

GLOBAL CONFERENCE ON BUSINESS AND FINANCE

CONFERENCE PROGRAM

*Honolulu, Hawaii
January 4-7, 2016*

The Institute for Business and Finance Research

GLOBAL



TheIBFR.COM

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**Welcome to Hawaii!
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**

**Bienvenidos a Hawaii
Deseamos que el Congreso sea Productivo!**

**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**

Letter from the Editor

Welcome to Hawaii

On behalf of the Staff and the IBFR, I welcome you to Honolulu, Hawaii and the 2016 Global Conference on Business and Finance. We hope you have a productive conference and enjoy your time in Hawaii. If we can be of any assistance to you during your time in Hawaii 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 2016 Hawaii 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 event. These individuals come from a variety of high quality institutions and will present work on a broad mix of academic issues.

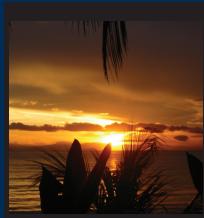
We are proud to announce two upcoming conferences. Our 21st conference will be held in San Jose, Costa Rica, May 24-27, 2016 at the Wyndham Herradura Hotel and Conference Center. Our 22nd conference will be held in Las Vegas, Nevada, January 2-5, 2017. We hope that you are able to join us at these events.

We hope you take the time to enjoy the hotel facilities as well as to take in Hawaii's many attractions. Hawaii 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



Welcome
Bienvenidos



Carta del Editor

Bienvenidos a Hawaii

Welcome

Bienvenidos



El Instituto y su personal les da la bienvenidos a Honolulu, Hawaii y al 2016 Global Conference on Business and Finance. Esperamos que su participación sea productiva y que disfruten este destino.

Todo profesor de educación superior debe encontrar un balance entre su rol como educador, investigador, servicio a la comunidad y servicio a su universidad. Encontrar un foro donde podamos compartir y obtener retroalimentación sobre nuestra investigación, nuevas técnicas de educación, procesos administrativos innovadores es retador. El Institute for Business and Finance Research (IBFR) fue creado para facilitar el trabajo del profesional en educación superior, profesional del sector públicos y profesional del sector privado al crear una plataforma global conducente al enriquecimiento de nuestro conocimiento a través de:

1. La exposición de trabajos investigativos en todas las áreas académicas de las ciencias administrativas, ciencias económicas, financieras, etc.;
2. La exploración de nuevos avances tecnológicos, teóricos, pedagógicos;
3. El intercambio de conocimiento en una plataforma verdaderamente global.

Los congresos GCBF representa un compromiso a largo plazo para unir a nuestros colegas de todos los continentes en nuestros congresos y compartir ideas, investigación y cultura en una plataforma bilingüe. Deseamos agradecer su participar, la cual hace realidad nuestros objetivos; el realizar un Congreso realmente global con participación de educadores y profesionales de todos partes del mundo.

Con gran alegría anunciamos nuestros próximos congresos. Nuestro 21º Congreso en San Jose, Costa Rica, del 24-27, Mayo de 2016. Nuestros 22º Congreso se realizarán en Las Vegas, Nevada, Enero 2-5, 2017. Será un placer el contar con su participación nuevamente.

Deseamos que disfruten su estancia en el hotel y que tengan la oportunidad de explorar este destino. Sabemos que además de exponer sus trabajos, es también importante tomar tiempo para relajarse, rejuvenecerse y conocer sobre otras culturas, tradiciones, etc. Esperamos que al regresar a sus hogares e instituciones se sientan rejuvenecidos y satisfechos con sus alcances y aprendizaje durante el congreso.

Estamos para asistirles durante el congreso y el futuro.

Saludos Cordiales,

Mercedes Galbert

Conference Chair

Conference Etiquitte

The Institute encourages the positive exchange of ideas. Spirited debate related to issues presented in conference sessions is welcome and encouraged. However, participants must frame all comments in a positive tone. Under no circumstances should participants make personally demeaning or insulting comments. Participants must not make degrading comments about a presenter's work.

Business casual attire is appropriate for all events.

Conferencia Etiqueta

El Instituto fomenta el intercambio positivo de ideas. Debate vigoroso relacionado con las temáticas presentadas en sesiones de la conferencia es bienvenido y motivada. Sin embargo, los participantes deben enmarcar todos los comentarios en un tono positivo. Bajo ninguna circunstancia deben hacer los participantes comentarios degradantes sobre la investigación o insultar al expositor. Los participantes no deberán hacer comentarios degradantes sobre el trabajo de un expositor.

Vestimenta casual de negocios es apropiada para todos los eventos.

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Vestimenta casual de negocios es apropiada para todos los eventos.

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 eight 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 Studies*, *Business Education and Accreditation*, *Revista International Administración y Finanzas* and *Revista Global de Negocios*. 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 a short version 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: 2168-0612 on Flash Drive and ISSN 1941-9589 Online) are peer reviewed. Short versions or full papers presented at the Global Conference on Business and Finance can be published in the refereed proceedings. The conference proceedings are distributed on USB Flash Drive, Online and through EbscoHost and Proquest ABI/Inform. The conference proceedings are indexed by Ulrich's Periodical Directory and Copernicus.

Journals

Journal Announcements

We continue to work hard to improve the quality and visibility of our journals. Our journals increasingly receive attention from indexing and ranking outlets. We are delighted to report that several of our journals were recently included in a comprehensive journal ranking by Westminster College. In this ranking, *The International Journal of Business and Finance Research* and *Global Journal of Business Research* are ranked 2nd tier journals, (Rankings from 1-4, 1=best). Schulze, Warning and Wiermann (2008) rank *The International Journal of Business and Finance Research*, an “A” journal. We strive to continually improve our rankings and anticipate our journals will increasingly receive attention from ratings and indexing organizations. We are also happy to report our journal content now appears in RePEc. This addition substantially improves visibility of the journals.

The IBFR sponsors eight 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 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]
- Revista Global de Negocios
ISSN 2328-4641 [print], 2328-4668 [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 have not been published elsewhere and 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, ProQuest ABI/Inform, RePEc, Econlit, e-JEL and JEL on CD, Ulrich's Periodical Directory, Australian Dean's Council 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 ocho 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)*, *Review of Business & Finance Studies (RBFS)* y *Revista Global de Negocios*.

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 electronically through SSRN, EBSCOhost Publishing, ProQuest ABI/Inform and RePEC. 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, Colciencias, The Australian Research Council, Schulze, Warning and Wiermann (2008) Evaluation Agency for Research and Higher Education (AERES) France, International Development Informatics Association of Monash University, and Westminster College.

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

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Global Journal of Business 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 electronically through SSRN, EBSCOhost Publishing, ProQuest ABI/Inform and RePEc. 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, Colciencias, Schulze, Warning and Wiermann (2008), Evaluation Agency for Research and Higher Education (AERES) France, and Westminster College

Accounting and Taxation (AT)
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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 electronically through SSRN, EBSCOhost Publishing, ProQuest ABI/Inform and RePEc. The Journal is ranked by the Australian Business Deans Council and Westminster College.

