

2010 CONFERENCE PROGRAM OULU - FINLAND

MONDAY 12 JULY 2010

3:45pm - 6:00 pm

Registration

3:45pm – 6:00 pm

Venue:

Scandic Hotel (Lobby Area), Oulu

Cocktail Party

6:30 pm – 8:15 pm

Venue

Vanha paloasema Bar & Bistro, Oulu

Registration time during Conference:

Venue:

Scandic Hotel, Oulu

MONDAY 12th July 2010

3:45pm – 6:00 pm

TUESDAY 13th July 2010

9:00 am – 11:30 am; 2:00pm – 3:30pm

WEDNESDAY 14th July 2010

9:00 am – 12:30 am

TUESDAY PROGRAM

TUESDAY 13 JULY 2010

9:00 am – 10:40 am

Welcome and Keynote Speech

Chair: Jari Salo

Venue: Scandic Hotel (Vaunumaakari 2 –room)

Welcome Speech

The Dean of Business School, University of Oulu, Finland

Keynote Speech No 1

Tatsuya Kimura

An empirical investigation of the relationship between the integration of R&D and marketing departments on new product performance: A study of Japanese companies (Paper No 1).

Keynote Speech No 2

Diana Ditto and Jukka M. Laitamaki

Perceived authenticity of tour product experiences in tourism industry: A work in progress framework for Finnish Arctic tours (Paper No 2).

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

(From buffet table at the restaurant)

TUESDAY 13 JULY 2010

11:15 am – 12:45 pm (Sessions 1-3)

SESSION 1: Management, Marketing and Research in North America

Chair: Abel Femi Adekola **Venue:** Scandic Hotel (Kivi-Taneli 1 –Room)

Papers for Presentation

A study of dual effects of dealer commitment under relational distress
Stephen K. Kim, Jonathan D. Hibbard and Scott D Swain (Paper No 68)

A comparative study of the U.S. and Finnish service encounters: A case of customization or standardization of investment offers
Jukka Laitamaki, Raija Järvinen and Anna-Riita Lehtinen (Paper No 37)

A model of the sequential impacts of brand's experiential values on customer behavior
Saeed Shobeiri (Paper No 51)

A study of factors influencing the adoption of international financial reporting standards (IFRS) in the USA: A work in progress paper
Francisco Depusoir (Paper No 41)

SESSION 2: Management, Marketing, Human Resource and Research in Europe

Chair: Philippe Coffre **Venue:** Scandic Hotel (Kamarineuvos 1 –Room)

Papers for Presentation

Managerial rules beyond the regional embeddedness: A study of European companies
Konczosné Szombathelyi, Márta, Losoncz, Miklós and Józsa, László (Paper No 92)

Effectiveness affects sales behaviour: A study of salespersons in France
Philippe Coffre (Paper No 52)

An examination of the addition of trend analysis to innovation development process: A study of Belgian companies
Petra Couck and Grietje Vermoordele (Paper No 58)

Segment reporting: Managerial experience of the Czech Republic
Ing. Bohuslava Knapová (Paper No 88)

SESSION 3: Management, Marketing, Human Resource and Research in Australia.

Chair: Rony Gabbay **Venue:** Scandic Hotel (Kamarineuvos 2 –Room)

Papers for Presentation

Do the demographic variables of Generation Y and English language enculturation influence perceptions of consumer - based brand equity?
Ann Mitsis and Patrick Foley (Paper No 26)

The role of collaboration in research and development: A study of the Western Australian marine industry
Helen Cripps (Paper No 34)

JIT manufacturing and firm performance: The impact of market competition, and use of MAS information
Lokman Mia (Paper No 38)

Strategic alliance, information and communication technology and firm performance: An industry comparative study
Lanita Winata and Christian Langmann (Paper No 39)

Different routes for similar outcomes: A study of labour reforms in Australia and Bhutan
Christina Howe and Kandy Dayaram (Paper No 71)

TUESDAY 13 JULY 2010 LUNCH 12:45pm – 1:45pm

TUESDAY 13 JULY 2010

1:45pm – 3:20pm (Sessions 4-6)

SESSION 4: Tourism and Hospitality Management Research

Chair: Janelle Rose **Venue:** Scandic Hotel (Kivi-Taneli 1 –Room)

Papers for Presentation

The conceptualization of organizational citizenship behaviors for group package tour members: A work in progress paper

