

GLOBAL CONFERENCE ON
BUSINESS AND FINANCE

CONFERENCE PROGRAM

The Institute for Business and Finance Research

*Las Vegas, Nevada
January 2-5, 2011*

Global
IBFR
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**Welcome to Las Vegas, Nevada!
Have a productive and fun Conference!**

**Please Note That Admittance to the Networking and Awards Events Require
an Admission Ticket**

**Your Identification Badge is required for admission to All Conference
Functions**

**Para Ingresar a los eventos de Premiación y Networking Usted Necesita un
Tiquete de admission
Por Favor Utilice su Gafete/Tarjeta de Identificación Durante Todas las
Funciones del Congreso**

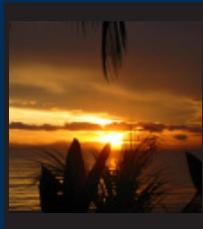
**Bienvenidos a Las Vegas, Nevada
Deseamos que el Congreso sea Productivo!**

Letter from the Editor

Welcome to Las Vegas

Welcome

Bienvenidos



On behalf of the Staff and the IBFR, I welcome you to Las Vegas, Nevada and the 2011 Winter Global Conference on Business and Finance. We hope you have a productive conference and enjoy your time in Las Vegas. If we can be of any assistance to you during your time in Las Vegas please do not hesitate to contact us.

We all know that college professors must balance their teaching, research, and service obligations. Finding the right forum to share and obtain feedback on our research, new teaching techniques, and innovative administrative processes can be challenging at times. The Institute for Business and Finance Research was created to facilitate your work by providing an environment conducive to knowledge and experience sharing. We encourage the academic community to come and share their work at our conferences and Journals. We welcome articles which are of interest to scholars and practitioners in all fields of business, economics and related fields.

The 2011 Las Vegas GCBF represents a long term commitment to bring individuals from around the world together to share their ideas and promote research on business and finance. The response to the conference has been outstanding. We wish to thank you for selecting the GCBF as your research outlet. We also wish to thank the many people that have contributed to making the conference a success. We are delighted to report that the conference is truly a global conference. We have participants from all corners of the globe at this academic conference. These individuals come from a variety of high quality institutions and will present work on a broad mix of academic issues.

We are proud to announce two upcoming conferences. Our eleventh conference will be held in San Jose, Costa Rica, May 24-27, 2011 at the Ramada Plaza Herradura Hotel & Convention Center. Our Twelce conference will be held in Honolulu, Hawaii, January 3-6, 2012 at the Ala Moana Hotel & Conference Center. We hope that you are able to join us at these events.

We hope you take the time to enjoy the hotel facilities as well as to take in Las Vegas and the surrounding countryside. Las Vegas is a wonderful destination with much to offer. We recognize that in addition to presenting research and participating in the conference activities, it is also important to relax and rejuvenate yourself. Have some fun! You deserve it! We hope that you will go home refreshed and with a sense of accomplishment.

Warmest Regards,

Mercedes Jalbert
Conference Chair

The Institute for Business and Finance Research

The Institute for Business and Finance Research (IBFR) seeks to promote the study of business, finance, and related issues. The Institute also seeks to make accessible this wealth of information to the global higher-education and business communities. The Institute does this by sponsoring The Global Conference on Business and Finance. We also publish seven journals: *The International Journal of Business and Finance Research*, *International Journal of Management and Marketing Research*, *Global Journal of Business Research*, *Accounting and Taxation*, *Review of Business & Finance Case Studies*, *Business Education and Accreditation* and *Revista Internacional Administración y Finanzas*. We work under the principle of providing positive support toward getting your work published.

The Global Conference on Business and Finance

The Institute Sponsors the Global Conference on Business and Finance (GCBF). The GCBF provides the academic community with an opportunity to share their research, ideas, and discuss administrative issues. It also offers a great opportunity for networking and placement. Conference participants are able to:

- Network with other professionals
- Present your research at an international conference
- Receive feedback on your research
- Publish an abstract of your paper in the refereed proceedings
- Compete for the Outstanding Research Award
- Compete for the Best Paper in Session Award
- Have your paper considered for publication in a peer reviewed journal.
- Network with potential employers and employees

The Global Conference on Business and Finance Proceedings (ISSN: 1931-0285 on CD and ISSN 1941-9589 Online) The Global Conference on Business and Finance Proceedings are peer reviewed. Abstracts, short versions or full papers that are presented at the Global Conference on Business and Finance can be published in the refereed proceedings.

Journals

Journal Announcements

We are delighted to report that our journals are now ranked by the Australian Business Deans Council www.abdc.edu.au, Australian Research Council and in Schulze, Warning and Wiermann (2008). They rank our journals as comparable to a number of very prestigious peer journals. We anticipate our journals will continue to catch the attention of ratings organizations in the future.

The IBFR sponsors seven peer-reviewed journals:

- The International Journal of Business and Finance Research
ISSN # 1931-0269 [print], 2157-0698 [online]
- International Journal of Management and Marketing Research
ISSN # 1933-3153 [print], 2157-0205 [online]
- Global Journal of Business Research
ISSN 1931-0277 [print], 2157-0191 [online]
- Accounting and Taxation
ISSN 1944-592X [print], 2157-0175 [online]
- Review of Business & Finance Case Studies
ISSN 2150-3338 [print], 2156-8081 [online]
- Business Education and Accreditation
ISSN 1944-5903 [print], 2157-0809 [online]
- Revista Internacional Administración & Finanzas
ISSN 1933-608X [print], 2157-3182 [online]

All our Journals are peer-reviewed. Articles in all areas of business, economics, business education and related fields are welcome for publication consideration. Both theoretical and empirical papers are reviewed for possible publication. Papers may be academic or applied in nature. Submitted articles should be well written and free of spelling and grammar errors. Only original articles that are not under consideration for any other publication are considered for publication in the journals.

Please visit our web site for information about our journals indexing, ranking, distribution at www.theibfr.com/journal.htm (EBSCOHost, SSRN, Econlit, e-JEL and JEL on CD, Cabell's and Ulrich's Periodical Directory, etc)

For additional information on the journals or proceedings, including manuscript submission instructions, please visit our website at www.theIBFR.com

Revistas Académicas

The Institute for Business and Finance Research patrocina siete revistas académicas Revista: *Internacional Administración & Finanzas (RIAF)*, *The International Journal of Business and Finance Research (IJBFR)*, *International Journal of Management and Marketing Research (IJMMR)*, *Global Journal of Business Research (GJBR)* *Accounting and Taxation (AT)*, *Business Education and Accreditation (BEA)*, y *Review of Business & Finance Case Studies (RBFCS)*.

Trabajos de investigación teóricos, empíricos o aplicados en administración de empresas, finanzas, economía, contabilidad, gerencia, mercadeo, estadísticas, producción, sistemas de información, derecho laboral, planeamiento estratégico, política empresarial, teoría monetaria, comercio internacional, turismo, derecho comercial, temas en educación superior, avances en técnicas de educación y apoyo didáctico, acreditación o certificación, promoción y desarrollo académico, administración pública y disciplinas afines son bienvenidos.

Proceso de Revisión

Todo trabajo de investigación enviado para consideración es sujeto a un double-blind-review process. Visite nuestro sitio web www.theIBFR.com para obtener información adicional.

Editorial Advisory Boards

The International Journal of Business and Finance Research (IJBFR) ISSN # 1931-0269 (print) and 2157-0698 (online)

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The International Journal of Business and Finance Research (ISSN: 1931-0269 print ISSN: 2157-0698 online) publishes high-quality articles in all areas of finance, accounting and economics. Theoretical, empirical and applied manuscripts are welcome for publication consideration. All papers submitted to the Journal are double-blind reviewed. The Journal is distributed in print and through SSRN and EBSCOhost Publishing, with nation-wide access in more than 70 countries. The Journal is listed in Cabell's directories and Cabell online. The Journal is also indexed in the American Economic Association's Econlit, e-JEL, and JEL on CD, Ulrich's Periodicals Directory. The Journal is ranked by The Australian Business Deans Council, The Australian Research Council and in Schulze, Warning and Wiermann (2008).

International Journal of Management and Marketing Research (IJMMR)
ISSN # 1933-3153 (print) and 2157-0205 (online)

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The International Journal of Management and Marketing Research (ISSN: 1933-3153 print and 2157-0205 online) publishes high-quality articles in all areas of management and marketing. Theoretical, empirical and applied manuscripts are welcome for publication consideration. All papers submitted to the Journal are double-blind reviewed. The Journal is distributed in print and through SSRN and EBSCOhost Publishing, with nation-wide access in more than 70 countries. The Journal is listed in Cabell's directories, Cabell online, and Ulrich's Periodicals Directory. The Journal is ranked by the Australian Business Deans Council.

Global Journal of Business and Finance Research (GJBR)
ISSN 1931-0277 (print) and 2157-0191 (online)

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The Global Journal of Business Research (ISSN: 1931-0277 print and 2157-0191 online) publishes high-quality articles in all areas of business, finance, accounting, economics, management, marketing and related fields. Theoretical, empirical and applied manuscripts are welcome for publication consideration. All papers submitted to the Journal are double-blind reviewed. The Journal is distributed in print and through SSRN and EBSCOhost Publishing, with nation-wide access in more than 70 countries. The Journal is listed in Cabell's publishing opportunity directories and Cabell online. The Journal is also indexed in the American Economic Association's Econlit, e-JEL and JEL on CD and Ulrich's Periodicals Directory. The Journal is ranked by The Australian Business Deans Council, and in Schulze, Warning and Wiermann (2008).

Accounting and Taxation (AT)
ISSN 1944-592X (print) and 2157-0175 (online)

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Accounting and Taxation (ISSN: 1944-592X print and 2157-0175 online) publishes high-quality articles in all areas of accounting, auditing, taxation and related fields. Theoretical, empirical and applied manuscripts are welcome for publication consideration. All papers submitted to the Journal are double-blind reviewed. The Journal is distributed in print and through SSRN and EBSCOhost Publishing, with nationwide access in more than 70 countries. The Journal is listed in Cabell's directory. The Journal is ranked by the Australian Deans Council

Business Education and Accreditation (BEA)
ISSN 1944-5903 (print) and 2157-0809 (online)

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Business Education & Accreditation (ISSN: 1944-5903 print, and 2157-0809 online) publishes high-quality articles in all areas of business education, accreditation and related fields. Theoretical, empirical and applied manuscripts are welcome for publication consideration. All papers submitted to the Journal are double-blind reviewed. The Journal is distributed in print and through SSRN and EBSCOhost Publishing, with nation-wide access in more than 70 countries. The Journal is listed in Cabell's directory. The Journal is ranked by the Australian Business Deans Council.

Review of Business and Finance Case Studies
ISSN: 2150-3338 (print) and 2156-8081 (online)

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Review of Business and Finance Case Studies (ISSN: 2150-3338 print and 2156-8081 online) publishes high-quality case studies in all areas of business finance and related fields. Cases based on real-world and hypothetical situations are welcome. Teaching cases as well as academic papers discussing a single firm or two are welcome. In addition, academic papers that address issues related to case teaching methodologies are welcome. All papers submitted to the Journal are double-blind reviewed. The Journal is distributed in print and through SSRN and EBSCOhost Publishing, with nationwide access in more than 70 countries. The Journal is listed in Cabell's directory.

Revista International Administration y Finanzas
ISSN 1933-608X (print) 2157-3182 (online)

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RIAF se distribuye en forma impresa y a través de SSRN y EBSCO, EBSCOHost. EBSCOhost brinda acceso a texto completo a más de 75000 revistas académicas y en más 70 países. RIAF está indexada en The American Economic Association's Econlit, e-JEL and JEL on CD y en Ulrich's Periodicals Directory.

FUTURE CONFERENCES

We hope that you are able to join us at these upcoming events

San Jose, Costa Rica, 2011

The 2011 Summer Global Conference on Business will be held in San Jose, Costa Rica
The conference runs from May 24-27, 2011

Honolulu, Hawaii, 2012

The 2012 Winter Global Conference on Business and Finance will be held in Honolulu,
Hawaii, U.S. The conference runs from January 3-6, 2012.

Congresos Futuros**San Jose, Costa Rica, 2011**

El Congreso Global de Administración y Finanzas 2011 se realizará en San Jose, Costa
Rica del 24 al 27 de Mayo de 2011

Honolulu, Hawaii, Estados Unidos, 2012

El Congreso Global en Administración y Finanzas, Estados Unidos se realizara en
Honolulu, Hawaii del 3 al 6 Enero de 2012.

**GENERAL PROGRAM-2011 WINTER GCBF
FLAMINGO HOTEL, LAS VEGAS JANUARY 2-5, 2011**

Sunday, January 2 2011 Domingo 2 de Enero, 2011	
2:00 PM to 8:00 PM	Conference Registration /Registro Conferencia (El Dorado Ballroom)
2:00 PM to 6:00 PM	Internet Session Begins/ Inicio Sesión Internet (El Dorado Ballroom)
4:00 PM to 6:00 PM	Conference Reception (hour' dourves will be provided, cash bar will be available)/ Recepción al Congreso, bocadillos se serviran, "cash bar" disponible (El Dorado Room)
Monday, January 3, 2011 Miercoles 3 de Enero 2011	
7:30 AM to 11:00 AM	Conference Registration/Registro Conferencia (El Dorado Ballroom)
8:00 AM to 5:00 PM	Internet Session/Sesión Internet (El Dorado Ballroom)
8:00 AM to 9:50 AM	Concurrent sessions/Sesiones simultaneas (Virginia City I, II, III and Carson City I & II)
9:30 AM	Coffee Break/Refrigerio(El Dorado Ballroom)
10:00 AM to 11:50 AM	Concurrent sessions/Sesiones simultaneas (Virginia City I, II, III and Carson City I & II)
11:45 AM to 1:00 PM	Lunch break (on your own)
1:00 PM to 2:50 PM	Concurrent sessions/Sesiones simultaneas (Virginia City I, II, III and Carson City I & II)
3:00 PM to 5:20 PM	Concurrent sessions/Sesiones simultaneas (Virginia City I, II, III and Carson City I & II)
Tuesday, January 4, 2011 Martes 4 de Enero 2011	
7:30 AM to 11:00 AM	Conference Registration/Registro Conferencia (El Dorado Ballroom)
8:00 AM to 5:00 PM	Internet Session/Sesión Internet (El Dorado Ballroom)
8:00 AM to 9:50 AM	Concurrent sessions/Sesiones simultaneas (Virginia City I, II, III and Carson City I & II)
9:30 AM	Coffee Break/Refrigerio(El Dorado Ballroom)
10:00 AM to 11:50 AM	Concurrent sessions/Sesiones simultaneas (Virginia City I, II, III and Carson City I & II)
11:50 AM to 1:50 PM	Networking luncheon and Award Presentations (El Dorado Ballroom) Sponsored By Business Education & Accreditation
2:00 PM to 3:50 PM	Concurrent sessions/Sesiones simultaneas (Virginia City I, II, III and Carson City I & II)
4:00 PM to 6:20 PM	Concurrent sessions/Sesiones simultaneas (Virginia City I, II, III and Carson City I & II)
Wednesday January 5, 2011 Miercoles 5 de Enero 2011	
7:30 AM to 11:00 AM	Conference Registration/Registro Conferencia (El Dorado Ballroom)
8:00 AM to 2:00 PM	Internet Session/Sesión Internet (El Dorado Ballroom)
8:00 AM to 9:50 AM	Concurrent sessions/Sesiones simultaneas (Virginia City I, II, III and Carson City I & II)
9:30 AM	Coffee Break/Refrigerio(El Dorado Ballroom)
10:00 AM to 11:50 AM	Concurrent sessions/Sesiones simultaneas (Virginia City I, II, III and Carson City I & II)
11:50 AM to 2:30 PM	Award luncheon (El Dorado Ballroom) Sponsored by Accounting & Taxation
3:00 PM to 4:PM	Virginia City II

SUMMARY OF ONSITE SESSIONS

TIME	ROOM				
MONDAY	VIRGINIA CITY I	VIRGINIA CITY II	VIRGINIA CITY III	CARSON CITY I	CARSON CITY II
8:00 AM	<i>ENGLISH Management & Tourism</i>	<i>ENGLISH Economics</i>	<i>ENGLISH Multidisciplinary</i>	<i>SPANISH Business Education</i>	<i>SPANISH Finance Accounting & Economics</i>
10:00 AM	<i>ENGLISH Multidisciplinary</i>	<i>ENGLISH Finance</i>	<i>ENGLISH Accounting</i>	<i>SPANISH Management</i>	<i>SPANISH Finance Accounting & Economics</i>
1:00 PM	<i>ENGLISH Management & Ethics</i>	<i>ENGLISH Finance & Economics</i>	<i>ENGLISH Finance & Economics</i>	<i>SPANISH Business Education & Accreditation</i>	<i>SPANISH Management</i>
3:00 PM	<i>ENGLISH Management</i>	<i>ENGLISH Economics</i>	<i>ENGLISH Business Education</i>	<i>SPANISH Management</i>	<i>SPANISH Multidisciplinary</i>
TUESDAY					
8:00 AM	<i>ENGLISH Tourism & Sustainability</i>	<i>ENGLISH Finance</i>	<i>ENGLISH International Trade</i>	<i>SPANISH Management & Entrepreneurship</i>	<i>SPANISH Finance & Economics</i>
10:00 AM	<i>ENGLISH Marketing</i>	<i>ENGLISH Finance & Accounting</i>	<i>ENGLISH Multidisciplinary</i>	<i>SPANISH Multidisciplinary</i>	<i>SPANISH Multidisciplinary</i>
2:00 PM	<i>ENGLISH Management</i>	<i>ENGLISH Finance & Economics</i>	<i>ENGLISH Accounting</i>	<i>ENGLISH Marketing</i>	<i>SPANISH Management & Business Education</i>
4:00 PM	<i>ENGLISH Ethics and Business Law</i>	<i>ENGLISH Finance & Accounting</i>	<i>ENGLISH Agribusiness & Economics</i>	<i>ENGLISH Marketing</i>	<i>SPANISH Multidisciplinary</i>
WEDNESDAY					
8:00 AM	<i>ENGLISH Management & Marketing</i>	<i>ENGLISH Finance</i>	<i>ENGLISH Multidisciplinary</i>	<i>SPANISH Finance & Management</i>	<i>SPANISH Education & Marketing</i>
10:00 AM	<i>ENGLISH Management</i>	<i>ENGLISH Accounting & Economics</i>	<i>ENGLISH Marketing</i>	<i>SPANISH Management & International Trade</i>	<i>SPANISH Management & Education</i>
3:00 PM		<i>ENGLISH Issues in Publishing Research</i>			

Presentation Equipment

The conference rooms will each be equipped with an LCD projector, computer and screen. The computers are equipped with Windows Vista or Windows 7. The computers will also have Microsoft Office 2007 or Microsoft Office 2010 installed. One document camera (Elmo) for presenting plain paper documents and most transparencies is available on advanced reservation on a first come first served basis. Please bring your pin drive with data for use with our equipment. In addition, you may connect your computer to the system to display the screen if you so choose. Use of our equipment with your equipment and files is at your own risk. Meeting rooms will **not** be equipped with internet access.