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ISSN 1944-5903 (print) and 2157-0809 (online)

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

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Review of Business and Finance Studies (ISSN: 2150-3338 print and 2156-8081 online) publishes high-quality case studies in all areas of business finance and related fields. Empirical and theoretical papers as well as case studies are welcome. Case studies can be based on real-world or hypothetical situations. 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 electronically through SSRN, EBSCOhost Publishing, ProQuest ABI/Inform and RePEc.

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

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Revista Internacional Administración & Finanzas (RIAF) publica manuscritos de alta calidad en todas las areas de las ciencias administrativas, contables y financieras. Articulos teóricos, empíricos y aplicados son bienvenidos para revisión y posible publicación. RIAF se publica siete veces al año por el Institutue for Business and Finance Research. Todo trabajo de investigación enviado para consideración es sujeto a un "blind-review process." RIAF se distribuye en forma impresa y a traves de SSRN, EBSCOHost, ProQuest ABI/Inform y RePEc. RIAF esta indexada en The American Economic Association's Econlit, e-JEL and JEL on CD y en Ulrich's Periodicals Directory. The journal is ranked in Colciencias.

Revista Global de Negocios
ISSN 2328-4641 (print) 2328-4668 (online)

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Revista Global de Negocios (RGN) publica manuscritos de alta calidad en todas las áreas de las ciencias administrativas, contables y financieras. Investigaciones teóricas, empíricas y aplicadas son bienvenidas para revisión y posible publicación. RGN se publica dos veces al año por el Institute for Business and Finance Research. Todo trabajo de investigación enviado para consideración es sujeto a un "blind-review process." RGN se distribuye en forma impresa y a través de SSRN, EBSCOHost, ProQuest ABI/Inform y RePEc.

FUTURE CONFERENCES

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

San Jose, Costa Rica, 2016

The 2016 Summer Global Conference on Business and Finance will be held in San Jose, Costa Rica, May 24-27, 2016

Las Vegas, Nevada, USA, 2017

The 2017 Winter Global Conference on Business and Finance will be held in Las Vegas, Nevada, USA, January 2-5, 2017

CONGRESOS FUTUROS**San Jose, Costa Rica, 2016**

El Congreso 2016 Verano GCBR se realizará en San Jose, Costa Rica, Mayo 24-27, 2016

Las Vegas, Nevada, USA, 2017

El Congreso 2016 de Invierno GCBF se realizará en Las Vegas, Nevada, del 2-5 de enero del 2017

SCHEDULE OF EVENTS

MONDAY, January 4, 2016 Lunes 04 de Enero, 2016	
1:30 PM to 7:00 PM	Conference Registration / Registro Conferencia (Garden Lanai)
1:30 PM to 6:00 PM	Internet Session Begins / Inicio Sesión Internet (Garden Lanai)
5:00 PM to 6:00 PM	Conference Reception (hour dourves and drinks provided) / (Garden Lanai) Recepción al Congreso, bocadillos y bebidas serán servidas (Garden Lanai) Sponsored by The International Journal of Business and Finance Research
TUESDAY, January 5, 2016 Martes 05 de Enero 2016	
8:00 AM to 11:00 AM	Conference Registration/ Registro Conferencia (Carnation)
7:45 AM	Coffee Break (Carnation)
8:00 AM to 5:00 PM	Internet Session/Sesión Internet (Carnation)
8:00 AM to 9:50 AM	Concurrent sessions/Sesiones simultáneas (Plumeria, Pakalana, Anthurium, Ilima, Carnation, Gardenia)
9:30 AM	Coffee Break/Refrigerio(Garden Lanai)
10:00 AM to 11:50 AM	Concurrent sessions/Sesiones simultáneas (Plumeria, Pakalana, Anthurium, Ilima, Carnation, Gardenia)
11:50 AM to 1:00 PM	Lunch on your own. Almuerzo por cuenta propia
1:00 PM to 2:50 PM	Concurrent sessions/Sesiones simultáneas (Plumeria, Pakalana, Anthurium, Ilima, Carnation, Gardenia)
3:00 PM	Coffee Break/Refrigerio(Carnation)
3:00 PM to 4:50 PM	Concurrent sessions/Sesiones simultáneas (Plumeria, Pakalana, Anthurium, Ilima, Carnation, Gardenia)
6:30 PM	Editorial Advisory Board Member Meeting (By Invitation)
WEDNESDAY, January 6, 2016 Miércoles 06 de Enero 2016	
8:00 AM to 11:00 AM	Conference Registration/ Registro Conferencia (Carnation)
7:45 AM	Coffee Break (Carnation)
8:00 AM to 5:00 PM	Internet Session/Sesión Internet (Carnation)
8:00 AM to 9:50 AM	Concurrent sessions/Sesiones simultáneas (Plumeria, Pakalana, Anthurium, Ilima, Carnation, Gardenia)
9:30 AM	Coffee Break/Refrigerio(Carnation)
10:00 AM to 11:50 AM	Concurrent sessions/Sesiones simultáneas (Plumeria, Pakalana, Anthurium, Ilima, Carnation, Gardenia)
11:50 AM to 1:30 PM	Networking and Award Presentation Luncheon (Hibiscus II) Almuerzo Networking & Premiación (Hibiscus II) Sponsored by Business Education and Accreditation and Global Journal of Business Research
2:00 PM to 3:50 PM	Concurrent sessions/Sesiones simultáneas (Plumeria, Pakalana, Anthurium, Ilima, Carnation, Gardenia)
3:00 PM	Coffee Break/Refrigerio(Carnation)
4:00 PM to 6:00 PM	Concurrent sessions/Sesiones simultáneas (Plumeria, Pakalana, Anthurium, Ilima, Carnation, Gardenia)
THURSDAY, January 7, 2016 Jueves 07 de Enero 2016	
8:00 AM to 10:30 AM	Conference Registration/ Registro Conferencia (Carnation)
8:15 AM	Coffee Break (Carnation)
8:30 AM to 10 AM	Internet Sessions/Sesión Internet (Carnation)
8:30 AM to 11:20 AM	Concurrent sessions/Sesiones simultáneas (Plumeria, Pakalana, Anthurium, Ilima, Carnation, Gardenia)
9:30 AM	Coffee Break/Refrigerio(Carnation)
10:30 AM to 11:20 PM	Concurrent sessions/Sesiones simultáneas (Plumeria, Pakalana, Anthurium, Ilima, Carnation, Gardenia)
12:00 PM - 2:00 PM	Networking and Award Presentation Luncheon (Hibiscus II) Almuerzo Networking & Premiación (Hibiscus II) Sponsored by The International Journal of Business and Finance Research
2:00 PM	Conference Ends/Conferencia Finaliza

Breakout sessions will be in rooms: (Plumeria, Pakalana, Anthurium, Ilima, Carnation, Gardenia)