Sheng-Hshiang Tsaur and Jui Shiang Liu (Paper No 69)

Towards evaluating the travel behaviour of the park and ride facility users

Norlida Abdul Hamid, Anizah Zainuddin and Muhammad Akram Adnan (Paper No 75)

A study of conflicting views on marketing communication tools for world-class skiing resorts

Daniel Tixier (Paper No 84)

Assessing the influences of destination image on tourist's preference: A study of tourists visiting tropical Mabul Island, Sipadan, Malaysia

Anizah Hj Zainuddin, Puteri Norashikin Mohamad and Norlida Abdul Hamid (Paper No 90)

SESSION 5: Knowledge Management, Information Technology, Internet, and Management Education Research

Chair: Vic Lane **Venue:** Scandic Hotel (Kamarineuvos 1 –Room)

Papers for Presentation:

Are we losing our knowledge? Where to look for what we know: A work in progress

Jon Avalon, Peter Hayward, Vic Lane and Jim Snaith (Paper No 10)

Help is at hand: A study of the usage rate of a variety of WEBCT functions to facilitate online student learning

Helen Madden-Hallett and Henry Wai Leong Ho (Paper No 12).

Retail cost optimization, strategy and information technology

Prakash Vel and Nasim Mosavi (Paper No 21).

Businesses require high-quality information systems not failed information systems

Vic Lane, Jim Snaith and Daniel Lane (Paper No 31)

SESSION 6: Management, Marketing, Human Resource and Research in Asia

Chair: Ning Rong Liu

Venue: Scandic Hotel (Kamarineuvos 2 –Room)

Papers for Presentation

Is the traditional development of brand loyalty dying? A study of brands in the Pakistani food and beverages industry

Nida Aslam Khan, Aania Alam, Syed Murtaza Abbas and Yamna Sultan Bari (Paper No 40)

Business practices comparative study of Vietnam's two competing cities: Ho chi Minh City and Hanoi
Abel Adekola (Paper No 43)

A study of corporate governance and dividend policy in Indonesia
Doddy Setiawan (Paper No 66)

Ethical culture and ethical decisions: A study of tax practitioners in the People's Republic of China
William E. Shafer and Richard S. Simmons (Paper No 67)

Leadership barriers: An exploratory investigation in a South-East Asian/Pacific context
Murray Prideaux (Paper No 59)

TUESDAY 13 JULY 2010 AFTERNOON TEA BREAK 3:20 pm – 3:50 pm

TUESDAY 13 JULY 2010

3:50 pm – 5:20pm (Sessions 7-9)

SESSION 7: Management, Marketing, Human Resource and Research in Africa

Chair: Rachel Barker

Venue: Scandic Hotel (Kivi-Taneli 1 –Room)

Papers for Presentation:

A work in progress study of personality, cultural and linguistic characteristics of successful professional women in South Africa

Marianne Doubell (Paper No 25)

Trade liberalization and female labor participation in Africa: Case for Kenya, Ghana and Uganda
Evelyn Wamboye (Paper No 54)

A study of the relationship between organization culture and women leadership in a South African Catholic Secondary school

Lily-Claire Deenmamode, Hemant B. Chittoo and Needesh Ramphul (Paper No 80)

Analytic hierarchy process as an evaluative tool for the strategic consolidation of capital base in the banking industry in Nigeria

Adebola Glorious Adekoya, Emmanuel Olateju Oyatoye, Elizabeth M. Haran, Bolajoko Nkemdinim Dixon-Ogbechi and Joseph Fola Aiyeku (Paper No 85)

Aftermath of the global financial crisis and prospects for foreign direct investment (FDI): A study of mining and automotive industries in South Africa

Kabelo Moeti (Paper No 89)

The role of culture in sustainable human behaviour: A case study of sustainability in South African organizations

V. Naidoo (Paper No 23)

SESSION 8: Management, Marketing, Human Resource and Research in Australia

Chair: Werner Soontiens **Venue:** Scandic Hotel (Kamarineuvos 1 –Room)

Papers for Presentation:

Technology readiness and segmentation profile of mature consumers

Janelle Rose and Gerard Fogarty (Paper No 6)

Branding private higher education institutions in Australia to international students

Joo-Gim Heaney, Peter Ryan and Michael F Heaney (Paper No 7)

Delving into agility: Its components and impact among small ICT firms in Australia

Jennifer L. Harrison and Stephen J. Kelly (Paper No 9)

Australian mining performance during the global financial crisis: The case of share value and production for Rio Tinto

Werner Soontiens and Tobias Schulze Frenking (Paper No 17)

SESSION 9: Tourism and Hospitality Management Research

Chair: Louis I. Nzegwu **Venue:** Scandic Hotel (Kamarineuvos 2 –Room)

Papers for Presentation:

Price-quality competition and incentive for unbundling of hotel accommodation and meal packages in the tourism industry.

