

# 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 10<sup>th</sup> July 2006 3:45 pm – 6:00 pm

TUESDAY 11<sup>th</sup> July 2006 9:00 am – 11:30 am; 2:00pm – 3:30pm

WEDNESDAY 12<sup>th</sup> 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 Zetting & 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 Mohd. 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 Rugimbana (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)

*Competing for Cash in the UAE Mobile Phone Market*  
Uzma Zaidi (Paper No 62)

*Application of ICTs in the Control of Scientific Literature in Africa, Deficits and HRP*  
Ali Sanayei & Abbas Alavi Shad (Paper No 182)

## **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 Pre-school 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)



*Tobacco Smoking Policy Processes in Australia*  
Sonja Petrovic-Lazarevic & Ken Coghill (Paper No 43)

*Globalization and Its Impact on Environmental Sustainability*  
Hoon Park (Paper No 45)

*Perception of Corporate Social Responsibility: A Cross-cultural Comparison of Turkish, British and Norwegian MBA Students*  
Mahmut Arslan, Pinar Bayhan Karapinar & Semra Güney (Paper No 96)

*A Crisis Management Framework: Thai Government Responses to SARS, Southern Thailand Unrest, Tsunami and Bird Flu*  
Pongsak Hoontakul & Jukka M. Laitamaki (Paper No 175)

## **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)

## **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 Dhaou (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)

*Absenteeism 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)

*On the Relationships among International HRM Practices, Business Strategy, and Organizational Performance in MNCs' Business Units Abroad: Evidence from Japanese Manufacturing Affiliates in China*

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 Zulkipli 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 21<sup>st</sup> 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 Mbunyuza (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)*

Güven 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:** Maktoba Omar

**Venue:** Pole Universitaire, Amphitheatre C

### **Papers for Presentation**

*The Role of Color in the Process of Production-Brand Evaluation*

Adrienn Dernóczy & Dr. László Józsa (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 & Vasanthi 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, 1<sup>st</sup> 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**

### **Papers for Presentation:**

**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 Willemyns (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**