Summary of Onsite Sessions

ROOM	Anthurium	Pakalana	Plumeria	Ilima	Gardenia
TUESDAY					
08:00 AM	English Economics	English Accounting	Spanish Economics	Spanish Management	
10:00 AM	English Economics	English Tourism, Management & Marketing	Spanish Business Education	Spanish Management	Spanish Public Administration & Law
01:00 PM	English Finance	English Management	Spanish Business Education	Spanish Marketing	Spanish Economics, Accounting & Finance
03:00 PM	English Finance & Management	English Public Administration & Law	Spanish Business Education	Spanish Finance	
WEDNESDAY					
08:00 AM	English Finance	English Management & Tourism	English Accounting	Spanish Marketing & Tourism	
10:00 AM	English Finance	English Finance	English Accounting	Spanish Business Education, Economics & Law	English Marketing & Management
02:00 PM	English Finance	English Finance & Economics	English Management	Spanish Management, Business Education & Tourism	
04:00 PM	English Economics & Finance	English Tourism & Business Education	English MIS, Management & Tourism	English Multidiscipline	
THURSDAY					
08:00 AM			English Finance		
10:00 AM			English Multidiscipline		

Presentation Equipment

The conference rooms will each be equipped with an LCD projector, computer and screen. The computers are equipped with Windows Vista, Windows 7 or Windows 8. The computers will also have Microsoft Office 2007, 2010, or 2013 installed. Please bring your pin drive with data for use with our equipment. In addition, you can 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.

Document cameras (Elmo) for presenting plain paper documents will **not** be available. 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 presentation en PowerPoint.

Paper Sessions

Internet Sessions

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

	INTERNET SESSION ROOM: Carnation	TIME: CONTINUOUS
	SESSION TRACK	FINANCE, ECONOMICS
	SESSION CHAIR	Terrance Jalbert
<i>U.S. Corporate Pension Expense and the 2007-2009 Financial Crisis: An Interrupted Time Series Analysis</i>		
Benjamin B. Boozer, Jacksonville State University Julie A. Staples, Jacksonville State University S. Keith Lowe, Jacksonville State University Robert J. Landry, Jacksonville State University		
<i>Determining Mexico´s Logistics System Platforms by Cluster Analysis</i>		
Arlethe Sánchez-Cabrera, Universidad Popular Autónoma del Estado de Puebla Fernando Oruña-Carrasco, Universidad Popular Autónoma del Estado de Puebla José Luis Martínez-Flores, Universidad Popular Autónoma del Estado de Puebla Patricia Cano-Olivos, Universidad Popular Autónoma del Estado de Puebla		
<i>Macroeconomic Factors Influencing the Financing of Build-operate-transfer Projects in Developing Countries: A Case</i>		
Stephen O. Lucas, University of Nairobi Charles M. Rambo, University of Nairobi		

	INTERNET SESSION ROOM: Carnation	TIME: CONTINUOUS
	SESSION TRACK	FINANCE, ACCOUNTING
	SESSION CHAIR	Terrance Jalbert
<i>Corporate Accounting Malfeasance: An Overview</i>		
Liz Washington Arnold, The Citadel Peter Harris, New York Institute of Technology Michelle Liu, New York Institute of Technology		
<i>Concessional Factors Influencing the Financing of Build-operate-transfer Projects in Developing Countries: The Case of Railways Project in Kenya</i>		
Charles M. Rambo, University of Nairobi Stephen O. Lucas, University of Nairobi		
<i>An Evaluation of the Impact of Corruption, Tax Burden, and Income on the Size of the Shadow Economy</i>		
Ilir Binaj, TPA Horwath Albania		

	INTERNET SESSION ROOM: Carnation	TIME: CONTINUOUS
	SESSION TRACK	MANAGEMENT
	SESSION CHAIR	Terrance Jalbert
Rapid Response Center for Disasters, Inventory Management in Southeastern Mexico		
Omar David Badillo Valenzuela, Universidad Popular Autónoma del Estado de Puebla Maricarmen Báez, Universidad Popular Autónoma del Estado de Puebla Erin Chancey, Universidad Popular Autónoma del Estado de Puebla Eduardo Garzón, Universidad Popular Autónoma del Estado de Puebla Martha Quevedo, Universidad Popular Autónoma del Estado de Puebla Diana Sánchez-Partida, Universidad Popular Autónoma del Estado de Puebla José Luis Martínez-Flores, Universidad Popular Autónoma del Estado de Puebla		
Reevaluating If a Linkage Exists between CEO Compensation and the Net Income and Stock Price of Their Firm: A Micro Study		
Gary F. Keller, Eastern Oregon University		
Family Business Protocol: Current State of Knowledge		
Bertha Martinez-Cisneros, Universidad Autónoma de Baja California Loreto María Bravo Zanoguera, Universidad Autónoma de Baja California		
Data Oriented Benchmarking Framework Using Scientometrics: Case of Government Funded Research Institute		
Yong Ho Lee, Korea Institute of Science and Technology Information		

	INTERNET SESSION ROOM: Carnation	TIME: CONTINUOUS
	SESSION TRACK	MARKETING, BUSINESS EDUCATION
	SESSION CHAIR	Terrance Jalbert
Formation of Brand Personality Associations: The Role of Product Category Interest and Consumers Proactive Personality		
Ove Oklevik, Sogn Og Fjordane University College		
Influence of Workplace Infrastructure on Lecturers' Preparedness for E-learning: The Case of University of Nairobi, Kenya		
Nicholas K. Ochogo, University of Nairobi Charles M. Rambo, University of Nairobi Paul A. Oundo, University of Nairobi Joyce K. Mbwesa, University of Nairobi		
Cognition and the Teaching-learning System		
Mario Luis Perossa, Universidad Maimónides Alejandra Elena Marinaro, Universidad Maimónides		
How to Promote Brand Icon Extensions?		
Michael Merz, San Jose State University Miwa Merz, San Jose State University		
How to Market Anti-corruption Policies		
John Pantzalis, Saint Leo University Lorrie McGovern, Saint Leo University		

	INTERNET SESSION ROOM: Carnation	TIME: CONTINUOUS
	SESSION TRACK	MARKETING, MANAGEMENT, BUSINESS EDUCATION
	SESSION CHAIR	Terrance Jalbert
<i>The Relationship between Entrepreneurial Drive and Challenges among Minority Entrepreneurs in the United States</i>		
Tamara Clark-Gill, University of Phoenix		
<i>Influence of Computing Competence on Lecturers' Preparedness for E-learning at the University of Nairobi, Kenya</i>		
Nicholas K. Ochogo, University of Nairobi		
Charles M. Rambo, University of Nairobi		
Paul A. Odundo, University of Nairobi		
Joyce K. Mbwesa, University of Nairobi		
<i>The Implementation of Conjoint Analysis to Measure the Attributes of Xcaret Park</i>		
Lucila Zárraga Cano, Universidad del Caribe		
Gabriela Aracelly Solís González, Universidad Anahuac Cancun		
Sabrina Ivonne Rodríguez Ogaz, Universidad del Caribe		
<i>Consumer Value Co-creation in Healthcare Decision-making</i>		
Miwa Merz, San Jose State University		