Equipo para Presentación

Las salas de sesiones estarán equipadas con computadora, y un proyector LCD “video beam.” Al utilizar nuestro LCD proyector con su computadora, usted asume todo riesgo de daño a su equipo o archivo o a nuestro equipo. Las salas sesiones **no** estarán equipadas con conexión a internet. Usted solo necesitar traer su Pin Drive (flash drive) con su presentación en PowerPoint.

Paper Sessions

Internet Sessions

The internet sessions take place continuously throughout the conference. To review the presentations online please visit our website at: www.theIBFR.com/internet.htm. You may also view the presentations in the binders located in the registration area. Please take a moment to review the papers and to provide feedback to the authors. Forms are available in the internet session binders.

CONTINUOUS	INTERNET SESSION ROOM: EL DORADO BALLROOM	
SESSION TRACK	ACCOUNTING	
SESSION CHAIR	Terrance Jalbert, The IBFR	
	ENGLISH	<p><i>EPS from the Perspective of Comprehensive Income: Empirical Evidence for Spanish Companies in Times of Crises (2004-2008)</i> Francisco Sousa Fernández, University of Cantabria-Spain María Mercedes Carro Arana, University of Cantabria-Spain</p> <p><i>The Costs of Inventory Reserves Inherent in LIFO</i> Peter Harris, New York Institute of Technology Leslie Bobb, New York Institute of Technology Kevin O’Sullivan, New York Institute of Technology</p> <p><i>Evaluation of EVA Effect Comparing to CFO and EPS on MV of Listed Companies on TSE</i> Zahra Lashgari, Islamic Azad University- Central Tehran Branch Akbar Javadian Kootanaee, Central Tehran Branch</p> <p><i>Preserving the Past: An Accountability Study of the Annual Reporting Practices by Leading Museums in USA and Europe</i> Rory Diver, University of Waikato Howard Davey, University of Waikato</p>

CONTINUOUS	INTERNET SESSION ROOM: EL DORADO BALLROOM	
SESSION TRACK	ACCOUNTING	
SESSION CHAIR	Terrance Jalbert, The IBFR	
	ENGLISH	<p><i>US Adoption of IFRS May Help to Jumpstart the US Economy</i> Anne B. Fosbre, Georgian Court University Paul B. Fosbre, New Jersey City University Ellen Kraft, Richard Stockton College of New Jersey</p> <p><i>KPIs in New Zealand Universities - stakeholders’ Perspectives</i> Linda Harold, University of Otago Howard Davey, University of Waikato</p> <p><i>Taxation of Capital Income in the Czech Republic</i> Karel Brychta, Brno University of Technology Pavel Svirak, Brno University of Technology</p> <p><i>The Influence of Ultimate Ownership to Earnings Management: Evidence from Indonesia</i> I. Putu Sugiarta Sanjaya, Atma Jaya Yogyakarta University</p>

CONTINUOUS		INTERNET SESSION ROOM: EL DORADO BALLROOM
SESSION TRACK		ECONOMICS AND ACCOUNTING
SESSION CHAIR		Terrance Jalbert, The IBFR
	ENGLISH	<p><i>Reflecting on the Fair Value Under IFRS for SMEs: Challenges and Perspectives</i> Ionica Holban (Oncioiu), Alexandru Ioan Cuza University of Iasi and Academy of Economics Studies from Bucharest Florin-Razvan Oncioiu, University of Agronomic Sciences and Veterinary Medicine of Bucharest - Romania Laura Sarac Aldea, Academy of Economics Studies from Bucharest</p> <p><i>Stock Market, Tax Revenue and Economic Growth: A Case-Study of Developing Asia</i> Roshaliza Taha, Monash University Sisira R.N. Colombage, Monash University Svetlana Maslyuk, Monash University</p> <p><i>Determinants of Mining Investment in Zimbabwe</i> Lyman Mlambo, University of Zimbabwe</p> <p><i>Remittances and Retirement Pension in Peru</i> Jorge Torres-Zorrilla, Pontificia Universidad Católica del Perú</p>

CONTINUOUS		INTERNET SESSION ROOM: EL DORADO BALLROOM
SESSION TRACK		FINANCE AND ECONOMICS
SESSION CHAIR		Terrance Jalbert, The IBFR
	ENGLISH	<p><i>Analysis of United States Economic Equilibrium: A Dynamic Approach from the Mundell-Fleming Model Perspective</i> Alin Opreana, Lucian Blaga University of Sibiu</p> <p><i>The Rate of Change Econometric Analysis of the Decision to Conclude a Cooperation Agreement after a Commercial Negotiation</i> Gheorghe Basanu, The Academy of Economic Studies, Bucharest Ustinia Rachita, Hyperion University Bucharest Iamandi Gheorghe Bucur, The Academy of Economic Studies, Bucharest</p> <p><i>Relation between Cash Flow Insolvency and Balance Sheet Insolvency</i> Priit Manavald, University of Tartu</p> <p><i>An Application of Panel Data to Manufacturing Subsectors in Mexico</i> Lourdes Alicia Gonzalez Torres, Universidad Autónoma del Estado De Baja California Juan Manuel Ocegueda Hernandez, Universidad Autónoma del Estado de Baja California Manuel Alejandro Ibarra Cisneros, Universidad Autónoma del Estado De Baja California</p> <p><i>The Performance of Investment Funds in Croatian Capital Market</i> Elvis Mujacevic, University of Rijeka Ana Vizjak, University of Rijeka Dolores Matijevec, University of Rijeka</p>

CONTINUOUS		INTERNET SESSION ROOM: EL DORADO BALLROOM
SESSION TRACK		FINANCE
SESSION CHAIR		Terrance Jalbert, The IBFR
	ENGLISH	<p><i>Echo Artmap: Context Sensitivity With Neural Networks In Financial Decision-Making</i> Charles Wong, Boston University Massimiliano Versace, Boston University</p> <p><i>Comparative Analysis of Multilateral Development Banks Investments</i> Elvis Mujacevic, University of Rijeka Ana Vizjak, University of Rijeka Andrea Matak, University of Rijeka</p> <p><i>Application of Data Envelopment Approach (DEA) to Test Banking Efficiency</i> Namita Rajput, University of Delhi</p> <p><i>Mean-Reversion of Net Profitability among Polish Public Companies</i> Jacek Welc, Wroclaw University of Economics / WNP Consulting Group</p>

CONTINUOUS		INTERNET SESSION ROOM: EL DORADO BALLROOM
SESSION TRACK		FINANCE
SESSION CHAIR		Terrance Jalbert, The IBFR
	ENGLISH	<p><i>Financing Tourism in Latin America and Caribbean - The Role of International Finance Corporation</i> Elvis Mujacevic, University of Rijeka Ana Vizjak, University of Rijeka Andrea Cindric, University of Rijeka</p> <p><i>Choosing Financial Key Performance Indicators: the Airline Industry Case</i> Ganna Demydyuk, Lorange Institute of Zurich</p> <p><i>Foreign Direct Investment Behavior: Problemistic or Slack Search</i> Szu-Hsien Lin, National Chung Cheng University & Transworld Institute of Technology You-Jie Chen, National Chung Cheng University & Transworld Institute of Technology Ai-Chi Hsu, National Yunlin University of Science and Technology</p> <p><i>Board and Firm Performance: Evidence from Taiwan</i> Chang-Jui Lin, National Open University</p>

CONTINUOUS	INTERNET SESSION ROOM: EL DORADO BALLROOM	
SESSION TRACK	FINANCE	
SESSION CHAIR	Terrance Jalbert, The IBFR	
	ENGLISH	<p><i>Behavioral Modeling of Time, Trend and Trading of FII in Indian Equity Market</i> Santosh Kumar, Amity University Raju G., Galgotias College of Engineering and Technology Japnit Walia, Amity University Tavishi, Amity University</p> <p><i>The Impact of Global Crisis on Loan System</i> Ionica Holban (Oncioiu), Alexandru Ioan Cuza University of Iasi and Academy of Economics Studies from Bucharest Ani Viorica Timofticiuc (Merla), University of Agronomic Sciences and Veterinary Medicine of Bucharest</p> <p><i>The Current Context's Influence in Exercing the Financial Control and Internal Audit in Romania</i> Petronella Matei Neacsu, The Bucharest Academy of Economic Studies Cristina Bolcas, The Academy of Economic Studies, Bucharest</p> <p><i>Re-Thinking Financial Neural Network Studies: Seven Cardinal Confounds</i> Charles Wong, Boston University Massimiliano Versace, Boston University</p>

CONTINUOUS	INTERNET SESSION ROOM: EL DORADO BALLROOM	
SESSION TRACK	MANAGEMENT	
SESSION CHAIR	Terrance Jalbert, The IBFR	
	ENGLISH	<p><i>An Empirical Investigation of the Dimensions of Organizational Climate in Indian Organizations</i> Shweta, BPS Women University Umesh Kumar, Indian Institute of Technology Sunita Siwach, Harvard Law School</p> <p><i>Communities of Practice: Improving Knowledge Management in Business</i> Juan Carlos Alicea Rivera, Universidad de Puerto Rico</p> <p><i>Innovation - A Way of Increasing Small and Medium-Sized Tourism Enterprises Competitiveness</i> Ionica Holban (Oncioiu), Alexandru Ioan Cuza University of Iasi and Academy of Economics Studies from Bucharest Dan Balamaci, The Free International University of Moldova Oana Ion Bocanete, The Free International University of Moldova</p> <p><i>Intelligent Capital Linkage to Human Factors Risk Management</i> Elvira Nica, The Academy of Economic Studies, Bucharest</p>

CONTINUOUS		INTERNET SESSION ROOM: EL DORADO BALLROOM
SESSION TRACK		MANAGEMENT
SESSION CHAIR		Terrance Jalbert, The IBFR
	ENGLISH	<p><i>Stakeholder Perception of Corporate Social Responsibility - CSR Reporting and Organizational Age Matter</i> Petra Dilling, New York Institute of Technology</p> <p><i>A Log Linear Analysis of Factors Affecting Performance of European Manufacturing SMEs: A Cross-Country Empirical Study</i> Christina C. Beneki, Technological Educational Institute of Ionian Islands Avraam Papastathopoulos, Technological Educational Institute of Ionian Islands</p> <p><i>Decision Adaption Management in the Current Economic Crisis Context</i> Ion Verboncu, The Academy of Economic Studies, Bucharest Cristina Bolcas, The Academy of Economic Studies, Bucharest Petronella Matei Neacsu, The Bucharest Academy of Economic Studies Florica Badea, The Bucharest Academy of Economic Studies</p> <p><i>Comprehensive Business Development Strategy for Unorganized Retail Sector to Compete with Multi-National Organized Retail Sector: A Case Study of the Millennium City of India-Gurgaon</i> Aayush Srivastava, National Law University Sangamitra Sankaraiah, Amity University Varun Singal, National Law University</p>

CONTINUOUS		INTERNET SESSION ROOM: EL DORADO BALLROOM
SESSION TRACK		MARKETING AND TOURISM
SESSION CHAIR		Terrance Jalbert, The IBFR
	ENGLISH	<p><i>An Innovative Statistical Approach to Identify and Measure Cannibalization in Multi-Brand Strategies</i> Vikas Singh, Indian Institute of Management Calcutta (IIM-C)</p> <p><i>The Impact of Non-Information-System Features on Online Consumers' Repurchase Intention</i> Chun-Chun Lin, Far East University</p> <p><i>The Brand Image of a Small Island Destination: Case of Mauritius</i> Perunjodi Naidoo, University of Technology, Mauritius Prabha Ramseook-Munhurrun, University of Technology, Mauritius</p> <p><i>The Concept of Sustainable Tourism: A New Perspective</i> Ionica Holban (Oncioiu), Alexandru Ioan Cuza University of Iasi and Academy of Economics Studies from Bucharest Matei Agathon Dan, Tomis University of Constanta Elisabeta Trasca, Tomis University of Constanta</p>

CONTINUOUS	INTERNET SESSION ROOM: EL DORADO BALLROOM	
SESSION TRACK	MULTIDISCIPLINARY	
SESSION CHAIR	Terrance Jalbert, The IBFR	
	ENGLISH	<p><i>Spam between Law and Reality</i> Taoufik Bouraoui, ESC Rennes School of Business</p> <p><i>Towards Building an Information Society in Albania</i> Kozeta Sevrani, University of Tirana, Albania Klodiana Gorica, University of Tirana, Albania Ermelinda Kordha, University of Vlora</p> <p><i>E-Business - The Major Factors For Advanced Competitive In Romanian Travel Agencies</i> Ionica Holban (Oncioiu), Alexandru Ioan Cuza University of Iasi and Academy of Economics Studies from Bucharest Daniela Nenciu, Dimitrie Cantemir Christian University Sorin Chirita, University of Agronomic Sciences and Veterinary Medicine of Bucharest -Romania Adrian Craciun, University of Agronomic Sciences and Veterinary Medicine of Bucharest - Romania</p> <p><i>Residents' Attitudes toward Perceived Tourism Benefits</i> Prabha Ramseook-Munhurrun, University of Technology, Mauritius Perunjodi Naidoo, University of Technology, Mauritius</p>

CONTINUOUS	INTERNET SESSION ROOM: EL DORADO BALLROOM	
SESSION TRACK	BUSINESS EDUCATION AND MANAGEMENT	
SESSION CHAIR	Terrance Jalbert, The IBFR	
	ENGLISH	<p><i>Strive to Prevent Plagiarism but Be Ready to Detect It</i> Levon R Hayrapetyan, Houston Baptist University</p> <p><i>Everyone Wants Flexible Scheduling! No, Almost Everyone</i> Mary Hardenbergh Kelly, Texas A&M University-Central Texas Margaret M. Britt, Mount Vernon Nazarene University Thomas G. Hardenbergh, University of Michigan</p> <p><i>Skills Needed in the 21st Century Workplace: A Comparison of The Results of Feedback from Undergraduate Business Alumni and Employers with A National Study</i> Diane M. Holtzman, Richard Stockton College of New Jersey Ellen Kraft, Richard Stockton College of New Jersey</p> <p><i>Social Representation of Workers and Company Group in an Employee Handbook</i> Gorete Marques, Polytechnic Institute of Leiria</p> <p><i>Cross-cultural Differences in Self-reported Perceptions of Ethical Dilemmas</i> Verónica García, St Mary's University Jason Comptom, St Mary's University Rafael Morás, St Mary's University Gopalakrishnan Easwaran, St Mary's University Rogelio Escamilla, Universidad Regiomontana Angel Machorro Rodríguez, Instituto Tecnológico de Orizaba/Secretaria de Educacion Publica Gabriela Cabrera Zepeda, Instituto Tecnológico de Orizaba</p>

CONTINUOUS		INTERNET SESSION ROOM: EL DORADO BALLROOM
SESSION TRACK		MULTIDISCIPLINARY
SESSION CHAIR		Terrance Jalbert, The IBFR
	ENGLISH	<p><i>The Algorithm of Promoting the Romanian Change Management Reengineering Case-Study Based on Cross Sectional Data</i> Elvira Nica, The Academy of Economic Studies, Bucharest Gheorghe Popescu, Dimitrie Cantemir University, Bucharest Viorel Lefter, The Academy of Economic Studies, Bucharest</p> <p><i>Do Management Systems relate to Quality Systems?: A Qualitative Study</i> M. Thurlbeck, University of Sunderland Peter Smith, University of Sunderland V. Kinnaird, University of Sunderland</p> <p><i>Predicting Innovation Activity in European Manufacturing SMES: A Multi-Country Empirical Study</i> Christina C. Beneki, Technological Educational Institute of Ionian Islands Avraam Papastathopoulos, Technological Educational Institute of Ionian Islands</p> <p><i>Management Structure Operate Military Organization under the Impact of European Requirements</i> Ionica Holban (Oncioiu), Alexandru Ioan Cuza University of Iasi and Academy of Economics Studies from Bucharest Nelu Mocanu, The Free International University of Moldova</p>