Kazumitsu Minamikawa, Kenichi Ohkita, and Hiroyasu Akakabe (Paper No 3)

Place attachment, conservation attitude and rural tourism development in Taiwan

Yeh Mei-Chih (Paper No 15)

Tourism development in Kano state: Challenges and opportunities

Louis I. Nzegwu (Paper No 44)

Brand experience management (BEM): implications for hospitality and financial services

Jukka Laitamaki, Raija Järvinen and Anna-Riita Lehtinen (Paper No 50)

International tourists and destinations management: A framework for benchmarking destinations against competitors

Jukka M. Laitamaki (Paper No 36)

WEDNESDAY PROGRAM

WEDNESDAY 14 JULY 2010

9:00 am-10:30 am (Sessions 10-12)

SESSION 10: Ethics, Social Responsibility and Internet Communication Research

Chair: Sonja Petrovic-Lazarevic **Venue:** Scandic Hotel (Kivi-Taneli 1 –Room)

Papers for Presentation:

An investigation between ethical climate and turnover intention: A study of firms in Ankara, Turkey
Kubilay Özyer, Eren Miski Aydın, Öznur Azizoğlu and Esra Erenler (Paper No 5)

Re-visiting sustainability - the 'sustainable behaviours model' for measuring intention and adoption of sustainable behaviours
Judy Rex (Paper No 35)

Corporate social responsibility and business development: Case of Serbia
Sonja Petrovic-Lazarevic and Zivojin Prascevic (Paper No 57)

A study of factors influencing the effect of sidebar discussions: A work in progress paper
John Munro (Paper No 46)

SESSION 11: Entrepreneurship, Small Business Development and Organizational Behaviour Research

Chair: Joo-Gim Heaney **Venue:** Scandic Hotel (Kamarineuvos 1 –Room)

Papers for Presentation:

Teaching tertiary business students corporate social responsibility: Using intelligent behaviours as an education paradigm
Joo-Gim Heaney and Michael F Heaney (Paper No 8)

The effect of franchisee demographics and location on franchisee performance
Werner Soontiens and Adrian Lacroix (Paper No 16)

Contributions of psychosocial and psycho-entrepreneurial dispositions in women entrepreneurship development: An empirical exploratory study on Indian women entrepreneurs in food processing enterprises
R. Ganesan (Paper No 24)

Quality analysis regarding advertisements of small and medium-sized enterprises
Sergejs Volvenkins and H. Oec and Valērijs Praude (Paper No 73)

Barriers to telecommunications in Africa: A case of Nigeria, West Africa
Vincent Babatunde Ejueyitsi (Paper No 64)

SESSION 12: Management, Marketing and in Research in Europe

Chair: Jari Salo **Venue:** Scandic Hotel (Kamarineuvos 2 –Room)

Papers for Presentation:

A study of the effect of external economies and confidence on cost reductions of the logistics service purchasers

Jouni Juntunen, Mari Juntunen (Paper No 29)

Private initiative in financing infrastructure project: A case of infrastructure development in South East Europe

Miloš Milosavljević, Slađana Benković and Draginja Đurić (Paper No 61)

A comparative study of the United Kingdom and New Zealand ICT labour market: Equal pay and perceptions of equal pay

Alexander Belgorodskiy, Barbara Crump, Marie Griffiths, Keri Logan, Raja Peter and Helen Richardson (Paper No 55).