	INTERNET SESSION ROOM: Carnation	TIME: CONTINUOUS
	SESSION TRACK	MANAGEMENT
	SESSION CHAIR	Mercedes Jalbert
<i>La Capacitación en las Empresas Agrícolas en el Valle de San Quintín, Baja California</i>		
Imelda Cuevas Merecias, Universidad Autónoma de Baja California		
Lizzette Velasco Aulcy, Universidad Autónoma de Baja California		
Luis Alberto Morales Zamorano, Universidad Autónoma de Baja California		
<i>Estrategia de Mejora Continua para Agilizar la Gestión Administrativa de la Transportación de Residuos Peligrosos de la Empresa Proambiental</i>		
Arely Vazquez Leonor, Universidad Popular Autónoma del Estado de Puebla		
Diana Sánchez-Partida, Universidad Popular Autónoma del Estado de Puebla		
José Luis Martínez-Flores, Universidad Popular Autónoma del Estado de Puebla		
Patricia Cano-Olivos, Universidad Popular Autónoma del Estado de Puebla		
<i>Sistematización del Conocimiento Sobre el Método de Estudio de Caso para Investigar la Empresa Familiar</i>		
Yolanda Saldaña Contreras, Universidad Autónoma de Coahuila		
Fernando Miguel Ruiz Díaz, Universidad Autónoma de Coahuila		
Juan Jesús Nahuat Arreguín, Universidad Autónoma de Coahuila		
Laura Leticia Gaona Tamez, Universidad Autónoma de Coahuila		
María Viririana Castillo Camacho, Universidad Autónoma de Coahuila		
<i>Estudio Sobre Calidad de Vida Laboral de Personas con Discapacidad Que Laboran en el Sector Formal de Ensenada, Baja California</i>		
Andrea Bustamante-Rios, Universidad Autónoma de Baja California		
Andrea Spears-Kirkland, Universidad Autónoma de Baja California		
Sheila Delhumeau-Rivera, Universidad Autónoma de Baja California		
Gisela Pineda-García, Universidad Autónoma de Baja California		

	INTERNET SESSION ROOM: Carnation	TIME: CONTINUOUS
	SESSION TRACK	MANAGEMENT
	SESSION CHAIR	Mercedes Jalbert
<i>Desarrollo Sustentable y Competitividad en el Valle de San Quintín, Baja California, México</i>		
Lizzette Velasco Aulcy, Universidad Autónoma de Baja California		
Luis Alberto Morales Zamorano, Universidad Autónoma de Baja California		
Seidi Iliana Pérez Chavira, Universidad Autónoma de Baja California		
Lorena Álvarez Flores, Universidad Autónoma de Baja California		
<i>Propuesta de un Nivel Óptimo de Inventario en Proceso de Hilo Recubierto para una Empresa Manufacturera de Tela Mosquitera</i>		
Juan Emmanuel Procel Espino, Universidad Popular Autónoma del Estado de Puebla		
Atalo Ortiz Lázaro, Universidad Popular Autónoma del Estado de Puebla		
Karen Serrano Casas, Universidad Popular Autónoma del Estado de Puebla		
Diana Sánchez-Partida, Universidad Popular Autónoma del Estado de Puebla		
José Luis Martínez-Flores, Universidad Popular Autónoma del Estado de Puebla		
<i>Análisis Teórico Sobre Competencias Globales de los Administradores en las Pymes</i>		
Héctor Perfecto Molina Reyna, Universidad Autónoma de Nuevo León		
Arturo Martínez Lerma, Universidad Autónoma de Nuevo León		
Paula Villalpando Cadena, Universidad Autónoma de Nuevo León		
<i>Validación de un Instrumento de Medición de la Competitividad de las Empresas Vitivinícolas de la Antigua Ruta del Vino en Ensenada, Baja California</i>		
Alma Temis Reyes Pantoja, Universidad Autónoma de Baja California		
Ariel Moctuzuma Hernández, Universidad Autónoma de Baja California		
María De Lourdes Solís Tirado, Universidad Autónoma de Baja California		
Saúl Méndez Hernández, Universidad Autónoma de Baja California		
Rodolfo Novela Joya, Universidad Autónoma de Baja California		
Eva Olivia Martínez Lucero, Universidad Autónoma de Baja California		

	INTERNET SESSION ROOM: Carnation	TIME: CONTINUOUS
	SESSION TRACK	MANAGEMENT
	SESSION CHAIR	Mercedes Jalbert
<i>Asignación de Tareas para Reducir el Costo de Abastecimiento a Líneas de Producción en Schneider Electric</i>		
Carlos Alberto Rivera Cruz, Universidad Popular Autónoma del Estado de Puebla		
Diana Sánchez-Partida, Universidad Popular Autónoma del Estado de Puebla		
José Luis Martínez-Flores, Universidad Popular Autónoma del Estado de Puebla		
Patricia Cano-Olivos, Universidad Popular Autónoma del Estado de Puebla		
<i>Propuesta de Redistribución de Planta en el Área de Producción de la Empresa Surtimaderas R.C.</i>		
Carlos Alberto González Camargo, Universidad el Bosque		
Rodrigo Alejandro Lisboa Prieto, Universidad el Bosque		
Diego Armando González Cardozo, Universidad el Bosque		
<i>Estilos y Modelos de Liderazgo en Empresas Hoteleras</i>		
Elda Areli Luque, Universidad Autónoma de Baja California		
Cinthia Irene Carrazco Soto, Universidad Autónoma de Baja California		
Marcela Reyes Pazos, Universidad Autónoma de Baja California		
<i>Actividad Emprendedora y Competitividad en el Ecuador</i>		
Azucena Maribel Maya Carrillo, Universidad de Las Fuerzas Armadas ESPE		
Betzabé del Rosario Maldonado Mera, Universidad de Las Fuerzas Armadas ESPE		
Giovanna Josefina Lara Burbano, Universidad de Las Fuerzas Armadas ESPE		

SPANISH	INTERNET SESSION ROOM: Carnation	TIME: CONTINUOUS
	SESSION TRACK	MARKETING, MANAGEMENT, BUSINESS EDUCATION
	SESSION CHAIR	Mercedes Jalbert
	<p><i>Sustentabilidad del Sector Restaurantero de Morelia, Michoacán, México</i> Irma Cristina Espitia Moreno, Universidad Michoacana de San Nicolás de Hidalgo Teófilo Altamirano Vera, Universidad Michoacana de San Nicolás de Hidalgo</p> <p><i>Análisis de la Influencia de las Metodologías, Técnicas y Herramientas de la Calidad en la Productividad de Empresas Automotrices de la Región</i> Edith Margoth Meléndez López, Instituto Tecnológico Superior de Monclova Sandra Lilia Jasso Ibarra, Instituto Tecnológico Superior de Monclova Guillermo Riojas Rodríguez, Instituto Tecnológico Superior de Monclova Felipe Jiménez Zavala, Instituto Tecnológico Superior de Monclova</p> <p><i>La Felicidad Es Igual a Productividad: Un Colaborador Satisfecho en las Empresas del Sector Industrial de Tijuana, B.C., México</i> Samuel Gómez-Patiño, Universidad Autónoma de Baja California María Virginia Flores-Ortíz, Universidad Autónoma de Baja California Daniel Águila-Meza, Universidad Autónoma de Baja California Alfonso Vega-López, Universidad Autónoma de Baja California</p> <p><i>Metodología para el Seguimiento de Egresados para Fortalecer la Vinculación de la Universidad con la Sociedad</i> María De Jesús Ramírez Domínguez, Benemérita Universidad Autónoma de Puebla Maricela Reséndiz Ortega, Benemérita Universidad Autónoma de Puebla Martha Elva Reséndiz Ortega, Benemérita Universidad Autónoma de Puebla</p>	