CONTINUOUS		INTERNET SESSION ROOM: EL DORADO BALLROOM
SESSION TRACK		FINANCE AND ACCOUNTING
SESSION CHAIR		Terrance Jalbert, The IBFR
	ENGLISH	<p><i>Economic Growth and Redistribution: An Update from the Dynamic Games</i> James Robert E. Sampi Bravo, University Católica Saint Toribio of Mogrovejo (USAT)</p> <p><i>ICT as a Business Partner in Ghana</i> Kwabena Obiri-Yeboah, University of Science and Technology (KNUST)</p> <p><i>Market Quality of Dealer versus Hybrid Markets for Illiquid Securities: New Evidence from the FTSE Aim Index</i> Andros Gregoriou, Bournemouth University</p>

CONTINUOUS		INTERNET SESSION ROOM: EL DORADO BALLROOM
SESSION TRACK		ACCOUNTING AND ECONOMICS
SESSION CHAIR		Mercedes Jalbert, The IBFR
	SPANISH	<p><i>Normatividad de la Contabilidad Ambiental para Aplicarla en las PYMEs: Caso Lavadoras de Mezquilla Localizadas en Tehuacán, Puebla México</i> Maria Antonieta Monserrat Vera Muñoz, Benemerita Universidad Autonoma de Puebla Gerardo Vera Muñoz, Benemerita Universidad Autonoma de Puebla</p> <p><i>La Relación Entre la Tasa de Crecimiento de un País, las Exportaciones y la Elasticidad Ingreso de la Demanda por Importaciones</i> Lourdes Alicia Gonzalez Torres, Universidad Autónoma del Estado De Baja California Juan Manuel Ocegueda Hernandez, Universidad Autónoma del Estado de Baja California-Campus Mexicali Manuel Alejandro Ibarra Cisneros, Universidad Autónoma del Estado De Baja California</p> <p><i>Reactivación de la Pesca de Altura Como Actividad Económica de las Sociedades Cooperativas de Ciudad del Carmen Campeche</i> Carmela Montiel, Universidad Autónoma del Carmen Agustin Perez Ramirez, Universidad Autónoma del Carmen</p> <p><i>Impacto en la Economía Familiar del Uso Eficiente de Energía: El Caso del Programa Ahorro Sistemático Integral en Mexicali Baja California, México</i> Jose Alejandro Suastegui Macias, Universidad Autónoma del Estado de Baja California Carlos Perez Tello, Universidad Autónoma del Estado de Baja California Cruz Elda Macias Teran, Universidad Autónoma del Estado de Baja California Leonel Rosiles Lopez, Universidad Autónoma del Estado de Baja California</p>

CONTINUOUS		INTERNET SESSION ROOM: EL DORADO BALLROOM
SESSION TRACK		BUSINESS EDUCATION AND ACCREDITATION
SESSION CHAIR		Mercedes Jalbert, The IBFR
	SPANISH	<p><i>Implementación de un Programa de Gestión de Resultados en el Posgrado de Maestría en Administración de la Facultad de Ciencias Administrativas</i> Martin Montano, Universidad Autónoma del Estado de Baja California Karla Emilia Cervantes Collado, Universidad Autónoma del Estado de Baja California Manuel Alejandro Ibarra Cisneros, Universidad Autónoma del Estado De Baja California Martha E. Verdugo Saldivar, Universidad Autónoma del Estado de Baja California</p> <p><i>La Motivación de los Estudiantes Universitarios. Especial Referencia a la Enseñanza Práctica</i> Guzman Antonio Muñoz Fernandez, Universidad de Córdoba-España Pablo Rodriguez Gutierrez, Universidad de Córdoba-España</p> <p><i>Evaluación del Clima Escolar de la Carrera de Logística del Instituto Tecnológico de Mexicali</i> Jose Antonio Camaño Quevedo, Instituto Tecnológico de Mexicali Jesus Francisco Gutierrez Ocampo, Instituto Tecnológico de Mexicali Cesar Sanchez Ocampo, Universidad Autonoma de Baja California Blanca Rosa Garcia Rivera, Universidad Autónoma del Estado de Baja California</p> <p><i>La Percepción del Trabajo Docente a Través de un Programa de Estímulos Académicos en el Nivel Superior</i> Joaquin Vasquez Garcia, Universidad Autonoma del Estado de Baja California Oscar Reyes Sanchez, Universidad Autonoma de Baja California</p>

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SESSION TRACK	MULTIDISCIPLINARY	
SESSION CHAIR	Mercedes Jalbert, The IBFR	
	SPANISH	<p><i>Cuidado al Medio Ambiente y Campañas Ecológicas, Un Proceso de Enseñanza Aprendizaje</i> Lucila Paez Tirado, Universidad Autónoma de Baja California Ernesto Alonso Perez Maldonado, Universidad Autonoma de Baja California Rafael Cruz Casanova, Instituto Tecnológico de Mexicali Gloria Alicia Nieves Bernal, Universidad Autonoma de Baja California</p> <p><i>Obligación de Difusión de Información Relevante -Breves Notas Sobre el Cuadro Normativo Español</i> Marisa Catarina da Conceicao Dinis, Polytechnic Institute of Leiria</p> <p><i>Recopilatorio de las Teorías de Comercio Internacional</i> Luna Maria Santos Roldan, Universidad de Córdoba-España Sandra Sanchez Cañizares, Universidad de Córdoba-España Fernando J. Fuentes Garcia, Universidad de Córdoba-España</p>

CONTINUOUS	INTERNET SESSION ROOM: EL DORADO BALLROOM	
SESSION TRACK	MULTIDISCIPLINARY	
SESSION CHAIR	Mercedes Jalbert, The IBFR	
	SPANISH	<p><i>Análisis de la Percepción Sobre las Relaciones de Pareja Como un Detonante del Bajo Rendimiento Académico y Posible Causa de Deserción en los Alumnos de la Carrera de Administración de la FCAT</i> Alfredo Salvador Cardenas Villalpando, Universidad de Colima Victor Aparicio Rosas, Universidad de Colima Jesus Martin Santos Virgen, Universidad de Colima Oscar Mares Bañuelos, Universidad de Colima Porfirio Rodriguez Espinoza, Universidad de Colima</p> <p><i>El Proceso Semiótico-Discursivo En La (Re)Construcción de Marca Chile en el Bicentenario: Un Discurso Para La Cohesión Social</i> Manuel Alejandro Pinto Grunfeld, Universidad Mayor Carminda Silvestre, Polytechnic Institute of Leiria</p> <p><i>Reestructuración Administrativa de una Empresa Comercializadora Aplicando Herramientas de Control</i> Ariadna Ventura Juarez, Instituto Tecnológico de Orizaba Antonio Ramirez Zepeda, Instituto Tecnológico de Orizaba</p> <p><i>Simuladores: Una Herramienta para un Aprendizaje Efectivo en las Areas Económico-Administrativas</i> Sosima Carrillo, Universidad Autónoma del Estado de Baja California Ana Cecilia Bustamante Valenzuela, Universidad Autónoma del Estado De Baja California Adelaida Figueroa Villanueva, Universidad Autónoma del Estado del Baja California Ricardo Ching Wesman, Universidad Autónoma del Estado del Baja California</p>

CONTINUOUS	INTERNET SESSION ROOM: EL DORADO BALLROOM	
SESSION TRACK	MANAGEMENT	
SESSION CHAIR	Mercedes Jalbert, The IBFR	
	SPANISH	<p><i>La Planeación Estratégica en las Clínicas Odontológicas de Mexicali, Baja California, México</i> Alda Graciela Olivas Ugalde, Universidad Autónoma del Estado de Baja California Cruz Elda Macías Teran, Universidad Autónoma del Estado de Baja California Leonel Rosiles Lopez, Universidad Autónoma del Estado de Baja California Jessica Lizbeth Cisneros Martínez, Universidad Autónoma del Estado de Baja California</p> <p><i>¿Es el Downsizing un Factor de Impacto Sobre los Comportamientos Innovadores, el Compromiso Organizacional y Las Capacidades de Aprendizaje de los Trabajadores de una Empresa de Alimentos en Mexico?</i> Blanca Rosa García Rivera, Universidad Autónoma del Estado de Baja California Ignacio Alejandro Mendoza Martínez, Universidad La Salle Lizbeth Magdalena Puerta Sierra, Universidad Autónoma del Estado de Baja California</p> <p><i>Elaboración de un Plan Estratégico y su Implementación a Través del Cuadro de Mando Integral</i> Mariana Leticia Perdomo Buendía, Instituto Tecnológico de Orizaba Fernando Aguirre Hernández, Instituto Tecnológico de Orizaba Víctor Ricardo Castillo Intriago, Instituto Tecnológico de Orizaba</p> <p><i>La Responsabilidad Social Organizativa: Stakeholders Futuros Directivos</i> María Dolores Sánchez Fernández, Universidad de A Coruña</p>

CONTINUOUS	INTERNET SESSION ROOM: EL DORADO BALLROOM	
SESSION TRACK	MANAGEMENT	
SESSION CHAIR	Mercedes Jalbert, The IBFR	
	SPANISH	<p><i>Identificación de Áreas de Oportunidad en una Empresa Siderúrgica, para Generar Ventajas Competitivas</i> Elizabeth Porras Osorio, Instituto Tecnológico de Orizaba María Cristina Sánchez Romero, Instituto Tecnológico de Orizaba Ángel Machorro Rodríguez, Instituto Tecnológico de Orizaba Juan Carlos Martínez Ramírez, Instituto Tecnológico de Orizaba</p> <p><i>Las Tecnologías de la Información y la Comunicación Para Vincular Estudiantes con el Sector Productivo</i> Claudia Viviana Álvarez Vega, Universidad Autónoma del Estado de Baja California María Belén Murillo Pedraza, Universidad Autónoma del Estado de Baja California Gloria Alicia Nieves Bernal, Universidad Autónoma del Estado de Baja California Ernesto Alonso Pérez Maldonado, Universidad Autónoma del Estado de Baja California Karla Emilia Cervantes Collado, Universidad Autónoma del Estado de Baja California</p> <p><i>Los Retos de las Empresas Familiares Ante su Continuidad: Caso Tehuacán</i> Hilario Díaz Guzmán, Universidad Popular Autónoma del Estado de Puebla Miguel Ángel Corona J., Univ. Popular Autónoma del Estado de Puebla/Univ. Iberoamericana Yesica Mayett M., Universidad Popular Autónoma del Estado de Puebla</p> <p><i>Análisis del Contrato de Fideicomiso en Relación con la Fracción V del Artículo 14 del Código Fiscal de la Federación</i> Gilberto Enrique Bustamante Valenzuela, Universidad Autónoma del Estado de Baja California Ana Cecilia Bustamante Valenzuela, Universidad Autónoma del Estado de Baja California Adelaida Figueroa Villanueva, Universidad Autónoma del Estado de Baja California Sosima Carrillo, Universidad Autónoma del Estado de Baja California Santiago Pérez Alcalá, Universidad Autónoma del Estado de Baja California</p>

CONTINUOUS		INTERNET SESSION ROOM: EL DORADO BALLROOM
SESSION TRACK		MANAGEMENT
SESSION CHAIR		Mercedes Jalbert, The IBFR
	SPANISH	<p><i>La Eficiencia Terminal y su Relación con Preparatorias de Procedencias</i> Sandra Julieta Saldivar Gonzalez, Universidad del Estado de Baja California Sosima Carrillo, Universidad Autónoma del Estado de Baja California Ricardo Ching Wesman, Universidad Autónoma del Estado del Baja California</p> <p><i>Aplicación De Una Metodología De Administracion Del Conocimiento Para Mejorar La Transmisión De Conocimientos Útiles En La Administracion De Una Institución De Educación Superior (IES)</i> Elizabeth Porras Osorio, Instituto Tecnológico de Orizaba Angel Machorro Rodríguez, Instituto Tecnológico de Orizaba</p> <p><i>Desafíos de la Gestión del Programa de Maestría en Administración Desde la Perspectiva del Modelo de Competencias Sociales</i> Karla Emilia Cervantes Collado, Universidad Autónoma del Estado de Baja California Claudia Viviana Alvarez Vega, Universidad Autónoma del Estado de Baja California Tomas Cervantes Collado, Universidad Autónoma del Estado de Baja California Nicolasa Valenciana Moreno, Universidad Autónoma del Estado de Baja California</p> <p><i>Los Códigos de Conducta de las Multinacionales Como Instrumento Regulador de las Relaciones Laborales en las Redes de Empresas</i> Ana Isabel Lambelho Costa, ESTG - Instituto Politécnico de Leiria</p>

CONTINUOUS		INTERNET SESSION ROOM: EL DORADO BALLROOM
SESSION TRACK		FINANCE AND INTERNATIONAL TRADE
SESSION CHAIR		Mercedes Jalbert, The IBFR
	SPANISH	<p><i>Análisis de la Ventaja Competitiva con el Modelo de Michael Porter para Determinar Si las Condiciones de los Factores (Recursos Humanos, Físicos, de Capital y Conocimiento) Influyen en la Competitividad de Las Comercializadoras de Autos Usados en Mexicali</i> Cesar Sanchez Ocampo, Universidad Autonoma del Estado de Baja California Blanca Rosa Garcia Rivera, Universidad Autónoma del Estado de Baja California Santiago Perez Alcala, Universidad Autónoma del Estado De Baja California</p> <p><i>El Patrimonio Inmobiliario de los Mayores Como Complemento al Sistema de Pensiones</i> Guzman Antonio Muñoz Fernandez, Universidad de Córdoba-España Luna Maria Santos Roldan, Universidad de Córdoba-España</p> <p><i>La Previa Tenencia de Experiencia Empresariales el Comercio Exterior</i> Luna Maria Santos Roldan, Universidad de Córdoba-España Fernando J. Fuentes Garcia, Universidad de Córdoba-España Sandra Sanchez Cañizares, Universidad de Córdoba-España</p>

CONTINUOUS	INTERNET SESSION ROOM: EL DORADO BALLROOM	
SESSION TRACK	FINANCE AND INTERNATIONAL TRADE	
SESSION CHAIR	Mercedes Jalbert, The IBFR	
	SPANISH	<p><i>Impacto del Impuesto Empresarial a Tasa Unica en la Industria de la Construccion de Baja California al No Considerar Deducibles las Prestacones Salariales</i> Miguel Angel Araujo Gamez, Universidad Autónoma del Estado de Baja California Loreto Maria Bravo Zanguera, Universidad Autónoma del Estado de Baja California Leonel Rosiles Lopez, Universidad Autónoma del Estado de Baja California Cruz Elda Macias Teran, Universidad Autónoma del Estado de Baja California</p> <p><i>Tamaño Empresarial y Desarrollo Exportador</i> Luna Maria Santos Roldan, Universidad de Córdoba-España Guzman Antonio Muñoz Fernandez, Universidad de Córdoba-España Julia Nuñez Tabales, Universidad de Córdoba-España</p> <p><i>La Innovación y las Corporaciones Multinacionales en México</i> Olga L. Gutierrez Gutierrez, Universidad Autónoma del Estado de Baja California Maria del Carmen Alcalá Alvarez, Universidad Autónoma del Estado de Baja California Jorge Carrillo, COLEF</p> <p><i>Simulador Fiscal, una Herramienta en el Proceso de Aprendizaje</i> Claudia Viviana Alvarez Vega, Universidad Autónoma del Estado de Baja California Maria Belen Murillo Pedraza, Universidad Autónoma del Estado de Baja California Gloria Alicia Nieves Bernal, Universidad Autónoma del Estado de Baja California Ernesto Alonso Perez Maldonado, Universidad Autónoma del Estado de Baja California</p>

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SESSION TRACK	MULTIDISCIPLINARY	
SESSION CHAIR	Mercedes Jalbert, The IBFR	
	SPANISH	<p><i>El Comercio Electronico y el Registro Telemático Español</i> Francisco Javier Orduña Moreno, Universidad de Valencia Raquel Guillen Catalan, Universidad de Valencia</p> <p><i>La Trayectoria y Situación Laboral de los Egresados de la Maestría en Contaduría de la Facultad de Ciencias Administrativas de la Universidad Autónoma de Baja California, México</i> Cruz Elda Macias Teran, Universidad Autónoma del Estado de Baja California Leonel Rosiles Lopez, Universidad Autónoma del Estado de Baja California Lourdes Alicia Gonzalez Torres, Universidad Autónoma del Estado de Baja California Manuel Alejandro Ibarra Cisneros, Universidad Autónoma del Estado De Baja California Santiago Perez Alcalá, Universidad Autónoma del Estado De Baja California Alda Graciela Olivas Ugalde, Universidad Autonoma del Estado de Baja California</p> <p><i>Evaluacion del Clima Escolar de la Carrera de Ingenieria en Energias del Instituto Tecnológico de Mexicali</i> Jesus Francisco Gutierrez Ocampo, Universidad Autonoma del Estado de Baja California Cesar Sanchez Ocampo, Universidad Autonoma de Baja California Blanca Rosa Garcia Rivera, Universidad Autonoma del Estado de Baja California</p> <p><i>Diseño de un Sistema Administrativo Basado en Tecnologías de Información para la Mejora de Procesos Internos y Servicio a Clientes en una Empresa de la Industria Papelera</i> Ana Gabriela Rodriguez Juarez, Instituto Tecnológico de Orizaba Víctor Ricardo Castillo Intriago, Instituto Tecnológico de Orizaba Maria Cristina Sanchez Romero, Instituto Tecnológico de Orizaba Fernando Aguirre Hernandez, Instituto Tecnológico de Orizaba</p>