The financing of organisational research and development activities in countries in transition: Case of Serbia

Gordana Komazec, Aleksandra Živaljević and Dragana Trifunović (Paper 95)

WEDNESDAY 13 JULY 2010 MORNING TEA BREAK 10:30 am –11:00 am

WEDNESDAY 14 JULY 2010

11:00 am-12:45pm (Sessions 13-15)

SESSION 13: Accounting, Banking, Finance, Foreign Direct Investments, Taxation and International Trade Research

Chair: Rony Gabbay **Venue:** Scandic Hotel (Kivi-Taneli 1 –Room)

Papers for Presentation:

Environmental items reporting in financial statements: A comparative content analysis of the Global Reporting Initiative (GRI) enterprises

Minna Suutari (Paper No 27)

The consequences of global financial crisis on Croatian economy

Radmila Jovančević, Vladimir Arčabić and Tomislav Globan (Paper No 56)

A content analysis of financial ratio disclosure by Australian listed ICT companies

Jennifer L. Harrison (Paper No 78)

A study of Czech perspective on Financial Instruments Reporting

Jiří Strouhal (Paper No 81)

An exploratory study of international trade in India's economic growth

K. S. Krishnamurthy (Paper No 33)

SESSION 14: Management Education and Organizational Behaviour Research

Chair: Ann Mitsis **Venue:** Scandic Hotel (Kamarineuvos 1 –Room)

Papers for Presentation:

Rebranding of higher education institutions: A case study of South African tertiary education institutions

Sonja Verwey and Andrea Crystal (Paper No 20).

An empirical study of the use of mixed methods in Doctor of Business Administration (DBA) curriculum within an Australian university

Roslyn Cameron and Peter Miller (Paper No 76)

Management clinic in Higher Education: A proposed modified approach to learning in Serbia

Mirjana Drakulić, Nevenka Žarkić Joksimović, Ratimir Drakulić and Djordje Krivokapić (Paper No 82)

A measure of student engagement at different campuses of a university: The matrix consolidated

Carolyn Dickie, Amina Kayani and Laurie Dickie (Paper No 47)

SESSION 15: Accounting, Banking, Finance, Foreign Direct Investments and International Trade Research

Chair: Lucyna Kornecki **Venue:** Scandic Hotel (Kamarineuvos 2 –Room)

Papers for Presentation:

The impact of foreign direct investment stock on gross domestic product growth in the U.S. economy

Lucyna Kornecki and Vladislav Borodulin (Paper No 45)

The role of foreign investors on the performance of H-share firms

Louis T. W. Cheng and T. Y. Leung (Paper No 87)

Transfer prices mechanism and financial flows control of enterprise with the use of Microsoft Dynamics AX

Igor I. Ilyin and Elena S. Dimova (Paper No 93)

Organization's local importance as a reputation criterium for bank managers in Aveiro and porto: Results from an empirical study

Cristina Ribeiro, Joaquim Borges Gouveia and Ricardo Jorge Pinto (Paper No 94)

WEDNESDAY 14 JULY 2010 LUNCH 12:45 pm – 1:40 pm

WEDNESDAY 14 JULY 2010

1:40pm-3:20 pm (Sessions 16-18)

SESSION 16: Management, Marketing, Human Resource, and Research in Europe

Chair: Kandy Dayaram

Venue: Scandic Hotel (Kivi-Taneli 1 –Room)

Papers for Presentation:

Employee silence: A study of organizations in Turkey

Esra Erenler, Semra Güney, Öznur Azizoğlu and Kubilay Özyer (Paper No 4)

An exploratory study of the linkage between communications excellence and the successful delivery of radical management change: A work in progress.

Tony Greener (Paper No 11)

Early Industrial Marketing and Purchasing (IMP) concepts from the quantitative research's perspective

Jouni Juntunen (Paper No 28).

A stakeholder perspective on customer requirement elicitation: A work in progress qualitative exploratory study

Maïke Jockisch, Alke Töllner and Hartmut H. Holzmüller (Paper No 42)

SESSION 17: International Marketing and Management Research

Chair: Craig C. Julian

Venue: Scandic Hotel (Kamarineuvos 1 –Room)

Papers for Presentation:

The empirical link between market orientation and performance in Indonesian export market ventures

Osman Mohamad, Craig C. Julian, Zafar U. Ahmed and Sefnedi (Paper No 62)

Role of trust revisited in international joint venture(IJV) top management teams

Craig C. Julian, Renee M. Wachter and Carolyn B. Mueller (Paper No 63)

Developing free zone warehouse for business competitiveness in Thailand: A work-in-progress feasibility study

Ungul Laptaned (Paper No 77)

The four P's of marketing mix from consumer's view point in India: A concave marketing approach proposition