SPANISH	INTERNET SESSION ROOM: Carnation	TIME: CONTINUOUS
	SESSION TRACK	PUBLIC ADMINISTRATION, LAW
	SESSION CHAIR	Mercedes Jalbert
	<p><i>Desarrollo Sostenible y Ahorro en el Consumo de Refrescos Embotellados en Monclova, Coahuila</i> Sandra Patricia De La Garza Cienfuegos, Universidad Autónoma de Coahuila Jose Luis Vázquez Lundez, Universidad Autónoma de Coahuila Rosa Hilda Hernández Sandoval, Universidad Autónoma de Coahuila Juan Francisco Armendáriz Martínez, Universidad Autónoma de Coahuila Claudia Elizabeth Rodríguez Barboza, Universidad Autónoma de Coahuila</p> <p><i>Responsabilidad Social Militar en el Posconflicto</i> Carlos Alberto González Camargo, Escuela de Posgrados de La Fuerza Aérea</p> <p><i>Importancia de la Reforma Fiscal Mexicana 2014 Como Estrategia Administrativa Que Fomenta la Formalidad, Generación de Empleo, Financiamiento, Crecimiento y Competitividad Empresarial</i> Leonel Rosiles López, Universidad Autónoma de Baja California Cruz Elda Macías Terán, Universidad Autónoma de Baja California Santiago Pérez Alcalá, Universidad Autónoma de Baja California Julio Cesar León Prieto, Universidad Autónoma de Baja California Raúl González Núñez, Universidad Autónoma de Baja California</p> <p><i>Análisis de la Ley Federal para la Prevención e Identificación de Operaciones con Recursos de Procedencia Ilícita de los Contribuyentes Que Desarrollan Actividades Vulnerables</i> Karla Liliana Haro Zea, Benemérita Universidad Autónoma de Puebla María Esther López Sánchez, Benemérita Universidad Autónoma de Puebla Estela Martínez Silverio, Benemérita Universidad Autónoma de Puebla</p>	

SPANISH	INTERNET SESSION ROOM: Carnation	TIME: CONTINUOUS
	SESSION TRACK	MIS, MANAGEMENT
	SESSION CHAIR	Mercedes Jalbert
<i>La Actitud Hacia las Matemáticas ¿Hay Diferencia Con Relación al Género?</i>		
<p>Arturo Córdova Rangel, Universidad Politécnica de Aguascalientes Milka E. Escalera Chávez, Universidad Autónoma de San Luis Potosí Elena Moreno García, Universidad Cristóbal Colón Arturo García Santillán, Universidad Cristóbal Colón José G. Vargas-Hernández, Universidad de Guadalajara</p>		
<p><i>Aportes de la Estructura de Alto Nivel en la Gestión Integrada</i> Yuber Liliana Rodríguez Rojas, Universidad Santo Tomás - Universitaria Agustiniana Ximena Lucia Pedraza Nájar, Universidad Santo Tomás</p>		
<p><i>Responsabilidad Social y Desempeño Económico en Empresas del Sector de Bienes y Servicios en México</i> María Del Carmen Avendaño Rito, Instituto Politécnico Nacional Arcelia Toledo-López, Instituto Politécnico Nacional Bryan W. Husted, Instituto Tecnológico de Estudios Superiores de Monterrey</p>		
<p><i>Factores para la Competitividad de la Industria Restaurantera en Tijuana B. C.</i> Ismael Zúñiga Mejía, Universidad Autónoma de Baja California María Virginia Flores-Ortíz, Universidad Autónoma de Baja California Alfonso Vega-López, Universidad Autónoma de Baja California</p>		

SPANISH	INTERNET SESSION ROOM: Carnation	TIME: CONTINUOUS
	SESSION TRACK	TOURISM, MARKETING
	SESSION CHAIR	Mercedes Jalbert
<i>Modelo Conceptual para la Asignación de Espacios en Anaqueles a PyMES</i>		
<p>Berenice Luna Ponce, Instituto Tecnológico Superior de Cajeme José Luís Martínez-Flores, Universidad Popular Autónoma del Estado de Puebla Patricia Cano-Olivos, Universidad Popular Autónoma del Estado de Puebla Alejandra Aldrette-Malacara, Universidad Popular Autónoma del Estado de Puebla</p>		
<p><i>Endomarketing, Estrategia de Fortalecimiento de las Empresas</i> Jesús Adriana Marrufo Calderón, Instituto Tecnológico Superior de Ciudad Constitución Martha Adriana Márquez Salaices, Instituto Tecnológico Superior de Ciudad Constitución Oyuki Yocselin Contreras Ramírez, Instituto Tecnológico Superior de Ciudad Constitución Edith Guerrero Morales, Instituto Tecnológico Superior de Ciudad Constitución</p>		
<i>Calidad del Servicio y Lealtad en Restaurantes de Comida China</i>		
<p>Marcela Reyes Pazos, Universidad Autónoma de Baja California Raúl González Núñez, Universidad Autónoma de Baja California</p>		
<i>Indicadores de Permanencia en las Empresas Turísticas de Puerto Escondido, Oaxaca, México</i>		
<p>Rosa María Velázquez-Sánchez, Universidad Autónoma Benito Juárez de Oaxaca Jesús Gómez-Velázquez, Universidad Autónoma Benito Juárez de Oaxaca Ricardo García Zárate, Universidad Autónoma Benito Juárez de Oaxaca Abel Antonio Morales Santiago, Universidad Autónoma Benito Juárez de Oaxaca</p>		