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SESSION TRACK		MANAGEMENT
SESSION CHAIR		Mercedes Jalbert, The IBFR
	SPANISH	<p><i>La Industria Maquiladora Como Importante Fuente de Empleo en México</i> Leonel Rosiles Lopez, Universidad Autónoma del Estado de Baja California Cruz Elda Macias Teran, Universidad Autónoma del Estado de Baja California Blanca Rosa Garcia Rivera, Universidad Autónoma del Estado de Baja California Santiago Perez Alcala, Universidad Autónoma del Estado De Baja California Francisco Meza Hernandez, Universidad Autónoma del Estado de Baja California</p> <p><i>Planeación Estratégica: El Caso De La Empresa Construcciones Mova S.A.C.V.</i> Rafaela Martinez Mendez, Benemerita Universidad Autonoma de Puebla Gonzalo Bertado Flores, Benemerita Universidad Autonoma de Puebla</p> <p><i>Análisis Estadístico Bivariado de Algunas Variables Consideradas en la Contratación de Servicios Vía Internet por los Habitantes de la Región de Orizaba, Ver. México</i> Victor Ricardo Castillo Intriago, Instituto Tecnológico de Orizaba Maria Cristina Sanchez Romero, Instituto Tecnológico de Orizaba</p> <p><i>Modelo para la Gestión del Conocimiento Tecnológico en Función del Proceso Administrativo</i> Maria Belen Murillo Pedraza, Universidad Autónoma del Estado de Baja California Claudia Viviana Alvarez Vega, Universidad Autónoma del Estado de Baja California Karla Emilia Cervantes Collado, Universidad Autónoma del Estado de Baja California Ernesto Alonso Perez Maldonado, Universidad Autónoma del Estado de Baja California</p>

Onsite Sessions

You are welcome to attend any and all of the onsite sessions.

		MONDAY, JANUARY 3, 2011		
8:00 AM - 9:50 AM		ROOM: Virginia City City I		
SESSION TRACK		MANAGEMENT AND TOURISM		
SESSION CHAIR		Rogério Carlos Traballi, Universidade Paulista - UNIP		
	ENGLISH	<p><i>Rural Tourism and Its Impact On Socio- Economic Condition: A Case Study on Kamarpukur</i> Nilanjan Ray, Meghnad Saha Institute of Technology Dillip Kumar Das, University of Burdwan Partha Pratim Sengupta, National Institute of Technology Sukanya Ghosh, Meghnad Saha Institute of Technology</p> <p><i>Promotion for the Hospitality/Tourism Management Program of HTM Schools: Competitive Advantage Strategy</i> Kristy Aireen G Gallato-Reamillo, Saint Mary’s University Cristina G. Gallato, Universiti Utara Malaysia</p> <p><i>Women Entrepreneurship in Croatia</i> Mihaela Mikic, University of Zagreb</p> <p><i>Saving Paper in Global Market</i> Rogério Carlos Traballi, Universidade Paulista Rosana Tavares Rios G. Arias, Universidade Paulista - UNIP Alana Aiko Nakahara, Universidade Paulista - UNIP Elenice Massaro, Universidade Paulista - UNIP Gleice Silva de Souza, Universidade Paulista - UNIP Juliana Wegener Fernandes, Universidade Paulista - UNIP Leia Ferreira Silva, Universidade Paulista - UNIP Marli Cardoso Santana, Universidade Paulista - UNIP</p>		
9:50 AM - 10:00 AM		SESSION BREAK RECESO SESION		
		MONDAY, JANUARY 3 , 2011		
8:00 AM - 9:50 AM		ROOM: VIRGINIA CITY II		
SESSION TRACK		ECONOMICS		
SESSION CHAIR		Victor Lewis, National University		
	ENGLISH	<p><i>Problems & Prospect of Indian Thermal Power Sector in the Perspective of Depleting Coal Reserve</i> Sukanya Ghosh, Meghnad Saha Institute of Technology Partha Pratim Sengupta, National Institute of Technology Biman Maity, Meghnad Saha Institute of Technology</p> <p><i>Inflation in Market and Bank Based Countries: Do Monetary Credibility, Global and Structural Factors Matter?</i> Denis Wendt, University of Goettingen, Germany</p> <p><i>First-Mover Advantage of U.S. Banks Overseas</i> Claudia Araiza, Southern States University</p> <p><i>Global Production and International Coordination Costs</i> Wanida Ngienthi, Assumption University</p>		
9:50 AM - 10:00 AM		SESSION BREAK RECESO SESION		

MONDAY, JANUARY 3, 2011	
8:00 AM -9:50 AM	ROOM: VIRGINIA CITY III
SESSION TRACK	MULTIDISCIPLINARY
SESSION CHAIR	Susan J. Kowalewski, D'Youville College
	<p><i>Chaos and Complexity in Projects - Lessons from Unsuccessful, Late and Over-budget projects</i> Ashok Kochhar, Aston University</p> <p><i>The Current State of International Financial Reporting</i> Peter Harris, New York Institute of Technology Raja Nag, New York Institute of Technology Steven Shapiro, New York Institute of Technology Katherine Kinkela, New York Institute of Technology</p> <p><i>Preferable Executives' Cognitive Style at Each Stage of Organization Life Cycles</i> Payam Vaseghi, Concordia University Alireza Vaseghi, Mashhad University of Medical Sciences</p> <p><i>Storytelling and Career Narratives in Organizations</i> Susan J. Kowalewski, D'Youville College Lauren Waukau-Villagomez, D'Youville College</p>
9:50 AM - 10:00 AM	SESSION BREAK RECESO SESION

MONDAY, JANUARY 3, 2011	
8:00 AM -9:50 AM	ROOM: CARSON CITY I
SESSION TRACK	BUSINESS EDUCATION
SESSION CHAIR	Sonia Elizabeth Maldonado-Radillo, Universidad Autónoma del Estado de Baja California
	<p><i>La Competencia Informacional Como Sustento para la Investigación y la Difusión Científica Orientada a la Mejora del Desempeño Empresarial</i> Liliana Angelica Guerrero Ramos, Universidad Autónoma de Coahuila Manuel Medina Elizondo, Universidad Autónoma de Coahuila Maria del Carmen Armenteros Acosta, Universidad Autónoma de Coahuila Victor Manuel Molina Morejon, Universidad Autónoma de Coahuila</p> <p><i>El Estudio de Seguimiento de Egresados Como Herramienta para Aportar Evidencias a los Procesos De Acreditación Internacional: Caso Licenciatura en Administración del Centro Universitario de la Costa Sur, Universidad de Guadalajara, Mexico</i> Cristina Zepeda Ibarra, Universidad de Guadalajara Alfredo Castañeda Palomera, Universidad de Guadalajara Cesar Amador Diaz Pelayo, Universidad de Guadalajara Alfredo Tomas Ortega Ojeda, Universidad de Guadalajara</p> <p><i>El Proceso de Acreditación en Programas de Educación Superior: Un Estudio de Caso</i> Erika Olivas Valdez, Centro de Estudios Superiores del Estado de Sonora, Unidad Hermosillo Emma Vanessa Casas Medina, Centro de Estudios Superiores del Estado de Sonora, Unidad Hermosillo</p> <p><i>El Compromiso Organizacional del Personal Administrativo en una Universidad Pública</i> Sonia Elizabeth Maldonado-Radillo, Universidad Autónoma del Estado de Baja California Ana Maria Guillen Jimenez, Universidad Autónoma del Estado de Baja California Rafael Ernesto Carranza Prieto, Universidad Autónoma del Estado de Baja California</p>
9:50 AM - 10:00 AM	SESSION BREAK RECESO SESION

	MONDAY, JANUARY 3, 2011		
8:00 AM - 9:50 AM	ROOM: CARSON CITY II		
SESSION TRACK	FINANCE ACCOUNTING AND ECONOMICS		
SESSION CHAIR	Priscila Ortega Gómez, Universidad Michoacana de San Nicolás de Hidalgo		
	SPANISH	<p><i>La Contabilidad Como Instrumento para Evaluar el Desempeño Ambiental de Empresas Hoteleras: Caso Bahía de Navidad, Jalisco, Mexico</i> Monica Araceli Reyes Rodriguez, Universidad de Guadalajara Sandra Eloina Campos Lopez, Universidad de Guadalajara Martha Sheila Gomez Gonzalez, Universidad de Guadalajara</p> <p><i>La Entrada al Mercado de las Microempresas Informales en México y la Relación con su Expectativa de Vida</i> Jose Gabriel Aguilar Barcelo, Universidad Autónoma de Baja California Natanael Ramírez Angulo, Universidad Autónoma de Baja California Carlos Hernández Campos, Comité de Planeación para el Desarrollo del Estado</p> <p><i>La Hipótesis Débil de Eficiencia en el Mercado Bursátil Español: Uso de Estrategias Activas de Inversión con Datos de Alta Frecuencia</i> Vicente Ruiz Herrán, University of Basque Country Miguel Angel Perez Martinez, Universidad del País Vasco Aitziber Olasolo Sogorb, Universidad del País Vasco/Euskal Herriko Unibertsitatea</p> <p><i>Determinantes para la Atracción y Localización de la Inversión Extranjera Directa en México</i> Priscila Ortega Gómez, Universidad Michoacana de San Nicolás de Hidalgo Jorge Luis Alcaraz Vargas, Universidad Michoacana de San Nicolás de Hidalgo</p>	
9:50 AM - 10:00 AM		SESSION BREAK RECESO SESION	
		MONDAY, JANUARY 3, 2011	
10:00 AM - 11:50 AM		ROOM: VIRGINIA CITY I	
SESSION TRACK	MULTIDISCIPLINARY		
SESSION CHAIR	Shih Yung Chou, University of the Incarnate Word		
	ENGLISH	<p><i>CHSF and English Language: A Competitive Advantage Strategy in the Hospitality/Tourism Industry</i> Cristina G. Gallato, Universiti Utara Malaysia Kristy Aireen G Gallato-Reamillo, Saint Mary's University</p> <p><i>Stakeholders Based Branding: A Colaborative Model for the Development of Brands</i> Sofia Gaio, Fernando Pessoa University - Portugal</p> <p><i>Measuring the Perceptions of Luxury Brands: A Comparison between Finland and the UK</i> Glyn Atwal, ESC Rennes School of Business Douglas Bryson, ESC Rennes School of Business</p> <p><i>Do Online Product Reviews Affect the Reputation of an Online Intermediary and Consumer Loyalty?</i> Shih Yung Chou, University of the Incarnate Word</p>	
11:50 AM - 1:00 PM		SESSION BREAK RECESO SESION	

MONDAY, JANUARY 3, 2011	
10:00 AM - 12:10 PM	ROOM: VIRGINIA CITY II
SESSION TRACK	FINANCE
SESSION CHAIR	Victor Lewis, National University-LaJolla
	<p><i>Information Asymmetry and Executive Incentives: Evidence from the China Stock Market</i> Michael Arthur Firth, Lingnan University, Hong Kong Susanna Man Jin, Lingnan University, Hong Kong Eddie Pong Shiuyan, Sun Yat-Sen University, China Karen Zhang Yuanyuan, Lingnan University, Hong Kong</p> <p><i>The Behavioral Aspect of Mergers & Acquisitions: A Case Study of State Bank of India and State Bank of Indore</i> Md Sahanur Islam, Meghnad Saha Institute of Technology Partha Pratim Sengupta, National Institute of Technology Sukanya Ghosh, Meghnad Saha Institute of Technology Samir Chandra Basu, Meghnad Saha Institute of Technology</p> <p><i>Efficiency and Productivity of Indian Life Insurance Industry after Deregulation</i> Kalyan Chakraborty, Emporia State University Partha Pratim Sengupta, National Institute of Technology Anirban Dutta, NSHM Business School</p> <p><i>Financial Literacy in Remittance-receiving Households</i> Marisol Cen Caamal, Universidad Anahuac Mayab</p> <p><i>After Suffering a Prolonged and Crippling Recession, Will the United States Be Able to Avoid an Economic Crisis That Threatens to Leave a Significant Number of Unemployed American Workers Behind?</i> Victor Lewis, National University-LaJolla James Larson, National University-LaJolla Kenneth D. Kay, National University-LaJolla</p>
11:50 AM - 1:00 PM	SESSION BREAK RECESO SESION
MONDAY, JANUARY 3, 2011	
10:00 AM - 11:50 AM	ROOM: VIRGINIA CITY III
SESSION TRACK	ACCOUNTING
SESSION CHAIR	Donald A. Schwartz, National University
	<p><i>Effect of Mergers on Shareholders Value: Indian Evidence</i> Dakshaben Pratapsinh Chauhan, Saurashtra University Pratapsinh Chauhan, Saurashtra University</p> <p><i>Paradigms for Sustainable Development: Implications of Management Theory</i> Saurav Dutta, University at Albany, SUNY Raef Lawson, Institute of Management Accountants David Marcinko, Skidmore College</p> <p><i>Risks and Opportunities in the Chinese Stock Market</i> Anthony Mounq Yin Chan, Ryerson University</p> <p><i>Student Learning in Online Accounting Programs</i> Donald A. Schwartz, National University</p>
11:50 AM - 1:00 PM	SESSION BREAK RECESO SESION

MONDAY, JANUARY 3, 2011	
10:00 AM - 11:50 AM	ROOM: CARSON CITY I
SESSION TRACK	MANAGEMENT
SESSION CHAIR	Emma Vanessa Casas Medina, Centro De Estudios Superiores del Estado de Sonora
	<p><i>Cultura Organizacional y Organización Que Aprende: Un Análisis Desde la Perspectiva de la Innovación</i> Maria del Carmen Armenteros Acosta, Universidad Autónoma de Coahuila Liliana Angelica Guerrero Ramos, Universidad Autónoma de Coahuila Francisco Gustavo Noyola del Rio, Universidad Autónoma de Coahuila Victor Manuel Molina Morejon, Universidad Autónoma de Coahuila</p> <p><i>EQM: Experience Quality Management: La Administración de Experiencias de Calidad con la Co-Creación de Valor en la Industria Manufacturera Automotriz, en Ciudad Juárez, Chihuahua</i> Francisco Bribiescas Silva, Universidad Autonoma de Ciudad Juarez Ignacio Francisco Romero Magaña, Universidad Autonoma de Ciudad Juarez Francisco Manuel Solorzano Chavira, Universidad Autonoma de Ciudad Juarez</p> <p><i>La Sustentabilidad y el Cumplimiento de Normas, Una Oportunidad para Elevar la Rentabilidad Operativa de las Empresas. El Caso de una Planta De Manufactura Electrónica en Baja California</i> Ernesto Eduardo Nieto Sanchez, Universidad Autónoma del Estado de Baja California Virginia Guadalupe Lopez Torres, Universidad Autónoma del Estado de Baja California Sonia Elizabeth Maldonado-Radillo, Universidad Autónoma del Estado de Baja California</p> <p><i>Analisis de la Importancia del Manejo Eficiente de los Materiales y su Proceso de Ruteo para Elevar el Servicio al Cliente. Caso de Estudio Grupo Copolusa, en Puebla, Puebla</i> Emma Vanessa Casas Medina, Centro De Estudios Superiores del Estado de Sonora Jorge Ramos Hernandez, Universidad Popular Autonoma del Estado de Puebla</p>
11:50 AM - 1:00 PM	SESSION BREAK RECESO SESION
MONDAY, JANUARY 3, 2011	
10:00 AM - 11:50 AM	ROOM: CARSON CITY II
SESSION TRACK	FINANCE AND ECONOMICS
SESSION CHAIR	Cipriano Domingo Coronado Garcia, Universidad Autónoma de Nayarit
	<p><i>Relación Economía y Salud Aplicada al Tratamiento de la Hipertensión Arterial</i> Luis Alcocer Díaz-Barreiro, Universidad Nacional Autónoma de México Liliana Elisa Cueto Aguiar, Universidad Panamericana</p> <p><i>El Comportamiento de la Economía Nayarita 1988-2008</i> Cipriano Domingo Coronado Garcia, Universidad Autónoma de Nayarit Karla Susana Barron Arreola, Universidad Autónoma de Nayarit (UAN) Juan Manuel Ocegueda Hernandez, Universidad Autónoma de Baja California (UABC)</p> <p><i>La Importancia del Timing en la Implementación de Estrategias Activas de Inversión en el Mercado de Futuros Alemán</i> Vicente Ruiz Herrán, University of Basque Country Miguel Angel Perez Martinez, Universidad del País Vasco Aitziber Olasolo Sogorb, Universidad del País Vasco/Euskal Herriko Unibertsitatea</p> <p><i>La Responsabilidad Social Corporativa: Un Análisis de sus Dimensiones en la Industria Azucarera en México</i> Sandra Eloina Campos Lopez, Universidad de Guadalajara Monica Araceli Reyes Rodriguez, Universidad de Guadalajara</p>
11:50 AM - 1:00 PM	SESSION BREAK RECESO SESION