Milind Fadnavis and Mansi Fadnavis (Paper No 83)

SESSION 18: Health Care Research, Marketing and Telecommunications

Chair: Rony Gabbay **Venue:** Scandic Hotel (Kamarineuvos 2 –Room)

Papers for Presentation:

Re-conceptualising the role of the communication professional within a post modern organizational paradigm

Sonja Verwey (Paper No 19)

Understanding fitness industry customers in Malaysia through business intelligence: A data mining application in marketing

Derek Ong Lai Teik and Elizabeth Andrews (Paper No 30)

A study of the strategic marketing practices influencing the performance of retail pharmacies in the Australian health industry

Gabriel O Ogunmokun, Hariman Kasuma and Janelle Rose (Paper No 60)

Pharmaceutical tablet packaging design and marketing mix for strategic offer: A study of the Indian market

Thomas Mathew (Paper No 70)

AFTERNOON TEA BREAK 3:20 pm – 3:50 pm

WEDNESDAY 14 JULY 2010

3:50 pm-5:30 pm (Sessions 19 - 21)

SESSION 19: Knowledge Management, Marketing, Inter-Disciplinary and Environmental Research

Chair: Rachel Barker **Venue:** Scandic Hotel (Kivi-Taneli 1 –Room)

Papers for Presentation:

The conceptual model of customer value creation and delivery within the state government agency

Henry Wai Leong Ho (Paper No 14)

Applying the Porter's diamond to the development of it outsourcing industry in Egypt

Samir M. Youssef (Paper No 18)

Knowledge management in online crisis communication response in South Africa: A case study of Fraudulent banking transactions

Rachel Barker (Paper No 72)

A proposed strategic navigation approach to performance management

Chris Durden and Hector Perera (Paper No 86)

A proposed model of organizational sustainability in uncertain economic environments

M. B. Leary (Paper No 22)

SESSION 20: Health Care Management Research and Organizational Behaviour

Chair: Abel Fem Adekola **Venue:** Scandic Hotel (Kamarineuvos 1 –Room)

Papers for Presentation:

Learning in Eastern organisational context: A study of the public sector in Philippine
Kandy Dayaram, Lucia Fung (Paper No 96)

Dimensions of work-family relations: Motherhood, leisure and family strategy
Kandy Dayaram (Paper No 53)

A study of the use of mixed methods in management and organisational research journals: Justification and design
Roslyn Cameron (Paper No 74)

A study of factors influencing talent drain among nursing staff in Mauritius
Swaraj Ramasawmy, Needesh Ramphul and Hemant B.Chittoo (Paper No 79)

A study of factors influencing effective whistle blowing
Soma Pillay, Nirmala Dorasamy and Mohan Dass (Paper No 91)

SESSION 21: Information Technology, Advertising, Internet and Organizational Behaviour Research

Chair: Vic Lane **Venue:** Scandic Hotel (Kamarineuvos 2 –Room)

Papers for Presentation:

An exploratory study of whether the phenomenal uptake of electronic lockset systems is related to bandwagon effect or natural progression.
Nadezhda Eliseyeva, Alfred Ogle and Helen Cripps (Paper No 32)

An examination of whether online advertising is more popular and providing more customer satisfaction than traditional advertising in Malaysia
Izian idris (Paper No 49)

A study of organisational effectiveness: An examination and measure of the value of human capital in institutions of higher learning in India
Aravazhi Irissappane (Paper No 13)

Application of the Crawford and Godbey's leisure constraints model to non-participants in hunting: A South African study
Laetitia Radder and Xiliang Han (Paper No 48)

Sustainable tourism in Mauritius: The need for Corporate Social Responsibility (CSR) framework
H.B. Chittoo, N.Ramphul, B. Nowbutsing and P. Ramrekha (Paper No 97)

Human resource management and staff development in organization: A work in progress study in Iran
G. Amirnejad, M. H. Mohsen nasab and E. Abbaspour (Paper No 65)

WEDNESDAY NIGHT CONFERENCE DINNER

WEDNESDAY 14 JULY 2010
7:00 pm-10:45 pm (Conference Dinner)

Venue: Radisson Blu Hotel, Oulu

Conference Dinner, Presentations & Entertainment 7:00pm-10:45pm

THURSDAY 15TH JULY 2010

INDIVIDUAL FREE TIME AND CHECK OUT TIME