	INTERNET SESSION ROOM: Carnation	TIME: CONTINUOUS
	SESSION TRACK	FINANCE, ECONOMICS
	SESSION CHAIR	Mercedes Jalbert
Aplicación del Análisis de Componentes Principales al Comportamiento Bursátil de 26 Empresas Que Conforman la Muestra del Índice de Precios y Cotizaciones de Enero 2014 a Octubre 2015		
Christian Arturo Quiroga Juárez, Universidad Politécnica Bicentenario Aglaé Villalobos Escobedo, Universidad de Guanajuato Ricardo Santana Ojeda, Universidad Politécnica Bicentenario		
Limitaciones de la Capacidad Tecnológica de Producción en la Pyme Sector Electrónico de Tijuana, Baja California México		
María Marcela Solís Quinteros, Universidad Autónoma de Baja California Teresa Carrillo Gutiérrez, Universidad Autónoma de Baja California Karina Cecilia Arredondo Soto, Universidad Autónoma de Baja California		
Análisis de la Productividad de la Industria Manufacturera del Ecuador		
Juan Gabriel López Vera, Universidad Católica de Santiago de Guayaquil Rafael Apolinario Quintana, Universidad de Guayaquil		
El Riesgo Cambiario y su Efecto en el Desempeño y Permanencia de las Empresas en Mexicali, Baja California		
Sósima Carrillo, Universidad Autónoma de Baja California Loreto María Bravo Zanoguera, Universidad Autónoma de Baja California Plácido Valenciana Moreno, Universidad Autónoma de Baja California Ana Cecilia Bustamante Valenzuela, Universidad Autónoma de Baja California Jessica Lizbeth Cisneros Martínez, Universidad Autónoma de Baja California		

	INTERNET SESSION ROOM: Carnation	TIME: CONTINUOUS
	SESSION TRACK	ACCOUNTING
	SESSION CHAIR	Mercedes Jalbert
Procesos Productivos y Competitividad		
Jovita Georgina Neri Vega, Universidad Autónoma de Querétaro Rafael González Zarza, Universidad Autónoma de Querétaro Aarón Iván González Neri, Universidad Autónoma de Querétaro Rafael Alberti González Neri, Universidad Tecnológica de San Juan del Río Héctor Miguel González Neri, Universidad Autónoma de Querétaro		
La Responsabilidad Social Corporativa: Un Análisis Integral de sus Dimensiones		
Sandra Eloina Campos López, Universidad de Guadalajara		
Impacto Económico del Impuesto Aplicado a Alimentos No Básicos con Alto Contenido Calórico en el Giro de Panadería		
Jose De Jesus Moreno Neri, Universidad Autónoma de Baja California Virginia Guadalupe López Torres, Universidad Autónoma de Baja California María Del Mar Obregón Angulo, Universidad Autónoma de Baja California Santiago Alejandro Arellano Zepeda, Universidad Autónoma de Baja California		

SPANISH	INTERNET SESSION ROOM: Carnation	TIME: CONTINUOUS
	SESSION TRACK	MANAGEMENT, BUSINESS EDUCATION
	SESSION CHAIR	Mercedes Jalbert
	<p>Mentoring Para Mentor Par, Facultad de Contaduría Pública Guadalupe Inés Solís Salazar, Benemérita Universidad Autónoma de Puebla Sandra Alicia Salgado Guzmán, Benemérita Universidad Autónoma de Puebla Rosa María Solís Salazar, Benemérita Universidad Autónoma de Puebla Delfino Amando Montiel Rodríguez, Benemérita Universidad Autónoma de Puebla</p> <p>Diagnóstico Organizacional del Área de Servicios de una Institución de Educación Superior Mexicana Sonia Elizabeth Maldonado-Radillo, Universidad Autónoma de Baja California Roman III Lizarraga Benítez, Universidad Autónoma de Baja California Blanca Rosa García Rivera, Universidad Autónoma de Baja California María Concepción Ramírez Barón, Universidad Autónoma de Baja California</p> <p>Generación de Lineamientos Para el Emprendimiento y Cultura de la Propiedad Intelectual en la Facultad de Ingeniería, Arquitectura y Diseño de la Universidad Autónoma de Baja California Guillermo Amaya Parra, Universidad Autónoma de Baja California Sául Méndez Hernández, Universidad Autónoma de Baja California Juan Iván Nieto Hipólito, Universidad Autónoma de Baja California María de Lourdes Solís Tirado, Universidad Autónoma de Baja California</p> <p>:¿Qué Aprendizaje Adquieren los Emprendedores de las Ciudades de Durango y Torreón Durante la Formación de sus Empresas? San Juanita Rodríguez Flores, Universidad Autónoma de Coahuila Rosa Martha Ortega Martínez, Universidad Juárez del Estado de Durango Claudia Nora Salcido Martínez, Universidad Juárez del Estado de Durango Claudia Berenise Cano López de Nava, Universidad Juárez del Estado de Durango</p>	

SPANISH	INTERNET SESSION ROOM: Carnation	TIME: CONTINUOUS
	SESSION TRACK	MANAGEMENT, BUSINESS EDUCATION
	SESSION CHAIR	Mercedes Jalbert
	<p>Análisis Sobre la Trayectoria Académica del Estudiante de Licenciatura de la Primera Generación Que Egresó del Modelo Universitario Minerva (MUM) en la Facultad de Contaduría Pública de la BUAP (2010-2014) Blanca H. Morales Vázquez, Benemérita Universidad Autónoma de Puebla Karla Liliana Haro Zea, Benemérita Universidad Autónoma de Puebla Martha Elva Reséndiz Ortega, Benemérita Universidad Autónoma de Puebla</p> <p>La Educación Continua en Ciencias Administrativas y su Impacto en las Organizaciones Cruz Elda Macías Terán, Universidad Autónoma de Baja California Leonel Rosiles López, Universidad Autónoma de Baja California Eduardo Alejandro Carmona, Universidad Autónoma de Zacatecas José Alejandro Suásteegui Macías, Universidad Autónoma de Baja California</p> <p>Eficiencia y Responsabilidad Social en el Sector Portuario: Acercamiento Teórico de Terminales Contenedoras Mexicanas Yenisey Castro García, Universidad Michoacana de San Nicolás de Hidalgo Virginia Hernández Silva, Universidad Michoacana de San Nicolás de Hidalgo Glafira Vázquez Olarra, Universidad Politécnica de Penjamo</p> <p>Impacto de las Agrupaciones Empresariales en Beneficio de una Red Organizacional Gabriel Héctor Carmona Olmos, ITESM Morelia José Arreola Hernández, ITESM Morelia</p>	

	INTERNET SESSION ROOM: Carnation	TIME: CONTINUOUS
	SESSION TRACK	PUBLIC ADMINISTRATION, MANAGEMENT
	SESSION CHAIR	Mercedes Jalbert
<i>Política Pública Como Herramienta de Desarrollo para la Floricultura del Municipio de Tepetlixpa Estado México</i>		
Omar Ernesto Terán Varela, Centro Universitario UAEM Amecameca Sandra Saldívar Esteba, Centro Universitario UAEM Amecameca Enrique Espinosa Ayala, Centro Universitario UAEM Amecameca Yadira Rocha González, Centro Universitario UAEM Amecameca		
<i>Propuesta de Redistribución de la Planta de Producción de la Empresa AS Elastómeros</i>		
Carlos Alberto González Camargo, Universidad el Bosque Emilio Navarro Ponguta, Universidad el Bosque Mauricio De la Ossa Montes, Universidad el Bosque		
<i>Efectos del Contexto Económico en la Competitividad de las Constructoras de Vivienda en Mexicali, México</i>		
Julio César León Prieto, Universidad Autónoma de Baja California Leonel Rosiles López, Universidad Autónoma de Baja California Cruz Elda Macías Terán, Universidad Autónoma de Baja California Santiago Pérez Alcalá, Universidad Autónoma de Baja California Raúl González Núñez, Universidad Autónoma de Baja California		
<i>El Papel de los Empresarios en la Operación de las Redes Organizacionales</i>		
Gabriel Héctor Carmona Olmos, ITESM Morelia José Arreola Hernández, ITESM Morelia		

Onsite Sessions

Registered and paid attendees are welcome to attend any and all of the onsite sessions.