	MONDAY, JANUARY 3, 2011	
1:00 PM - 2:50 PM	ROOM: VIRGINIA CITY I	
SESSION TRACK	MANAGEMENT AND ETHICS	
SESSION CHAIR	Jane Andrew, University of Sydney	
	ENGLISH	<p><i>Initial Public Offering (IPO) Reflection Economy in Brazil after the Crisis of 2009</i> Rogerio Carlos Traballi, Universidade Paulista - UNIP Ieda Kanashiro Makiya, University FCA-UNICAMP Alexandre Cavalcante de Queiroz, Universidade Paulista - UNIP Carlos Roberto Ramos da Silva, Universidade Paulista - UNIP Juliana Duarte Leandro, Universidade Paulista - UNIP</p> <p><i>Japanese Firms Strategic Lag in Africa: Evidence from the Algerian Market</i> Bouyoucef Amine Nadir, Tokyo Institute of Technology Chung Sulin, Tokyo Institute of Technology</p> <p><i>Accounting and Greenhouse Gas Reporting: An Examination of the Carbon Disclosure Project</i> Jane Andrew, University of Sydney Corinne Cortese, University of Wollongong</p>
2:50 PM - 3:00 PM		SESSION BREAK RECESO SESION

	MONDAY, JANUARY 3, 2011	
1:00 PM - 2:50 PM	ROOM: VIRGINIA CITY II	
SESSION TRACK	FINANCE AND ECONOMICS	
SESSION CHAIR	Kangrong Tan, Kurume University	
	ENGLISH	<p><i>Informativeness of Limit Order Books and Order Submission Behaviors of Institutional and Individual Investors in Electronic Continuous Auction Markets</i> Matthew C. Chang, Hsuan Chuang University Jui-Cheng Hung, Chinese Culture University</p> <p><i>Monetary Policy Trade-Offs in a Portfolio Model with Endogenous Asset Supply</i> Stefan Schuder, University of Gottingen</p> <p><i>Are the Downside Higher Order Co-Moments Priced? : Evidence from The French Market</i> Houda Hafsa, IAE AIX EN PROVENCE Dorra Hmaied, University 7 Novembre Carthage</p> <p><i>Estimation of Portfolio Return and the Value at Risk Based Upon a Class of Gaussian Mixture Distribution</i> Kangrong Tan, Kurume University Meifen Chu, Kyushu University</p>
2:50 PM - 3:00 PM		SESSION BREAK RECESO SESION

MONDAY, JANUARY 3, 2011	
1:00 PM -2:50 PM	ROOM: VIRGINIA CITY III
SESSION TRACK	ACCOUNTING AND FINANCE
SESSION CHAIR	Yang Cao, University at Buffalo
	<p><i>Should Last In First Out Inventory Valuation Methods be Eliminated?</i> Peter Harris, New York Institute of Technology</p> <p><i>Would High Leverage Impact Earnings Management? Evidence from US Non-Cash Acquirers?</i> Malek Alsharairi, Durham Business School Aly Salama, Durham Business School</p> <p><i>Finding the Outer Limits of IRS Tax Accounting Discretion: The Kollman Case</i> Deborah K. Jones, Wayne State University Albert D. Spalding, Wayne State University</p> <p><i>An Alternative Way of PIN Estimation</i> Yang Cao, University at Buffalo</p>
2:50 PM - 3:00 PM	SESSION BREAK RECESO SESION
MONDAY, JANUARY 3, 2011	
1:00 PM -2:50 PM	ROOM: CARSON CITY I
SESSION TRACK	BUSINESS EDUCATION AND ACCREDITATION
SESSION CHAIR	Mariana Monserrat Valenzuela Montoya, Universidad Autonoma del Estado de Baja California
	<p><i>Intelligent Objective Analyzer for Research Projects</i> Jesus Miguel Garcia Gorrostieta, University of Sierra Samuel Gonzalez Lopez, Universidad de Sonora Fca. Cecilia Encinas Orozco, University of Sonora Cesar Enrique Rose Gomez, Institute Technologic of Hermosillo</p> <p><i>Diagnóstico de las Inteligencias Múltiples en las Competencias del Modelo Educativo del Programa de la Licenciatura en Administración del Centro Universitario UAEM Amecameca</i> Antonieta Elizabeth Aguirre Aguilar, Centro Universitario UAEM Amecameca Omar Ernesto Terán Varela, Centro Universitario UAEM Amecameca Ranulfo Pérez Garcés, Centro Universitario UAEM Amecameca Nayeli Juárez Montoya, Centro Universitario UAEM Amecameca</p> <p><i>Causas Que Generan la Omisión del Registro de Patentes en Universidades: Un Estudio Cualitativo</i> Alberto Cárdenas Valenzuela, Instituto Tecnológico de Cd. Juárez Irma Leticia Morales González, Instituto Tecnológico de Cd. Juárez Jorge Armando Cárdenas Morales, Instituto Tecnológico de Cd. Juárez Eduardo Macías N., Instituto Tecnológico de Cd. Juárez</p> <p><i>El Impacto de las TIC's Bajo Los Nuevos Ambientes De Aprendizaje</i> Mariana Monserrat Valenzuela Montoya, Universidad Autonoma del Estado de Baja California Blanca Estela Cordova Quijada, Universidad Autonoma del Estado de Baja California Blanca Estela Lopez Lopez, Universidad Autonoma del Estado de Baja California Hilario de la Torre Perez, Universidad Autonoma del Estado de Baja California</p>
2:50 PM - 3:00 PM	SESSION BREAK RECESO SESION

	MONDAY, JANUARY 3, 2011		
1:00 PM - 2:50 PM	ROOM: CARSON CITY II		
SESSION TRACK	MANAGEMENT		
SESSION CHAIR	Yenisey Castro Garcia, Universidad Michoacana de San Nicolás de Hidalgo		
	SPANISH	<p><i>Propuesta para impulsar el turismo al Volcán Pico de Orizaba por la vía: Orizaba Texmalaquilla-Albergue Fausto González Gomar</i> Juan Jorge Galan Garcia, Instituto Tecnológico de Orizaba Alba Marcela Mendoza de Jesús, Instituto Tecnológico de Orizaba Jorge Alberto Galán Montero, Instituto Tecnológico de Orizaba</p> <p><i>Beneficios Fiscales y Financieros de la Copropiedad Para Formalizar Microempresas Competitivas</i> Francisco Meza Hernandez, Universidad Autónoma del Estado de Baja California-Campus Mexicali Santiago Perez Alcala, Universidad Autónoma del Estado de Baja California-Campus Mexicali Leonel Rosiles Lopez, Universidad Autónoma del Estado de Baja California</p> <p><i>La Innovación: Estrategia en la Organización del trabajo</i> Ignacio Gonzalez Sanchez, Instituto Tecnológico y de Estudios Superiores de Monterrey Sandra Lopez Chavarria, Universidad Autónoma de Coahuila</p> <p><i>Eficiencia y Responsabilidad Social Empresarial en el Sector Minero en México: Caso de Cinco Compañías Mineras</i> Katia Beatriz Villafan Vidales, Universidad Michoacana de San Nicolás de Hidalgo Yenisey Castro Garcia, Universidad Michoacana de San Nicolás de Hidalgo Jorge Luis Alcaraz Vargas, Universidad Michoacana de San Nicolás de Hidalgo</p>	
2:50 PM - 3:00 PM		SESSION BREAK RECESO SESION	
		MONDAY, JANUARY 3, 2011	
3:00 PM - 4:50 PM		ROOM: VIRGINIA CITY I	
SESSION TRACK	MANAGEMENT		
SESSION CHAIR	Damian Hanft, University of Wisconsin - Stout & University of Pécs		
	ENGLISH	<p><i>The Moderating Effects of Personality on Relationship between Incentive Motivators and Performance</i> Payam Vaseghi, Concordia University Alireza Vaseghi, Mashhad University of Medical Sciences</p> <p><i>Motivational Characteristic of Job Itself</i> Bommae Kim, Yonsei University Young Woo Sohn, Yonsei University</p> <p><i>Use of Data in Warranty Management</i> Jaiwook Baik, Korea National Open University</p> <p><i>Creating Dynamics in Employee Resource Groups That Foster Organizational Objectives</i> Damian Hanft, University of Wisconsin - Stout & University of Pécs</p>	
		SESSION BREAK RECESO SESION	

	MONDAY, JANUARY 3, 2011		
3:00 PM - 5:20 PM	ROOM: VIRGINIA CITY II		
SESSION TRACK	FINANCE AND ECONOMICS		
SESSION CHAIR	Paul R. Kutasovic, New York Institute of Technology		
	ENGLISH	<p><i>Addressing Africa's Resource Curse: A Critical Analysis of Resource Rents Collected on Africa's Oil Wealth</i> Pieter van der Zwan, North-West University (South Africa)</p> <p><i>Does Economic Nationalism Help Strategic Industries? The European Case</i> Rasto Ovin, University of Maribor Anita Macek, Ferk & Partner</p> <p><i>Immigration Effects on Economic Systems through Dynamic Inequality Indices</i> Guglielmo D'Amico, University "G. D'Annunzio" of Chieti Giuseppe Di Biase, University "G. D'Annunzio" of Chieti Raimondo Manca, University "La Sapienza" of Rome</p> <p><i>Do Firms with Better Corporate Governance Level Enjoy Lower Cost of Capital?: Evidence from Thai Listed Firms</i> Chayakrit Asvathitanont, Assumption University of Thailand</p> <p><i>Developments in the Oil Market: Implications for Future Prices</i> Paul R. Kutasovic, New York Institute of Technology William Lawrence, New York Institute of Technology</p>	
		SESSION BREAK RECESO SESION	
		MONDAY, JANUARY 3, 2011	
3:00 PM - 4:50 PM		ROOM: VIRGINIA CITY III	
SESSION TRACK		BUSINESS EDUCATION AND ACCREDITATION	
SESSION CHAIR	Rodley C. Pineda, Tennessee Technological University		
	ENGLISH	<p><i>Comprehensive Model for Business Training Based on B- Learning</i> Fernando Orue-Carrasco, Universidad Popular Autónoma del Estado de Puebla (UPAEP) Claudia Malcon-Cervera, Universidad Popular Autónoma del Estado de Puebla (UPAEP) Jose Luis Martinez-Flores, Universidad Popular Autónoma del Estado de Puebla (UPAEP)</p> <p><i>Partnering with Practice: The Pacific Perspective</i> Shiro Devi, The University of the South Pacific Rashika Kumar, The University of the South Pacific Sherlin Raju, The University of the South Pacific</p> <p><i>Making Outcomes Assessment Painless: One Approach to Address the Issue</i> William E. Bealing, Jr., Bloomsburg University Mark D. Law, Bloomsburg University Edward Pitingolo, Bloomsburg University Wilmer Leinbach, Bloomsburg University</p> <p><i>Profiling and the Student Team Project Peer Appraisal Process</i> Rodley C. Pineda, Tennessee Technological University Bonita B. Barger, Tennessee Technological University Linda D. Lerner, Tennessee Technological University</p>	
		SESSION BREAK RECESO SESION	

MONDAY, JANUARY 3, 2011	
3:00 PM -5:20 PM	ROOM: CARSON CITY I
SESSION TRACK	MANAGEMENT
SESSION CHAIR	Josefa Melgar Bayardo, Universidad Autónoma de Ciudad Juárez
SPANISH	<p><i>Las Competencias Gerenciales Desde Una Visión Estratégica de las Organizaciones: Un Procedimiento Para su Identificación y Evaluación del Desempeño</i> Manuel Medina Elizondo, Universidad Autónoma de Coahuila Maria del Carmen Armenteros Acosta, Universidad Autónoma de Coahuila Liliana Angelica Guerrero Ramos, Universidad Autónoma de Coahuila Jose Daniel Barquero Cabrero, Fundacion Universitaria ESERP</p>
	<p><i>La Importancia de la Capacitación en Para una Empresa Competitiva</i> Blanca Estela Lopez Lopez, Universidad Autonoma del Estado de Baja California Blanca Estela Cordova Quijada, Universidad Autonoma del Estado de Baja California Hilario de la Torre Perez, Universidad Autonoma del Estado de Baja California Mariana Monserrat Valenzuela Montoya, Universidad Autonoma del Estado de Baja California</p>
	<p><i>Dinámica de las Empresas Creadas por Mujeres</i> Diana Marcela Escandon B, Pontificia Universidad Javeriana Alberto Arias Sandoval, Pontificia Universidad Javeriana Maribel Castillo, Pontificia Universidad Javeriana</p>
	<p><i>Procesos de Aprendizaje Como Elemento de Competitividad Para Empresas del Sector Metalmeccánico en Tecate Baja California</i> Lourdes Evelyn Apodaca del Angel, Universidad Autónoma del Estado de Baja California Maria del Carmen Alcala Alvarez, Universidad Autónoma del Estado de Baja California Silvia Hernandez Solis, Universidad Autónoma del Estado de Baja California</p>
	<p><i>El Impacto de la Comunicación Interna en la Satisfacción Laboral y el Compromiso de los Supervisores de Producción de la Industria Maquiladora de Ciudad Juarez, Chih., Ante la Implementación del Downsizing</i> Josefa Melgar Bayardo, Universidad Autónoma de Ciudad Juárez Marie Leiner De La Cabada, Universidad Autónoma de Ciudad Juárez Fernando Matias Reche, Universidad de Granada</p>
SESSION BREAK RECESO SESION	

	MONDAY, JANUARY 3, 2011	
3:00 PM -5:20 PM	ROOM: CARSON CITY II	
SESSION TRACK	MULTIDISCIPLINARY	
SESSION CHAIR	José Manuel Osorio Atondo, Centro de Estudios Superiores del Estado de Sonora	
	SPANISH	<p><i>Los Impuestos Ambientales en México: Ingresos para el Estado o Autorización para Contaminar</i> Martha Sheila Gomez Gonzalez, Universidad de Guadalajara Monica Araceli Reyes Rodriguez, Universidad de Guadalajara</p> <p><i>El Control Interno en las Micro y Pequeñas Empresas</i> Esther Eduviges Corral Quintero, Universidad Autonoma del Estado de Baja California Loreto Maria Bravo Zanoquera, Universidad Autonoma del Estado de Baja California Placido Valenciana Moreno, Universidad Autonoma del Estado de Baja California Socorro Ureña Valenzuela, Universidad Autonoma del Estado de Baja California</p> <p><i>Análisis de la Problemática del Desconocimiento e Inexistencia de Órganos de Mediación y Arbitraje Internacional en Cd. Juárez, Chih., México.</i> Elvira Mora Lujan, Instituto Tecnológico de Ciudad Juárez Jorge Armando Cárdenas Morales, Instituto Tecnológico de Ciudad Juárez Karen Paola De la Rosa Andazola, Instituto Tecnológico de Ciudad Juárez</p> <p><i>Estrategias de Políticas Públicas para la Promoción y Utilización de Energías Renovables: Una Revisión</i> Luis Ramon Moreno Moreno, Universidad Autónoma del Estado de Baja California Claudia Susana Gomez Lopez, Universidad de Guanajuato Virginia Guadalupe Lopez Torres, Universidad Autónoma del Estado de Baja California</p> <p><i>Los Pagos Provisionales del Impuesto Sobre la Renta de las Personas Morales en México, Traspreden el Principio de Capacidad Contributiva</i> José Manuel Osorio Atondo, Centro de Estudios Superiores del Estado de Sonora</p>
	SESSION BREAK RECESO SESION	

