha Kraus, Matthias Fink, Dietmar Roessl & Carl Henning Reschke (Paper No 88)

*Analysing the Marketing and Managerial Skills of Ethnic South African Entrepreneurs*
Louise van Scheers, Simon Radipere & Mauro Mbuyuza (Paper No 168)
SESSION 24: Current Issues in Business, Marketing and Management in Europe (Track 9) and others

Chair: Sonny Nwankwo

Venue: Pole Universitaire D

Papers for Presentation:

The Role of the European Union in the Internationalization of SMEs Within Non-Accession Countries of Western and Eastern Europe
Sanford L. Moskowitz (Paper No 74)

Staff Retention Strategies in the Irish Hotel Sector: Some Initial Research Findings
Elaine Berkery, Siobhan Tiernan and Mary Wallace (Paper No 143)

Planning and Evaluating the Corporate Knowledge Using the Value Chain of a Firm for the Improvement of the Business Performance and Development
Manos D. Anastassios & Kufidu Stella (Paper No 154)

The Linguistic and Cultural Infrastructure of Capital Investment in Hungary: Communication Practices of Hungarian and Foreign Managers in Hungary
Konczosné Szombathelyi, Márta & Józsa, László (Paper No 166)

Portfolio Allocation Using Data Envelopment Analysis (DEA): An Empirical Study on Istanbul Stock Exchange Market (ISE)
Guven Sevil & Abdullah Yalama (Paper No 16)

Developing Effective Cooperation in the UK Food Supply Chain
David Newton, John C Alliston & Francisco Gonzalez-Diaz (Paper No 170)

AFTERNOON TEA BREAK 3:20 pm – 3:50 pm

WEDNESDAY 12 JULY 2006
3:50 pm-5:30 pm (Sessions 25 - 28)

SESSION 25: Strategic Management and Planning, and Strategic Marketing (Tracks 34 & 35) and Others

Chair: Craig Julian

Venue: Pole Universitaire, Amphitheatre A

Papers for Presentation:

The Empirical Links between Industry Structure, Strategy, Marketing Capabilities, Market Learning and Brand Performance
Craig C. Julian, Aron O’Cass & Jay Weerawardena (Paper No 38)

The Internationalization of Australian Firms: The Empirical Link between Entry Mode Selection and Barriers to Internationalization
Craig C. Julian (Paper No 44)
Towards Franchise Business Excellence: Achieving Synergy, Adding Value and Securing Competitive Advantage by Exploiting Entrepreneurial Traits and Core Competencies in Dyadic Relationship
M.K Rahatullah, Robert Raeside & Omar Maktoba (Paper No 39)

Competing on Service: Strategic Groups in Indian Retail Banking
R.Venugopal (Paper No 80)

Strategic Entrepreneurship: The Role of Strategic Planning and Marketing in SMEs
Sascha Kraus, Carl Henning Reschke, Matthias Fink & Dietmar Roessl (Paper No 87)

A New Approach to Strategy Development and Implementation for Professional Associations
Murray Prideaux (Paper No 109)

SESSION 26: Inter-Disciplinary Areas, Commercial Law/Business Law (Track 3 and others)

Chair: C.M. van der Bank
Venue: Pole Universitaire, Amphitheatre B

Papers for Presentation

Beating the Predators: An Assessment of the Need to Amend Section 36 of the Commerce Act 1986
Andrea Bather & Alamelu Sonti (Paper No 18)

Sustainable Development and Business Success
Suzy Goldsmith & Danny Samson (Paper No 27)

An Examination of the Current Approach to the Problem of Cartel Behaviour in Australia
Elizabeth More (Paper No 78)

Globalisation and International Relations: Opportunities and Threats - The Human Rights Approach Post 1994
C.M. van der Bank (Paper No 55)

Some Reflections on the Reception of Party Autonomy and the Freedom to Contract in South African Law
C.M. van der Bank (Paper No 57)

SESSION 27: Marketing, Management, Promotion and Strategy (Tracks 28 & 29) & Others

Chair: Maktaba Omar
Venue: Pole Universitaire, Amphitheatre C

Papers for Presentation

The Role of Color in the Process of Production-Brand Evaluation
Adrienn Dernőczy & Dr. László Józs (Paper No 30)

Brand Building through Internet Advertisement: A Study on Malaysian Perspective
Ahasanul Haque, Arun Kumar Tarofder & Shameem Al Mahmud (Paper No 72)

Prestige Marketing: Defining and Measuring Prestige in the Car Industry
Mark Goodman, Bill Merrilees & Hume Winzar (Paper No 114)
An Alternative to the Market Orientated Relationship Between Business and Society: The Case of Societal Involvement
Mariekie Burger (Paper No 115)

Humour in Advertising: A Proposal for Moderators of Ad Performance
Marie Le Borgne-Larivière (Paper No 123)

SESSION 28: International Marketing, Exporting, Cross Cultural Management and Development and International Trade (Tracks 27 & 25 and others)

Papers for Presentation:

Chair: Raja Peter
Venue: Pole Universitaire, Amphitheatre D

Papers for Presentation

Cultural Factors in Japan’s Software Production & Globalization
Phong Tran, Misuzu Chow (Paper No 97)

Market Orientation in an International Context
Ozge Sahin (Paper No 102)

Immigrants’ Consumer Adaptation
Raja Peter, Gabriel Ogunmokun & Vasanthis Peter (Paper No 122)

Modelling the Level of Franchising In Taiwan: A Test of Resource-Scarcity Theory and Agency Theory
Hui-Heng Chen & Hume Winzar (Paper No 137)