ENGLISH	ROOM: Anthurium		TIME: JANUARY 5, 2016, TUESDAY 8:00 - 9:50
	SESSION TRACK	ECONOMICS	
	SESSION CHAIR	Tony Mutsune, Luther College	
	<p><i>The Asymmetric Effects of Monetary Policy on Stock Market</i> Cheng Jiang, Temple University</p> <p><i>Appropriation of Investments and Innovation Benefits in U.S. China Trade Relationship</i> Tony Mutsune, Luther College</p> <p><i>The Empirical Research on Relationship between Traffic Cost and Regional Gasoline Demand</i> Jinwoo Dong, Pusan National University SuKwan Jung, Pusan National University Young-Duk Kim, Pusan National University</p> <p><i>Business Continuity Planning for Economic Resilience in Hawaii</i> Jason Levy, University of Hawaii at West Oahu Peiyong Yu, University of Hawaii at West Oahu Ross Prizza, University of Hawaii at West Oahu</p>		

ENGLISH	ROOM: Pakalana		TIME: JANUARY 5, 2016, TUESDAY 8:00 - 9:50
	SESSION TRACK	ACCOUNTING	
	SESSION CHAIR	Jeffrey Callen, University of Toronto	
	<p><i>Testing the Transparency Implications of Mandatory IFRS Adoption: The Spread/Maturity Relation of Credit Default Swaps</i> Gauri Bhat, Southern Methodist University Jeffrey Callen, University of Toronto Dan Segal, Interdisciplinary Center Herzliya</p> <p><i>The Joint Effects of R&D and Costs of Real and Accrual Approaches on Earnings Management</i> Gordian Ndubizu, Drexel University Hai Ta, University of Massachusetts Dartmouth Sung Kwon, York University</p> <p><i>Does Ownership Type Matter for CSR: Evidence from China</i> Yuan Yuan Hu, Massey University Yanhui Zhu, University of the West of England Yuxiao Hu, Shenyang Normal University</p> <p><i>The Relationship between Corporate Social Responsibilities and Earnings Management: Permanent vs. Temporary Social Sustainability Efforts</i> Doocheol Moon, Yonsei University Andres Guiral, Yonsei University Hyunjung Choi, Yonsei University</p>		

SPANISH	ROOM: Plumeria	TIME: JANUARY 5, 2016, TUESDAY 8:00 - 9:50
	SESSION TRACK	ECONOMICS
	SESSION CHAIR	Francisco Javier Maldonado Virgen, Universidad de Guadalajara
	<p><i>Sobre el Análisis Costo Beneficio para la Toma de Decisiones en Servicios de Salud</i> Liliana Elisa Cueto Aguiar, Universidad Panamericana</p> <p><i>Crecimiento Económico y Desempleo en el Estado de Morelos: Una Relación Estructural</i> Luis Eduardo Ménez Bahena, Universidad Politécnica del Estado de Morelos</p> <p><i>La Innovación y el Crecimiento Económico en México</i> Adriana Castro García, Tecnológico de Monterrey, Campus Puebla Jorge Alcaraz Vargas, EGADE Business School, Tecnológico de Monterrey</p> <p><i>Método Incremental Sistemático de Pensamiento Creativo</i> Víctor Hugo Pérez Ferreyra, Universidad Michoacana de San Nicolás de Hidalgo Fernando Ávila Carreón, Universidad Michoacana de San Nicolás de Hidalgo Germán Aníbal Narváez Vásquez, Instituto de Formación e Investigaciones Jurídicas de Michoacán</p>	

SPANISH	ROOM: Ilima	TIME: JANUARY 5, 2016, TUESDAY 8:00 - 9:50
	SESSION TRACK	MANAGEMENT
	SESSION CHAIR	Javier Fermín Padilla Sánchez, Universidad Autónoma de Baja California
	<p><i>Aplicación del Modelo CVF para Caracterizar la Cultura Organizacional de las Empresas de la Región del Tolima Grande</i> Oscar Hernán López Montoya, Universidad del Tolima Julián Alberto Rangel Enciso, Universidad del Tolima Mercedes Parra Álviz, Universidad del Tolima</p> <p><i>Relación del Empowerment con el Compromiso Organizacional Influenciado por el Capital Humano y Prácticas de Alto Involucramiento de Empleados en Maquiladoras Automotrices</i> Olegario Villa Hernández, Universidad Autónoma de Ciudad Juárez Blanca Lidia Márquez Miramontes, Universidad Autónoma de Ciudad Juárez</p> <p><i>Agua Prieta, Sonora: Su Competitividad, Diagnóstico y Alternativas para su Crecimiento</i> Blanca Esthela Zazueta Villavicencio, Instituto Tecnológico de Agua Prieta Eduardo Rodríguez Leyva, Instituto Tecnológico de Agua Prieta Gil Arturo Quijano Vega, Instituto Tecnológico de Hermosillo María Guadalupe Gracia López, Instituto Tecnológico de Agua Prieta Jocelyn Marquez García, Instituto Tecnológico de Agua Prieta Claudia Lizett Rodríguez Escobedo, Instituto Tecnológico de Agua Prieta</p> <p><i>Variables Impulsoras de la Innovación en Pequeñas y Medianas Empresas</i> Gerardo Gabriel Alfaro Calderón, Universidad Michoacana de San Nicolás de Hidalgo Víctor Gerardo Alfaro García, Universidad de Barcelona Rodrigo Gómez Monge, Universidad Michoacana de San Nicolás de Hidalgo</p>	

	ROOM: Anthurium	TIME: JANUARY 5, 2016, TUESDAY 10:00 - 11:50
	SESSION TRACK	ECONOMICS
	SESSION CHAIR	Peiyong Yu, University of Hawaii at West Oahu
<i>Mathematical Analysis of Unemployment Benefits</i>		
Adam Tabba, California State University, Fullerton		
Chandrasekhar Putcha , California State University, Fullerton		
Brian Sloboda, US Department of Labor		
Vineet Penumarty, California State University, Fullerton		
Mohammadreza Khani, California State University, Fullerton		
<i>Estimating the Value of the Honolulu Rail Transit Project: A Semiparametric Analysis of Land and Property Values in Oahu, Hawaii</i>		
Peiyong Yu, University of Hawaii at West Oahu		
Jason Levy, University of Hawaii at West Oahu		
<i>Discriminant Analysis of Strategy Innovation and Competition of Small and Medium Enterprises in Mexico</i>		
María Del Carmen Domínguez Ríos, Benemérita Universidad Autónoma de Puebla		
<i>Export Variety and Intra-industry Trade: Theoretical and Empirical Evidence</i>		
Yoko Oguro, Meikai University		