TUESDAY, JANUARY 4, 2011	
8:00 AM - 9:50 AM	ROOM: VIRGINIA CITY I
SESSION TRACK	TOURISM AND SUSTAINABILITY
SESSION CHAIR	Parimal Bhagat, Indiana University of Pennsylvania
	<p><i>Environmental Practices and Community Involvement toward Sustainability: A Comparative Study of Touristic and Non Touristic Businesses in Tijuana Baja California Mexico</i> Guadalupe Velazquez, Universidad Autónoma del Estado De Baja California Jorge A. Valderrama, Universidad Autónoma del Estado de Baja California-Campus Mexicali Luis E. Gomez, Universidad Autónoma del Estado De Baja California Evelia Escamilla, Universidad Autónoma del Estado de Baja California-Campus Mexicali</p> <p><i>Relationship Marketing: A Decisive Perspective to Develop International Business</i> Seyedeh Fatemeh Mostafavi Shirazi, Universiti Sains Malaysia Ahmad Puad Mat Som, Universiti Sains Malaysia</p> <p><i>The Impact of Gender on Strategic Typology in the Hotel Industry in Canada</i> Candace Blayney, Royal Roads University Karen Blotnicky, Mount Saint Vincent University</p> <p><i>Toward a Comprehensive Sustainability Index</i> Parimal Bhagat, Indiana University of Pennsylvania Madan M. Batra, Indiana University of Pennsylvania Amandine Miodek, Marketing Consultant</p>
9:50 AM - 10:00 AM	SESSION BREAK RECESO SESION
TUESDAY, JANUARY 4, 2011	
8:00 AM - 9:50 AM	ROOM: VIRGINIA CITY II
SESSION TRACK	FINANCE
SESSION CHAIR	Rogelio J. Cardona, University of Puerto Rico-Rio Piedras
	<p><i>Counterparty Risk in Credit Default Swap Markets, Multiple Questions to Be Checked</i> Jamal Mattar, University of Liege - Belgium Danielle Sougne, University of Liege - Belgium</p> <p><i>Determinants of Capital Structure: Evidence from Ghanaian Firms</i> James Konadu Afolabi, Ghana Education Service Paul Kofi Opong-Boakye, Kwame Nkrumah University of Science & Technology Kingsley Opoku Opoku Appiah, University of Science and Technology (KNUST) Kwaku Tuah Osei, Kumasi Polytechnic</p> <p><i>The Value Effect of Corporate Governance: Evidence from Mexico</i> Jannine Poletti-Hughes, University of Liverpool</p> <p><i>Revisiting the Relationship between Option Expensing and Stock Returns</i> Rogelio J. Cardona, University of Puerto Rico-Rio Piedras</p>
9:50 AM - 10:00 AM	SESSION BREAK RECESO SESION

TUESDAY, JANUARY 4, 2011	
8:00 AM -9:50 AM	ROOM: VIRGINIA CITY III
SESSION TRACK	INTERNATIONAL TRADE
SESSION CHAIR	Emma Bojinova, Canisius College
	<p>ENGLISH</p> <p>LV10291002 Language: 1 Time MT , Discipline: intl trade SC: 1 <i>The Efficacy of China's Exchange Rate Policy as a Tool to rectify Global Economic Imbalance</i> Maleeha Rizwan, Cornell University</p> <p><i>The Basel Committee and the International Financial Crisis</i> Stephen W. Hartman, New York Institute of Technology</p> <p><i>A Behavioral Economics Reappraisal of 'The Clash of Civilizations': Frustration-Aggression Caused by the Passing of the USA's Economic Hegemony</i> John Mirikitani, Hallym University</p> <p><i>Trade Liberalization and the Geographic Location of Industries</i> Emma Bojinova, Canisius College Fabien Tondel, Chemonics International, Inc.</p>
9:50 AM - 10:00 AM	SESSION BREAK RECESO SESION

TUESDAY, JANUARY 4, 2011	
8:00 AM -9:50 AM	ROOM: CARSON CITY I
SESSION TRACK	MANAGEMENT AND ENTREPRENEURSHIP
SESSION CHAIR	Jovita Georgina Neri Vega, Universidad Autonoma de Queretaro
	<p>SPANISH</p> <p><i>Identificacion de los Factores Comunes Estudiados por la Literatura, Relacionados con la Transferencia de Conocimiento Tacito dentro de las Organizaciones</i> Aurora Irma Maynez Guaderrama, Universidad Autonoma de Ciudad Juarez Judith Cavazos Arroyo, Universidad Popular Autonoma del Estado de Puebla Santiago Ibarreche Suarez, Universidad de Texas en El Paso Pablo Nuño de la Parra, Universidad Popular Autonoma del Estado de Puebla</p> <p><i>La Adopción de Sistemas Formales de Evaluación del Desempeño: Valoración de Distintas Explicaciones</i> Gloria V. Santamaria Vicarte, Universidad Autonoma de Barcelona Pedro Ortin Angel, Universidad Autonoma de Barcelona</p> <p><i>Impacto del Control Interno en las Micro, Pequeñas y Medianas Empresas (MiPyMes) en Comunidades Rurales en Baja California</i> Seidi Iliana Perez Chavira, Universidad Autónoma del Estado de Baja California Luis Alberto Morales Zamorano, Universidad Autónoma del Estado de Baja California Lizzette Velasco Aulcy, Universidad Autónoma del Estado de Baja California</p> <p><i>Intervencion del Sector Autopartes de San Juan del Rio en el Cluster del Bajio</i> Jovita Georgina Neri Vega, Universidad Autonoma de Queretaro Rafael Gonzalez Zarza, Universidad Autonoma de Queretaro Aaron Ivan Gonzalez Neri, Universidad Autonoma de Queretaro</p>
9:50 AM - 10:00 AM	SESSION BREAK RECESO SESION

TUESDAY, JANUARY 4, 2011	
8:00 AM - 9:50 AM	ROOM: CARSON CITY II
SESSION TRACK	FINANCE AND ECONOMICS
SESSION CHAIR	Jesus Otoniel Sosa Rodriguez, Universidad de Colima
	<p><i>El Desarrollo Regional Endógeno: El Caso del Sahuaral de Otero en Etchojoa, Sonora</i> Alejandra Hurtado Bringas, Universidad de Sonora Erika Olivas Valdez, Universidad de Sonora German Palafox Moyers, Universidad de Sonora</p> <p><i>Ventajas Competitivas en el Desempeño en Redes de Producción para la Empresa Chrysler de Toluca y sus Proveedores</i> Francisco Ballina Rios, Universidad Nacional Autónoma de México Candida Santiago Ponce, Universidad Nacional Autónoma de México Manuel Medina Elizondo, Universidad Autónoma de Coahuila</p> <p><i>La Energía Solar Como Promotora del Desarrollo Regional: Análisis del Potencial de Generación en Baja California</i> Virginia Guadalupe Lopez Torres, Universidad Autónoma del Estado de Baja California Luis Ramon Moreno Moreno, Universidad Autónoma del Estado de Baja California Ma. Enselmina Marin Vargas, Universidad Autónoma del Estado de Baja California</p> <p><i>Administracion del Riesgo Financiero en el Tipo de Cambio para Pymes Exportadoras del Estado de Colima, México</i> Jesus Otoniel Sosa Rodriguez, Universidad de Colima Aurelio Deniz Guizar, Universidad de Colima Oscar Bernardo Reyes Real, Universidad de Colima</p>
9:50 AM - 10:00 AM	SESSION BREAK RECESO SESION
TUESDAY, JANUARY 4, 2011	
10:00 AM - 11:50 AM	ROOM: VIRGINIA CITY I
SESSION TRACK	MARKETING
SESSION CHAIR	Veneta Sotiropoulos, New York Institute of Technology
	<p><i>Re-creating a Relationship with an Renounce Customer in a Business- Case Manufacturing Company XY in Finland</i> Derese Hilina Gizaw, University of Halmstad</p> <p><i>Is It Ethical to Use Women as a Marketing Instrument?</i> Ahmet Bayraktar, Rutgers University</p> <p><i>An Analysis of the Relationship between Store Image Perceptions, Satisfaction and Loyalty of Older Consumers: Evidence from the Grocery Retail Sector</i> Robert J. Angell, University of Plymouth Juliet Memery, University of Plymouth Phil Megicks, University of Plymouth Troy Hefferman, University of Plymouth</p> <p><i>Overspending on Credit Cards: An Investigation Using the Theory of Planned Behavior</i> Veneta Sotiropoulos, New York Institute of Technology Alain d'Astous, HEC Montreal Scott Liu, New York Institute of Technology</p>
11:50 AM - 1:50 PM	SESSION BREAK RECESO SESION

	TUESDAY, JANUARY 4, 2011		
10:00 AM - 11:50 AM	ROOM: VIRGINIA CITY II		
SESSION TRACK	FINANCE AND ACCOUNTING		
SESSION CHAIR	Peter Harris, New York Institute of Technology		
	ENGLISH	<p><i>Directors with a Full Plate: The Impact of Busy Directors on Bank Risk</i> Elizabeth W. Cooper, La Salle University Hatice Uzun, Long Island University</p> <p><i>Market Efficiency and the Basis in the European Union Emissions Trading Scheme: New Evidence from Non Linear Mean Reverting Unit Root Tests</i> A. Gregorioua, Royal Docks Business School Jerome V. Healy, University of East London</p> <p><i>Testing the Mexican Banking Safety Net for Risk-Shifting</i> Lawrence A Wolfskill, Sam Houston State University Bernardo Quintanilla, Universidad Autonoma del Carmen Jesus Tellez, Universidad Autonoma del Carmen</p> <p><i>The Implications of LIFO Repeal on the Entertainment Industry</i> Peter Harris, New York Institute of Technology Robert Koenig, New York Institute of Technology Jim Murdy, New York Institute of Technology James Dunne, New York Institute of Technology</p>	
11:50 AM - 1:50 PM		SESSION BREAK RECESO SESION	

	TUESDAY, JANUARY 4, 2011		
10:00 AM - 11:50 AM	ROOM: VIRGINIA CITY III		
SESSION TRACK	MULTIDISCIPLINARY		
SESSION CHAIR	Amy Zidulka, Royal Roads University		
	ENGLISH	<p><i>E-Business Models as a Tool to Increase SMEs' Sales in Mexico</i> Yessica Helgueros A., Universidad Tec Milenio</p> <p><i>Contribution of PMO in Project Management</i> Ali Pedram, Norwegian University of Science and Technology Payam Pedram, Islamic Azad University of IRAN (Qazvin Branch)</p> <p><i>Best Practices in Online Instruction</i> Abey Kuruvilla, University of Wisconsin Parkside Sue Norton, University of Wisconsin Parkside Suresh Chalasani, University of Wisconsin Parkside</p> <p><i>Navigating the Process of Curricular Change: Issues for the Consideration of Faculty and Administrators Involved in a Curriculum Revision to Ask Themselves</i> Amy Zidulka, Royal Roads University Stephen Long, Royal Roads University</p>	
11:50 AM - 1:50 PM		SESSION BREAK RECESO SESION	

TUESDAY, JANUARY 4, 2011	
10:00 AM - 11:50 AM	ROOM: CARSON CITY I
SESSION TRACK	MANAGEMENT & MARKETING
SESSION CHAIR	Carmen Castrejón Mata, Universidad de Guanajuato
	<p><i>Formulación de estrategias de Comercialización para MIPYMES : Caso Productores de Nopal Verdura Milpa Alta México, D.F.</i> Omar Ernesto Terán Varela, Centro Universitario UAEM Amecameca Brenda Lissette Alcántara Hernández, Instituto Politécnico Nacional Iris Nayeli Alcántara Hernández, Derecho de la Barra Nacional de Abogados Ofélia Márquez Molina, Centro Universitario UAEM Amecameca</p> <p><i>El Protocolo Familiar Como Herramienta de Ayuda Para el Gobierno de las Empresas Familiares</i> Mariana Monserrat Valenzuela Montoya, Universidad Autonoma del Estado de Baja California Juan de Dios Ocampo Diaz, Universidad Autónoma del Estado de Baja California-Campus Mexicali Laura Elvira Peña Sandez, Universidad Autónoma del Estado De Baja California</p> <p><i>Diseño de una Herramienta de Planificación Estratégica Aplicando Teoría de Redes Neuronales Artificiales</i> Aracely Madrid Ayala, ITESM Adrian Chaparro Montoya, ITESM Raime Alejandro Bustos Gardea, Tecnológico de Monterrey Campus Chihuahua Antonio Rios Ramirez, Tecnológico de Monterrey Campus Chihuahua</p> <p><i>Factores Que Intervienen el Desarrollo de Proyectos de Investigación Tecnológica en el Estado de Guanajuato, Mexico</i> Carmen Castrejón Mata, Universidad de Guanajuato</p>
11:50 AM - 1:50 PM	SESSION BREAK RECESO SESION
TUESDAY, JANUARY 4, 2011	
10:00 AM - 11:50 AM	ROOM: CARSON CITY II
SESSION TRACK	MULTIDISCIPLINARY
SESSION CHAIR	Loreto Maria Bravo Zanoguera, Universidad Autónoma del Estado de Baja California
	<p><i>Modelos de Predicción de Riesgo de Quiebra: Análisis Discriminante Vs Análisis Envolvente de Datos</i> Adel Alfonso Mendoza Mendoza, Universidad Libre Barranquilla- Sede Centro Tomás José Fontalvo Herrera, Universidad de Cartagena</p> <p><i>El Trabajo Precario, Perspectiva Nacional: El Caso de México 2005-2009</i> Myrna Enedelia Gonzalez Meneses, El Colegio de Tlaxcala Carlos Salas Paez, El Colegio de Tlaxcala</p> <p><i>Recursos Naturales y Crecimiento Económico, Analizando el Capital Humano en México</i> Juan Antonio Meza Fregoso, Universidad Autónoma de Nayarit (UAN) Karla Susana Barron Arreola, Universidad Autónoma de Nayarit (UAN) Jose Urciaga Garcia, Universidad Autónoma de Baja California Sur (UABCS)</p> <p><i>Impacto del IETU en la Productividad de las Medianas Empresas Comerciales e Industriales de Baja California</i> Loreto Maria Bravo Zanoguera, Universidad Autónoma del Estado de Baja California Placido Valenciana Moreno, Universidad Autónoma del Estado de Baja California Aurelio Gutierrez Garcia, Universidad Autónoma del Estado de Baja California Esther Eduvigis Corral Quintero, Universidad Autónoma del Estado de Baja California</p>
11:50 AM - 1:50 PM	SESSION BREAK RECESO SESION

	TUESDAY, JANUARY 4, 2011		
2:00 PM - 3:50 PM	ROOM: VIRGINIA CITY I		
SESSION TRACK	MANAGEMENT		
SESSION CHAIR	Jagannath Mohanty, Institute of Management Technology, Nagpur		
	ENGLISH	<p><i>Mitigating Supply Chain Disruptions in Manufacturing Firms</i> Adenike Aderonke Moradeyo, Pan-African University</p> <p><i>The Discounted Cash Flows of Multistage and Multicycle Production Models</i> Abdul-Nasser El-Kassar, Lebanese American University Noura Yassin, Beirut Arab University</p> <p><i>Empirical Study on the Development of Chinese Executives into a Source of Sustained Competitive Advantage</i> Lingfang Fayol-Song, ESCEM School of Business and Management</p> <p><i>Influence of Organizational Culture on Organizational Citizenship Behavior: A Three Sector Study</i> Jagannath Mohanty, Institute of Management Technology, Nagpur Bhabani Prasad Rath, Berhampur University</p>	
3:50PM -4:00 PM		SESSION BREAK RECESO SESION	

	TUESDAY, JANUARY 4, 2011		
2:00 PM - 3:50 PM	ROOM: VIRGINIA CITY II		
SESSION TRACK	FINANCE AND ECONOMICS		
SESSION CHAIR	Abey Kuruvilla, University of Wisconsin Parkside		
	ENGLISH	<p><i>Impact of Mergers on Operating Performance - Evidence from Indian Corporate Sector</i> Taminder K Kahlon, SGGGS College</p> <p><i>Why Do Firms File for Confidential Treatment?</i> Yang Cao, University at Buffalo</p> <p><i>Financial Market Supervision and Capital Regulation in Vietnam</i> Le Thi Phuong Hoa, Brandeis International Business School</p> <p><i>Enterprise Survey for Cities Region Development Project: Conjoint Analysis</i> Matiur Rahman, Dhaka University, Bangladesh</p>	
3:50PM -4:00 PM		SESSION BREAK RECESO SESION	

TUESDAY, JANUARY 4, 2011	
2:00 PM - 3:50 PM	ROOM: VIRGINIA CITY III
SESSION TRACK	ACCOUNTING
SESSION CHAIR	<p>Gregory A. Jonas, Case Western Reserve University</p> <p><i>Possibilities and Problems of Introducing Generic Optimization Models for SMEs in the Sub-Saharan Africa</i> Mengsteab Tesfayohannes, Susquehanna University</p> <p><i>Foreign Exchange Exposure</i> Peter Harris, New York Institute of Technology Bhushan Adeshara, New York Institute of Technology Scott Liu, New York Institute of Technology John Malindreotos, New York Institute of Technology</p> <p><i>The Call for Strategic Alignment with Accounting for Environmental Sustainability: A Construction Sector Analysis</i> Edward Pitingolo, Bloomsburg University Mark D. Law, Bloomsburg University</p> <p><i>Beyond the Restatement Decision: The Persistence of Executive Compensation in Explaining Disclosure Transparency Choice</i> Gregory A. Jonas, Case Western Reserve University Brian Hogan, Northeastern University</p>
3:50PM -4:00 PM	SESSION BREAK RECESO SESION
TUESDAY, JANUARY 4, 2011	
2:00 PM - 3:50 PM	ROOM: CARSON CITY I
SESSION TRACK	MARKETING
SESSION CHAIR	<p>Iraj Mahdavi, National University</p> <p><i>Consumer Ethnocentrism: Investigating Consumer Attitude Towards Made In Ghana Goods</i> Bylon Abeeku Bamfo, University of Science and Technology (KNUST)</p> <p><i>Leadership Styles of Managers in the Las Vegas Casino-Gaming Industry</i> Gregory W. Goussak, University of Southern Nevada</p> <p><i>Does Humor Work in Advertising of Pharmaceutical Products?</i> Carlos Roberto Francisco Bara, EAESP-FGV Delane Botelho, EAESP-FGV</p> <p><i>Media Reaction to Oil Spill</i> Iraj Mahdavi, National University</p>
3:50PM -4:00 PM	SESSION BREAK RECESO SESION