Achieving Performance Excellence by Aligning Strategies, Organization Culture and Operation
Hendrik, J Labuschagne & Eric Haycock (Paper No 134)

A Study of Empowerment in Indian Business Organizations through an Integrated Approach to Learning Organization
Kavita Singh (Paper No 126)

WEDNESDAY NIGHT CONFERENCE DINNER

WEDNESDAY 12 JULY 2006
7:00 pm-11:00 pm (Conference Dinner)

Venue: Hotel Sofitel
Paris La Défense Grand Arche,
Room Athena Minerve, 1st Floor
11, avenue de l’Arche Défense 6
92081 Paris La Défense Cedex

Pre-Dinner Drinks
7:00 pm-7:30 pm

Conference Dinner, Presentations & Entertainment
7:30 pm-11:00 pm
THURSDAY PROGRAM

THURSDAY 13 JULY 2006
9:00 am-11:00 am (Sessions 29-32)

SESSION 29: Special Sessions (Track 37a-c), Transportation (Track 40),
Agribusiness Management (Track 1) and Others

Chair: Dawna Rhoades  Venue: Pole Universitaire, Amphitheatre A

Papers for Presentation

Imperfect Substitutes: Competitive Analysis Failure in U.S. Intercity Passenger Rail
Dawna L Rhoades, Michael J Williams & Dustin J Green (Paper No 12)

Employees’ Perceptions of Symbolic Corporate Identity Elements and Employer-Employee
Relationships at a Platinum Mine
L Holtzhausen, LM Fourie & AME Naudé (Paper No 68)

An Insight into the ‘Constraints’ Faced by Women Entrepreneurs in a War-Torn Area: Case
Study of the Northeast of Sri Lanka
Selvamalar Ayadurai (Paper No 189)

Indian Agribusiness Institutions for Small Farmers—Role, Issues and Challenges
G. Sridhar & Vishwa Ballabh (Paper No 190)

US Scheduled Airlines: An Exploratory Comparison of Current Strategies
Siobhan Tiernan (Paper No 86)

Making Teams Fly: Human Resource Implications of Team Use in Airports
Rosemarie Reynolds (Paper No 89)

An empirical investigation on what drives genetically modified food firm’s perceived
satisfaction of performance
Clare D’Souza, Ali Quazi, Marthin Nanere & Roman Peretiatko (Paper No 193)

SESSION 30: Organization Behaviour and Marketing Management
(Track 31 & 28 and Others)

Chair: Noormala Amir Ishak  Venue: Pole Universitaire, Amphitheatre B

Papers for Presentation

Market Orientation, Organisational Innovation and Organisational Performance: Lessons
from Malaysia
Norbani Che-Ha (Paper No 105)

Employees’ Work Behaviours: The Role of Organizational Justice and Individual
Innovativeness
Noormala Amir Ishak (Paper No 106)

Work Satisfaction and Work Performance: How Project Managers in Malaysia Perceive It?
Mastura Jaafar, T.Ramayah & Zainurin Zainal (Paper No 113)
A Conceptual Model of Knowledge Transfer and Acquisition Through Arm’s Length Relationships: An Entrepreneurship Perspective
Louis Andre Geneste (Paper No 119)

The Market Reaction of CEOs Joining another Company’s Board
Subhrendu Rath (paper No 192)

SESSION 31: Ethics and Social Responsibility, Environmental Management/Environmental Marketing Issues (Tracks 15 & 17) and Others

Chair: Werner Soontiens
Venue: Pole Universitaire, Amphitheatre C

Papers for Presentation

Green Environmental Marketing Strategy and Small Business Performance
Gabriel Ogunmokun, Daniel Tripolitano & Ali Quazi (Paper No 144)

Exploring Environmental Consciousness Among the Egyptian Consumers
Passent Tantawi, Nicholas O’Shaughnessy & Khaled Gad (Paper No 99)

Use of Different Corporate Social Responsibility (CSR) Initiatives as a Crisis Mitigation Strategy
Lynette M. McDonald (Paper No 118)

Role of Organizational Justice Perceptions in India and Ireland: An Empirical Examination
Nagarajan Ramamoorthy, Patrick C. Flood, Sarah MacCurtain, Amit Gupta & Subodh P. Kulkarni (Paper No 121)

The Phenomenon of Tax Evasion
Nessan J Ronan & NR Ramalefane (Paper No 130)

The Ethical Attitudes of Business Students in Lesotho
Nessan J Ronan & John Matsoha (Paper No 131)

Social Responsibility and Accountability: The Case of Multinational Enterprises Operating in South Africa
K.B. Moeti & R. Mukamunana (Paper No 140)

SESSION 32: Management, Organizational Behaviour and Inter-Disciplinary Tracks

Chair: George Tasie
Venue: Pole Universitaire, Amphitheatre D

Papers for Presentation:

The Dimensions of Purchasing Competence: A Synthesis from Literature
Cristina S Rodrigues, Edite MGP Fernandes & Vitorino Martins (Paper No 26)

The Aftermath of Enron: Work in Progress Paper
Anil Lamba & Meena Chavan (Paper No 111)

Antecedents and Consequences of Adaptive Help-Seeking Applied to Work
Maria Rotundo (Paper No 116)
Global Counterfeiting: Political, Legal and Social Trends and Implications
Peter Magnusson & Lyn S. Amine (Paper No 117)

Communicating Emotional Intelligence: Integrating EQ and Communication
Accommodation Theory
Michael Willeyns (Paper No 127)

Ensuring Sustainable Development through Gandhi’s Vision of Responsible Behaviour
Ipshita Bansal & Jaya Srivastava (Paper No 129)

MORNING TEA 11:00 am – 11:45am

END OF CONFERENCE