TUESDAY, JANUARY 4, 2011	
2:00 PM - 3:50 PM	ROOM: CARSON CITY II
SESSION TRACK	MULTIDISCIPLINARY
SESSION CHAIR	Alberto Elias Muñoz Santiago, Fundación Universidad del Norte
SPANISH	<p><i>Responsabilidad Social Corporativa en Mercados Emergentes: Estudio de Caso de un Modelo de RSC y Programa de Voluntariado en México</i> Victor Sagarnaga, Instituto Tecnológico de Ciudad Juárez Oscar Javier Montiel, Universidad Autónoma de Ciudad Juárez</p> <p><i>Requerimientos Del Sector Industrial De Profesionales Especializados En La Frontera De Baja California</i> Juan de Dios Ocampo Diaz, Universidad Autónoma del Estado de Baja California Mariana Monserrat Valenzuela Montoya, Universidad Autónoma del Estado De Baja California Laura Elvira Peña Sandez, Universidad Autónoma del Estado de Baja California Jose Raymundo Felix Lopez, Universidad Autónoma del Estado De Baja California</p> <p><i>Perspectiva Financiera de la Política de Dividendos en Tiempo de Crisis</i> Gloria Alicia Nieves Bernal, Universidad Autónoma del Estado de Baja California Rafael Cruz Casanova, Instituto Tecnológico de Mexicali Maria Belen Murillo Pedraza, Universidad Autónoma del Estado de Baja California Claudia Viviana Alvarez Vega, Universidad Autónoma del Estado de Baja California</p> <p><i>El Uso de Sistemas de Simulación en la Enseñanza de las Finanzas -Diagnostico y Aproximacion a un Modelo en los Programas de Administracion y Negocios Internacionales de la Escuela de Negocios de la Fundacion Universidad del Norte</i> Jorge Alberto Ducuara Parales, Fundación Universidad del Norte Alberto Elias Muñoz Santiago, Fundación Universidad del Norte</p>
	SESSION BREAK RECESO SESION
TUESDAY, JANUARY 4, 2011	
4:00 PM - 6:20 PM	ROOM: VIRGINIA CITY I
SESSION TRACK	ETHICS, LAW AND BUSINESS EDUCATION
SESSION CHAIR	Brian J. Quarles, University of Southern Nevada
ENGLISH	<p><i>Capital Markets in Tanzania: A Comparative Analysis between Local and Foreign Investors</i> Adamson Norman Sigalla, Tumaini University</p> <p><i>Student Ethical Awareness and Business Program Matriculation: A Case Study</i> Don Altmyer, Black Hills State University Ken Schallenkamp, Black Hills State University Sheng-Ping Yang, Black Hills State University Ron DeBeaumont, Black Hills State University</p> <p><i>Legal, Financial and Organizational Framework for Establishing Water Users Associations and Related Decision Making Issues</i> Bojan Srdjevic, University of Novi Sad Zorica Srdevic, University of Novi Sad Sanja Pantelic, Public Water Management Co. Bosko Blagojevic, University of Novi Sad Kosana Suvocarev, University of Novi Sad</p> <p><i>ROI: A Student's Estimate of the Costs and Benefits of Education</i> Michael H. Casson, Delaware State University</p> <p><i>Applying John Rawls Distributive Justice Theory, A Case for a Weak Intellectual Property Regime in Guatemala</i> Brian J. Quarles, University of Southern Nevada</p>
	SESSION BREAK RECESO SESION

	TUESDAY, JANUARY 4, 2011	
4:00 PM - 5:50 PM	ROOM: VIRGINIA CITY II	
SESSION TRACK	FINANCE AND ACCOUNTING	
SESSION CHAIR	Katherine Kinkela, New York Institute of Technology	
	ENGLISH	<p><i>The Most Amazing Season: 'Sports Mood' and Anomalies in Behavioral Finance Including the Kahneman-Tversky 'Loss Effect'</i> John Mirikitani, Hallym University</p> <p><i>Regulation of Accounting Firms: The Case of an Emerging Economy</i> Shiro Devi, The University of the South Pacific Rashika Kumar, The University of the South Pacific Sherlin Raju, The University of the South Pacific</p> <p><i>The Value of Systematic Risk Factors as Monetary Policy Indicators</i> Pat Obi, Purdue University Calumet Job Dubihlela, Vaal University of Technology</p> <p><i>Assessing Churning and Suitability of Investments: a Case Study</i> Peter Harris, New York Institute of Technology Katherine Kinkela, New York Institute of Technology Steven Shapiro, New York Institute of Technology</p>
		SESSION BREAK RECESO SESION

	TUESDAY, JANUARY 4, 2011	
4:00 PM - 5:50 PM	ROOM: VIRGINIA CITY III	
SESSION TRACK	AGRIBUSINESS AND ECONOMICS	
SESSION CHAIR	Matthew Metzgar, SUNY Alfred State College	
	ENGLISH	<p><i>Determinants of Citrus (Kinnow) Exports from Pakistan</i> Khalid Mustafa, University of Agriculture Samia Tanzeel, University of Agriculture</p> <p><i>Divisible Good Auctions with Asymmetric Information: An Experimental Examination</i> Emmanuel Morales-Camargo, The University of New Mexico Orly Sade, Hebrew University of Jerusalem Charles Schnitzlein, University of Central Florida Jaime F. Zender, University of Colorado at Boulder</p> <p><i>Evaluation of an Educational Program Teaching the DuPont Profitability Analysis Model</i> Maud Roucan-Kane, Sam Houston State University Allan Gray, Purdue University Michael Lau, Sam Houston State University Michelle Mullins, Sam Houston State University Lawrence A. Wolfskill, Sam Houston State University</p> <p><i>Externalities from Grain Consumption: A Survey</i> Matthew Metzgar, SUNY Alfred State College</p>
		SESSION BREAK RECESO SESION

TUESDAY, JANUARY 4, 2011	
4:00 PM - 5:50 PM	ROOM: CARSON CITY I
SESSION TRACK	MARKETING
SESSION CHAIR	Minakshi Pal, Techno India Institute of Technology
ENGLISH	<i>Opportunity Identification and Idea generation in New Service Development</i> Payam Vaseghi, Concordia University Alessandra Boezio, Concordia University
	<i>Predicting Preference with Empirical Surface Information under BDT Framework</i> Juyoung Kim, Sogang University
	<i>Pricing Executive MBA Programs: Strategies for Senior Management in Business Schools</i> Francis Petit, Fordham University
	<i>Bias In Communication: A Study in the Context of India's Business World</i> Minakshi Pal, Techno India Institute of Technology Partha Pratim Sengupta, National Institute of Technology Sukanya Ghosh, Meghnad Saha Institute of Technology
SESSION BREAK RECESO SESION	
TUESDAY, JANUARY 4, 2011	
4:00 PM - 6:20 PM	ROOM: CARSON CITY II
SESSION TRACK	MANAGEMENT
SESSION CHAIR	Diana Elena Ramos Verdugo, Universidad Autonoma del Estado de Baja California
SPANISH	<i>La importancia de un Programa de Inducción y su Efecto en la Rotación de Personal</i> Raul Gonzalez Nuñez, Universidad Autónoma del Estado de Baja California Manuel Alejandro Ibarra Cisneros, Universidad Autónoma del Estado De Baja California Manuel Muñoz Aguilera, Universidad Autónoma del Estado de Baja California Alma Delia Inda, Universidad Autónoma del Estado De Baja California Elizabeth Chavez Bermudez, Universidad Autónoma del Estado de Baja California
	<i>Eficiencia en las Universidades Públicas Colombianas con Análisis Envolverte de Datos</i> Delimiro Visbal Cadavid, Universidad del Magdalena
	<i>Factores Que Impactan en el Crecimiento de la Productividad en la Industria de Maquinados de Cd. Juarez</i> Irma Leticia Morales González, Instituto Tecnológico de Ciudad Juárez Karen Paola De la Rosa Andazola, Instituto Tecnológico de Ciudad Juárez Manuel Rodríguez Medina, Instituto Tecnológico de Ciudad Juárez Alberto Cárdenas Valenzuela, Instituto Tecnológico de Ciudad Juárez
	<i>El Empresario y su Capital Social: Caso del Clúster del Software en Jalisco</i> Berta Ermila Madrigal Torres, Universidad de Guadalajara Rosalba Madrigal Torres, Universidad de Guadalajara
	<i>La Importancia del Proceso de Comunicacion Interna del Personal Para la Mejora del Sistema de Gestion Ambiental, Caso Qisda Mexicana</i> Diana Elena Ramos Verdugo, Universidad Autonoma del Estado de Baja California
SESSION BREAK RECESO SESION	

		WEDNESDAY, JANUARY 5, 2011
8:00 AM - 9:50 AM		ROOM: VIRGINIA CITY I
SESSION TRACK		MANAGEMENT AND MARKETING
SESSION CHAIR		Francis Petit, Fordham University
	ENGLISH	<i>Warehouse Automation of a Switchgear Manufacturing Plant - A Case</i> Amit K. Biswas, NIT-Silchar Assam
		<i>Telecommunication Pricing Tactics and Strategies: A Practitioner's Perspective for Innovators and Disruptors</i> Peter Harris, New York Institute of Technology Samuel Kohn, Touro College
		<i>Enhancing Student Satisfaction with Higher Education Services: Going Beyond Service Quality Perspectives</i> Jungki Lee, Korea University at Sejong
		<i>What Executives Can Learn From U2: An Exploratory Study</i> Francis Petit, Fordham University
9:50 AM - 10:00 AM		SESSION BREAK RECESO SESION

		WEDNESDAY, JANUARY 5, 2011
8:00 AM - 9:50 AM		ROOM: VIRGINIA CITY II
SESSION TRACK		FINANCE
SESSION CHAIR		Frank D'Souza, Loyola University Maryland
	ENGLISH	<i>Revisiting the Portuguese Experience with PPP arrangements</i> Carlos Oliveira Cruz, Technical University of Lisbon Rui C. Marques, Technical University of Lisbon
		<i>A Road to Financial Stability</i> Uzma Ashraf, University of Hong Kong Irfan Munawar Gill, Securities and Exchange Commission of Pakistan Douglas Arner, University of Hong Kong
		<i>Fair Value Accounting the Accountants and the Users Perspectives in Fiji</i> Joycelyn Devi, The University of the South Pacific Rajni Devi, The University of the South Pacific Rashika Kumar, The University of the South Pacific Charlotte Taylor, The University of the South Pacific
		<i>The Impact of Sarbanes-Oxley on Market Efficiency: Evidence from M&A Activity</i> Surya Chelikani, Quinnipiac University Frank D'Souza, Loyola University Maryland
9:50 AM - 10:00 AM		SESSION BREAK RECESO SESION

WEDNESDAY, JANUARY 5, 2011	
8:00 AM -9:50 AM	ROOM: VIRGINIA CITY III
SESSION TRACK	MULTIDISCIPLINARY
SESSION CHAIR	W. Christian Buss, SUNY/Unersity at Albany
	<p><i>Strategic Investment Prioritization for Management of Risk of Land Development Adjacent to Critical Private Infrastructure Networks</i> Shital Thekdi, University of Virginia James H. Lambert, University of Virginia</p> <p><i>Virtual Management in Online Learning: Developing Best Teaching Practices and Strategies in Business Education</i> Bob Barrett, American Public University</p> <p><i>Consumer (Student) Perception of Quality Teaching and Learning in the Business Schools (HND) of Polytechnic Institutions in Ghana</i> Solomon Abekah Keelson, Takoradi Polytechnic, Ghana</p> <p><i>The Middle-Management Role Set in the Implementation of Strategic Change: An Exploratory Study with Research Implications</i> W. Christian Buss, SUNY/Unersity at Albany Rosalie Kuyvenhofen, Turner Consulting</p>
9:50 AM - 10:00 AM	SESSION BREAK RECESO SESION

WEDNESDAY, JANUARY 5, 2011	
8:00 AM -9:50 AM	ROOM: CARSON CITY I
SESSION TRACK	FINANCE AND MANAGEMENT
SESSION CHAIR	José de Jesús Espinoza, Instituto Tecnológico de Ciudad Juárez
	<p><i>El Impacto de los Cambios Sociales Sobre las Organizaciones Financieras en Colombia: El Caso del Grupo Aval</i> Edgar Varela Barrios, Universidad del Valle Guillermo Murillo Vargas, Universidad del Valle</p> <p><i>Comparacion de las Metodologias Lognormal y Montecarlo para La Medicion del Riesgo Financiero del Indice General de la Bolsa de Valores de Colombia (IGBC) y el Tipo de Cambio del Dolar (TRM)</i> Alberto Elias Muñoz Santiago, Fundación Universidad del Norte Elmer Jose Ditta Mercado, Fundación Universidad del Norte Hernando Jose Duarte Padilla, Fundación Universidad del Norte</p> <p><i>El Autoempleo Como Respuesta a la Crisis Estructural y Coyuntural del Desempleo</i> Gonzalo Llamas Bañuelos, Universidad Autonoma del Estado de Baja California Juan Cortes Botello, Universidad Autonoma del Estado de Baja California Luis Ramon Moreno Moreno, Universidad Autónoma del Estado de Baja California</p> <p><i>Teoría Fundamentada en el Estudio de los Factores Intrínsecos de Motivación en el Trabajo en sus Decisiones de Retiro</i> José de Jesús Espinoza, Instituto Tecnológico de Ciudad Juárez Jorge Hernández Palomino, Instituto Tecnológico de Ciudad Juárez Manuel Aguilar Arellano, Instituto Tecnológico de Ciudad Juárez José Luis Anaya Carrasco, Instituto Tecnológico de Ciudad Juárez</p>
9:50 AM - 10:00 AM	SESSION BREAK RECESO SESION

WEDNESDAY, JANUARY 5, 2011	
8:00 AM - 9:50 AM	ROOM: CARSON CITY II
SESSION TRACK	EDUCATION AND MARKETING
SESSION CHAIR	Blanca Estela Lopez Lopez, Universidad Autonoma del Estado de Baja California
	<p><i>Diseño de un Sistema de Gestión de la Calidad para los Programas de Ingeniería Industrial de Barranquilla con Base en la Norma ISO 9001:2000 y los Lineamientos del Consejo Nacional de Acreditación (CNA)</i> Jose Morelos Gomez, Universidad de Cartagena Tomás José Fontalvo Herrera, Universidad de Cartagena</p> <p><i>El Enfoque de Orientación al Mercado Aplicado al Análisis de Hospitales y Clinicas del Estado de Tabasco</i> Miguel Angel Ramirez Martinez, Universidad Juárez Autónoma de Tabasco</p> <p><i>Marcas de Fabricante vs Marcas de Distribuidor: La Preocupación por el Valor y su Efecto en la Percepción de Injusticia en los Precios</i> Augusto Rodriguez Orejuela, Universidad del Valle, Cali Leona Delgado Ballester, Universidad de Murcia Mariola Palazon Vidal, Universidad de Murcia</p> <p><i>El Liderazgo Escolar Universitario</i> Oscar Reyes Sanchez, Universidad Autonoma Del Estado De Baja California Blanca Estela Lopez Lopez, Universidad Autonoma del Estado de Baja California Marcela Reyes Pazos, Universidad Autonoma de Baja California</p>
9:50 AM - 10:00 AM	SESSION BREAK RECESO SESION

WEDNESDAY, JANUARY 5, 2011	
10:00 AM - 11:50 AM	ROOM: VIRGINIA CITY I
SESSION TRACK	MANAGEMENT
SESSION CHAIR	Glen Mouchi, Mouchi Project Management Ltd
	<p><i>It's Not You It's Me: To What Degree Does the Supervisor Contribute to Employees' Perception of Psychological Contract Violation?</i> Mark Kunze, Virginia State University James Phillips, Virginia State University</p> <p><i>The Invasion of the Huichol Indigenous Peoples Territory and Its Effects in Their Cultural Reproduction and Ethnic Identity</i> Monserrat del Carmen Gonzalez Espinosa, Instituto Tecnológico y de Estudios Superiores de Monterrey Ignacio Gonzalez Sanchez, Instituto Tecnológico y de Estudios Superiores de Monterrey Sandra Lopez Chavarria, Universidad Autónoma de Coahuila</p> <p><i>The Structure and Determinants of Organizational Commitment and Its Impact on Satisfaction: In the Case of Korean Employees</i> Mannsoo Shin, Korea University</p> <p><i>The Skill Sets for Managing Complex Construction Projects</i> Glen Mouchi, Mouchi Project Management Ltd James Olabode Rotimi, Aukland University Thanuja Ramachandra, Aukland University</p>
	SESSION BREAK RECESO SESION

	WEDNESDAY, JANUARY 5, 2011	
10:00 AM -11:50 AM	ROOM: VIRGINIA CITY III	
SESSION TRACK	MARKETING	
SESSION CHAIR	Igor Pustylnick, SMC University	
	ENGLISH	<p><i>Team Selling Planning</i> Samuel Kohn, Touro College Peter Harris, New York Institute of Technology</p> <p><i>Two Lines of Defence for Overcoming Product Deficiencies: Dealing with the Effects of Accelerated NPD and Newness on Product Quality</i> Yevgeniya D. Kim, Eindhoven Technical University Joost P.M. Wouters, Eindhoven Technical University Ed J. Nijssen, Eindhoven Technical University</p> <p><i>Fashion for Sustainability: A Multi-prong Approach to Marketing Recycled Textiles</i> Kenny K. Chan, California State University, Chico Zack Treanor, California State University, Chico</p> <p><i>Usumacinta Canyon State Park: A Social Tourist Alternative</i> Manuela del Socorro Camacho Gomez, Universidad Juarez Autonoma de Tabasco Cecilia Garcia-Muñoz Aparicio, Universidad Juarez Autonoma de Tabasco Maria del Carmen Ancona Alcocer, Universidad Juarez Autonoma de Tabasco</p> <p><i>Grey Marketing as Indication of Price Strategy Deficiency: Based on the Real Life Case from Canadian Knitting Craft Industry</i> Igor Pustylnick, SMC University</p>
	SESSION BREAK RECESO SESION	

WEDNESDAY, JANUARY 5, 2011		
10:00 AM -11:50 AM	ROOM: CARSON CITY I	
SESSION TRACK	MANAGEMENT AND INTERNATIONAL TRADE	
SESSION CHAIR	Carlos Ivan Rocha Montiel, Universidad Autonoma del Estado de Baja California	
SPANISH	<p><i>Teorías y Herramientas Modernas Para Establecer Estrategias y Competitividad Para Empresas Publicitarias (Caso ISA Corporativo S.A. de C.V.)</i> Omar Ernesto Terán Varela, Centro Universitario UAEM Amecameca Gilberto Cervantes Moreno, Escuela Superior de Comercio y Administracion Enrique Espinosa Ayala, Centro Universitario UAEM Amecameca Luis Brunett Perez, Centro Universitario UAEM Amecameca</p> <p><i>Coberturas Para el Riesgo del Tipo de Cambio para Empresas de Comercio Exterior</i> <i>Análisis de Caso a Dos Empresas Importadoras en el Mercado Chileno</i> Octavio Muñoz Fuentealba, Universidad Católica de la Santísima Concepción</p> <p><i>Evaluación del impacto de las multinacionales en las Pymes de la Ciudad de Barranquilla: Realidad de las Empresas vinculadas vs. la Percepción de las Empresas no Vinculadas.</i> Alberto Elias Muñoz Santiago, Fundación Universidad del Norte Maria Jose Rosado Guerrero, Fundación Universidad del Norte Natalia Vergara Granados, Fundación Universidad del Norte Maria Jimena Wilches de Angelis, Fundación Universidad del Norte</p> <p><i>Prácticas Comerciales en el Mercadeo Internacional Entre China y Chile</i> Karla Daniela Zapata Mendoza, Universidad Autónoma de Ciudad Juárez Jesús Héctor Zamora Aguilar, Universidad Autónoma de Ciudad Juárez Carmen Patricia Jiménez Terrazas, Universidad Autónoma de Ciudad Juárez María del Consuelo Medina García, Universidad Autónoma de Ciudad Juárez</p> <p><i>Aplicación de la Administración Estratégica para el Desarrollo de un Modelo de Negocio en Horticultura: Caso GN Productores Agrícolas S. De R.L. De C.V.</i> Carlos Ivan Rocha Montiel, Universidad Autonoma del Estado de Baja California</p>	
	SESSION BREAK RECESO SESION	
	WEDNESDAY, JANUARY 5, 2011	
	10:00 AM -11:50 AM	ROOM: CARSON CITY II
	SESSION TRACK	MANAGEMENT AND EDUCATION
SESSION CHAIR	Jorge Hernández Palomino, Instituto Tecnológico de Ciudad Juárez	
SPANISH	<p><i>Cambio Institucional y Organizacional en el Sector Financiero Colombiano: 1990-2008 el Poder Organizado en los Grupos Bancolombia y Aval</i> Guillermo Murillo Vargas, Universidad del Valle</p> <p><i>Percepción de la Calidad del Servicio Educativo en Estudiantes Universitarios</i> Marcela Reyes Pazos, Universidad Autonoma del Estado de Baja California Oscar Reyes Sanchez, Universidad Autonoma de Baja California</p> <p><i>Determinación de Bonos Ejecutivos Mediante Métricas Financieras</i> Rafael Cruz Casanova, Instituto Tecnológico de Mexicali Gloria Alicia Nieves Bernal, Universidad Autónoma del Estado de Baja California María Belen Murillo Pedraza, Universidad Autónoma del Estado de Baja California Santiago Perez Alcala, Universidad Autónoma del Estado de Baja California</p> <p><i>Valores Organizacionales En Las MIPYMES</i> Jorge Hernández Palomino, Instituto Tecnológico de Ciudad Juárez José de Jesús Espinoza, Instituto Tecnológico de Ciudad Juárez Ramón Mario López López, Universidad Autónoma de Ciudad Juárez</p>	
	SESSION BREAK RECESO SESION	
	SESSION BREAK RECESO SESION	

	WEDNESDAY, JANUARY 5, 2011	
3:00 PM - 4:00PM	ROOM: VIRGINIA CITY II	
SESSION TRACK		ISSUES IN PUBLISHING RESEARCH
SESSION CHAIR	ENGLISH	Terrance Jalbert, <i>The IBFR</i>
		<i>Issues in Publishing Peer-Reviewed Research</i> Terrance Jalbert, <i>The IBFR</i>
9:50 AM - 10:00 AM		CONFERENCE ENDS

NON PRESENTING PARTICIPANTS

We would like to especially thank the following individuals who will be attending the conference. We appreciate your support and contributions to the conference.

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Petra Dilling, New York Institute of Technology

A Log Linear Analysis of Factors Affecting Performance of European Manufacturing SMEs: A Cross-Country Empirical Study

Christina C. Beneki, Technological Educational Institute of Ionian Islands
Avraam Papastathopoulos, Technological Educational Institute of Ionian Islands

Predicting Innovation Activity in European Manufacturing SMES: A Multi-Country Empirical Study

Christina C. Beneki, Technological Educational Institute of Ionian Islands
Avraam Papastathopoulos, Technological Educational Institute of Ionian Islands

An Innovative Statistical Approach to Identify and Measure Cannibalization in Multi-Brand Strategies

Vikas Singh, Indian Institute of Management Calcutta (IIM-C)

Leadership Styles of Managers in the Las Vegas Casino-Gaming Industry

Gregory W. Goussak, University of Southern Nevada

Residents' Attitudes toward Perceived Tourism Benefits

Prabha Ramseook-Munhurrin, University of Technology, Mauritius
Perunjodi Naidoo, University of Technology, Mauritius

Accounting & Taxation***Mean-Reversion of Net Profitability among Polish Public Companies***

Jacek Welc, Wroclaw University of Economics / WNP Consulting Group

Revisiting the Relationship between Option Expensing and Stock Returns

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Glyn Atwal, ESC Rennes School of Business
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Possibilities and Problems of Introducing Generic Optimization Models for SMEs in the Sub-Saharan Africa

Mengsteab Tesfayohannes, Susquehanna University

Preferable Executives' Cognitive Style at Each Stage of Organization Life Cycles

Payam Vaseghi, Concordia University
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Influence of Organizational Culture on Organizational Citizenship Behavior: A Three Sector Study

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Usumacinta Canyon State Park: A Social Tourist Alternative

Manuela del Socorro Camacho Gomez, Universidad Juarez Autanoma de Tabasco
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Does Economic Nationalism Help Strategic Industries? The European Case

Rasto Ovin, University of Maribor
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The Middle-Management Role Set in the Implementation of Strategic Change: An Exploratory Study with Research Implications

W. Christian Buss, SUNY/Unersity at Albany
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Diane M. Holtzman, Richard Stockton College of New Jersey
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The Skill Sets for Managing Complex Construction Projects
Glen Mouchi, Mouchi Project Management Ltd
James Olabode Rotimi, Auckland University
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Consumer (Student) Perception of Quality Teaching and Learning in the Business Schools (HND) of Polytechnic Institutions in Ghana

Solomon Abekah Keelson, Takoradi Polytechnic, Ghana

Pricing Executive MBA Programs: Strategies for Senior Management in Business Schools

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NSHM Business School	Universidad Autónoma de Ciudad Juárez
Pan-African University	Universidad Autónoma de Coahuila
Peking University	Universidad Autónoma de Mexico
Polytechnic Institute of Leiria	Universidad Autónoma de Nayarit
Pontificia Universidad Católica del Perú	Universidad Autonoma de Queretaro
Pontificia Universidad Javeriana	Universidad Autónoma del Carmen
Public Water Management Co.	Univ. Autónoma del Estado de Baja California
Purdue University	Universidad Autónoma del Estado de Baja California-Campus Mexicali
Purdue University Calumet	Universidad Católica de la Santísima Concepción
Quinnipiac University	Universidad de A Coruña
Regent's College	Universidad de Cartagena
Richard Stockton College of New Jersey	Universidad de Castilla-La Mancha
Romanian American University	Universidad de Colima
Royal Docks Business School	Universidad De Concepcion
Royal Roads University	Universidad de Córdoba-España
Rutgers University	Universidad de Granada
Ryerson University	Universidad de Guadalajara
Saint Mary's University	Universidad de Guanajuato
Sam Houston State University	Universidad de Murcia
San Jose	Universidad de Puerto Rico
Saurashtra University	Universidad de Sonora
Securities and Exchange Commission of Pakistan	Universidad de Talca
SEP/Instituto Tecnológico de Ciudad Juárez	Universidad de Texas en El Paso
SGGS College	Universidad de Valencia
Skidmore College	Universidad del Pais Vasco
SMC University	Universidad del Caribe
Sogang University	Universidad del Cauca
Southern New Hampshire	Universidad del Estado de Baja California
Southern States University	Universidad del Magdalena
St Mary's University	Universidad Del Norte
Stout & University of Pécs	Universidad del Pais Vasco
Sun Yat-Sen University, China	Universidad del País Vasco/Euskal Herriko
SUNY Alfred State College	Unibertsitatea
SUNY/Unersity at Albany	Universidad del Valle
Susquehanna University	Universidad del Valle, Cali
Takoradi Polytechnic, Ghana	Universidad Iberoamericana
Technical University of Lisbon	Universidad Juárez Autónoma de Tabasco
Techno India Institute of Technology	Universidad La Salle
Technological Educ. Inst. of Ionian Islands	Universidad Libre Barranquilla- Sede Centro
Tecnologico de Monterrey Campus Chihuahua	Universidad Mayor
Tennessee Technological University	Univ. Michoacana de San Nicolás de Hidalgo
Texas A&M University-Central Texas	Universidad Nacional Autónoma de México
The Academy of Economic Studies, Bucharest	Universidad Nacional Experimental de Táchira
The Bucharest Academy of Economic Studies	Universidad Panamericana
The Free International University of Moldova	Univ. Popular Autónoma del Estado de Puebla
The Hong Kong Polytechnic University	

Universidad Regiomontana
Universidad Tec Milenio
Universidade Paulista - UNIP
Universiti Sains Malaysia
Universiti Utara Malaysia
University "G. D'Annunzio" of Chieti
University "La Sapienza" of Rome
University 7 Novembre Carthage
University at Albany, SUNY
University at Buffalo
Univ. Católic Saint Toribio of Mogrovejo (USAT)
University FCA-UNICAMP
University of Agriculture
University of Agronomic Sciences and Veterinary
Medicine of Bucharest
University of Basque Country
University of Burdwan
University of Calgary
University of Cantabria-Spain
University of Central Florida
University of Colorado at Boulder
University of Delhi
University of Denver
University of East London
University of Economics-Prague
University of Goettingen, Germany
University of Gottingen
University of Groningen
University of Halmstad
University of Hong Kong
University of Illinois - Springfield
University of La Serena
University of Liege - Belgium
University of Liverpool
University of Maribor
University of Michigan
University of North Texas
University of Novi Sad
University of Otago
University of Plymouth
University of Puerto Rico-Rio Piedras
University of Puget Sound
University of Rijeka
University of Roma Tor Vergata
University of Science and Technology (KNUST)
University of Scranton
University of Sierra
University of Sonora
University of Southern Nevada
University of Sunderland
University of Surrey
University of Sydney
University of Tartu
University of Technology, Mauritius
University of Texas- Austin
University of the Incarnate Word
University of Tirana
University of Virginia
University of Vlora
University of Waikato
University of Wisconsin
University of Wisconsin Oshkosh
University of Wisconsin Parkside
University of Wollongong
University of Wyoming
University of Zagreb
University of Zimbabwe
Vaal University of Technology
Virginia State University
VSB-TU Ostrava
Wayne State University
Western Michigan University
Westminster College
Wroclaw University of Economics / WNP
Consulting Group
Yonsei University

Countries Represented

Albania	Mexico
Australia	Netherlands
Bangladesh	New Zealand
Belgium	Nigeria
Brazil	Norway
Canada	Pakistan
Chile	Perú
China	Philippines
Colombia	Poland
Croatia	Portugal
Czech Republic	Puerto Rico
Estonia	Republic of Macedonia
Fiji	Republic of Moldova
Finland	Romania
France	Serbia
Germany	Slovenia
Ghana	South Africa
Greece	South Korea
Hong Kong	Spain
India	Taiwan, R.O.C
Indonesia	Tanzania
Iran	Thailand
Italy	The Gambia
Japan	The Netherlands
Korea	Tunisia
Lebanon	United Kingdom
Malaysia	United States
Mauritius	Zimbabwe

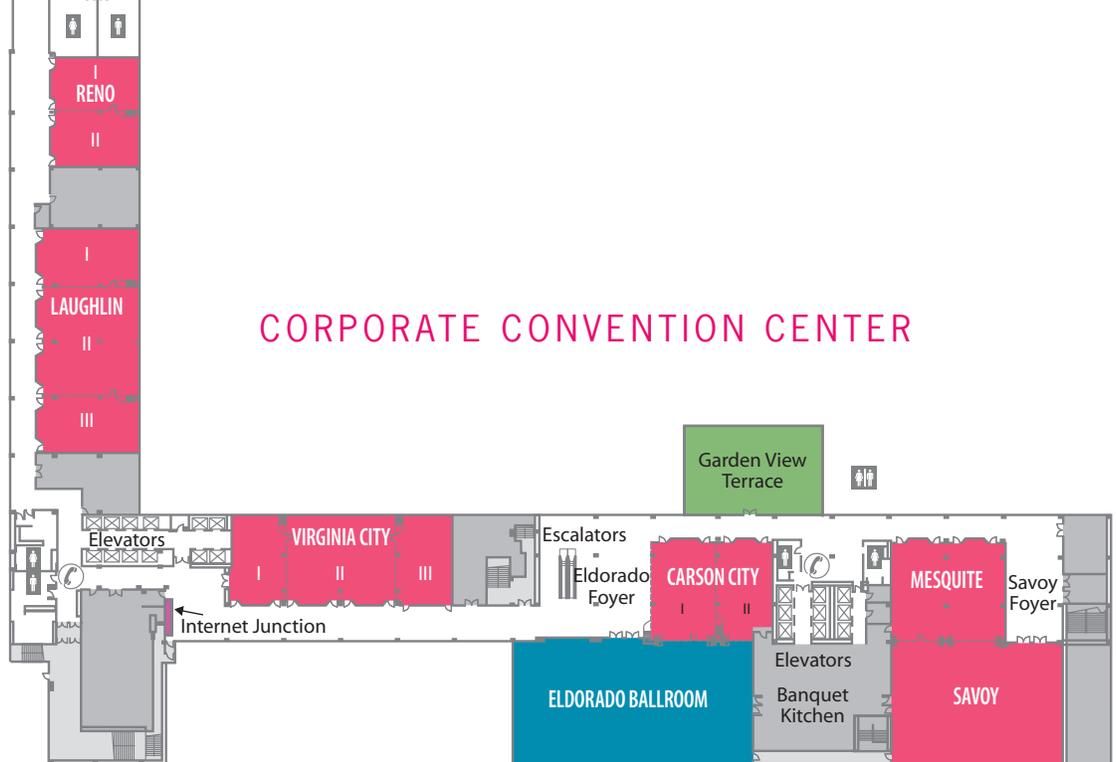
FLAMINGO LAS VEGAS

Meeting Facilities Map

EXECUTIVE CONFERENCE CENTER



CORPORATE CONVENTION CENTER



PUBLICATION OPPORTUNITIES

The International Journal of
R Business and Finance
RESEARCH
The International Journal of Business and
Finance Research ISSN 1931-0269

The International Journal of Business and Finance Research (IJBFR) publishes high-quality articles in all areas of finance, accounting and economics. Theoretical, empirical and applied manuscripts are welcome for publication consideration.

All papers submitted to the Journal are double-blind reviewed. The IJBFR is listed Cabells, Ulrich's Periodicals Directory and The American Economic Association's *Econlit*, *e-JEL* and *JEL on CD*. The Journal is distributed through SSRN and EBSCOHost publishing, with presence in over 70 countries.

The IJBFR acceptance rate is between 5 and 10 percent.

IJMMR

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International Journal of Management and Marketing Research ISSN 1933-3153

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Global Journal of
R Business
Research

Global Journal of Business Research ISSN 1931-0277

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ADMINISTRACION
& **FINANZAS**

Revista Internacional Administración y Finanzas ISSN 1933-608X

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