	ROOM: Pakalana	TIME: JANUARY 5, 2016, TUESDAY 10:00 - 11:50
	SESSION TRACK	MANAGEMENT, MARKETING, TOURISM
	SESSION CHAIR	Pei Xu, California State University Fresno
<i>Career Strategies of Hotel Managers in Canada</i>		
Candace Blayne, Mount Saint Vincent University		
Karen Blotnick, Mount Saint Vincent University		
<i>Exploring Social Media in China: Crafting a WeChat Marketing Strategy to Connect with Chinese Consumers</i>		
Luding Tong, Marietta College		
<i>Approach to Develop Management of Thai Temple in Order to Promote the Cultural Tourism Case Study: Wat Bowonniwet Vihara Rajavaravihara</i>		
Weera Weerasophon, Suan Sunandha Rajabhat University		
<i>Factors Affecting Alaska Children's Salmon Choice: A Probit Analysis</i>		
Pei Xu, California State University Fresno		
Quentin Fong, University of Alaska Fairbanks		
Andrea Bersamin, University of Alaska Fairbanks		
Betty Izumi, Portland State University		
Kathryn Idzorek, University of Alaska Fairbanks		
<i>Sustainable Supply Chain Management, Social Capital and Supplier Performance in the Asian Context: A Comparative Study between South Korea and Vietnam</i>		
Su-Yol Lee, Chonnam National University		
Jingyi Shi, Chonnam National University		
Thi-Thuytrang Le, Chonnam National University		

	ROOM: Plumeria	TIME: JANUARY 5, 2016, TUESDAY 10:00 - 11:50
	SESSION TRACK	BUSINESS EDUCATION
	SESSION CHAIR	Fernando Avila Carreón, Universidad Michoacana de San Nicolás de Hidalgo
Mejora en la Competencia de la Conciencia Cultural Empresarial en Empresarios con Nivel Educativo Básico		
Francisco Javier Maldonado Virgen, Universidad de Guadalajara Carola Flores Solorzano, Universidad de Guadalajara Ma. Refugio López Palomar, Universidad de Guadalajara Sara Adriana García Cueva, Universidad de Guadalajara		
La Televisión Inteligente en el Aula Como Apoyo al Proceso Educativo del Estudiante Universitario		
Javier Fermín Padilla Sánchez, Universidad Autónoma de Baja California José Manuel Valencia-Moreno, Universidad Autónoma de Baja California		
Necesidades de Capacitación de los Emprendedores Empresarios		
Susana Margarita Ibars Hernández, Instituto Tecnológico de Veracruz Elsa Elena Corona Mayoral, Instituto Tecnológico de Veracruz Perfecto Gabriel Trujillo Castro, Instituto Tecnológico de Veracruz Blanca Esthela Zazueta Villavicencio, Instituto Tecnológico de Agua Prieta		

	ROOM: Ilima	TIME: JANUARY 5, 2016, TUESDAY 10:00 - 11:50
	SESSION TRACK	MANAGEMENT
	SESSION CHAIR	Luis Eduardo Ménez Bahena, Universidad Politécnica del Estado de Morelos
Diseño Estructural de la Organización		
Gustavo de Jesús Pérez Durán, Universidad Autónoma de Guadalajara		
Integración de la Gestión de Personal al Plan de Desarrollo en la Micro y Pequeña Empresa en México		
Rubí Del Rosario Vargas Hernández, Benemérita Universidad Autónoma de Puebla Luis Alejandro Louvier Hernández, Benemérita Universidad Autónoma de Puebla		
Bebidas Artesanales Hacia una Responsabilidad Social: Un Enfoque Preliminar		
Virginia Hernández Silva, Universidad Michoacana de San Nicolás de Hidalgo Yenisey Castro García, Universidad Michoacana de San Nicolás de Hidalgo Gerardo Pérez Morelos, Universidad Michoacana de San Nicolás de Hidalgo		

	ROOM: Gardenia	TIME: JANUARY 5, 2016, TUESDAY 10:00 - 11:50
	SESSION TRACK	LAW, PUBLIC ADMINISTRATION
	SESSION CHAIR	Gerardo Gabriel Alfaro Calderón, Universidad Michoacana de San Nicolás de Hidalgo
Eco-Eficiencia del Transporte de Carga Terrestre de la Región Norteamérica en el Comercio Internacional		
América I. Zamora Torres, Universidad Michoacana de San Nicolás de Hidalgo Diana Areli Mora Zimbrón, Universidad Michoacana de San Nicolás de Hidalgo		
Diálogo Jurisprudencial Entre el TFJFA y la CIDH en Materia del Derecho de Acceso a la Justicia		
Rigoberto Reyes Altamirano, Universidad de Guadalajara		
Facilitación Comercial y Control Aduanero en las Principales Aduanas de Baja California		
Olivia Denisse Mejía Victoria, Universidad Autónoma de Baja California Santos López Leyva, Universidad Autónoma de Baja California Mónica Lacavex Berumen, Universidad Autónoma de Baja California Rodolfo Novela Joya, Universidad Autónoma de Baja California Mónica Fernanda Araníbar, Universidad Autónoma de Baja California		

	ROOM: Anthurium	TIME: JANUARY 5, 2016, TUESDAY 1:00 - 2:50
	SESSION TRACK	FINANCE
	SESSION CHAIR	Chiaku Chukwuogor, Eastern Connecticut State University
Public Finance, Micro Finance and Accelerated Economic Development for the Eradication of Extreme Poverty in Sub Sahara Africa		
Chiaku Chukwuogor, Eastern Connecticut State University		
What Is the Optimal Age of Retirement in CSU System?		
Chandrasekhar Putcha, California State University, Fullerton Yue Liu, California State University, Fullerton Yi Jiang, California State University, Fullerton		
Cross-border Funds Flow in Asian Region under the Quantitative Easing		
Hiroshi Yutani, Kwansei Gakuin University		
Trading Behavior around Information Leakage on Analyst Recommendations		
Andrew Lepone, Macquarie Graduate School of Management Ming Ying Lim, Macquarie Graduate School of Management Jin Boon Wong, Macquarie Graduate School of Management		

	ROOM: Pakalana	TIME: JANUARY 5, 2016, TUESDAY 1:00 - 2:50
	SESSION TRACK	MANAGEMENT
	SESSION CHAIR	Wenqing Zhang, University of Minnesota Duluth
<i>Sequential Capital Investment Decision Making Under Extreme Cash Flow Situations: Evidence Using Monte Carlo Simulation</i>		
Wenqing Zhang, University of Minnesota Duluth Prasad Padmanabhan, St Mary University Chia-hsing Huang, Solbridge International School of Business		
<i>A Model for Generating and Sharing Information about Cultural Assets</i>		
Ugur Yozgat, Marmara University Ece Zeybek, Arel University Meltem Gürünlü, Arel University		
<i>A New Mathematical Model of Mutually Complementary for Corporate Alliances: Selection of Optimal Partners Using 8 Characteristics</i>		
Satoshi Tomita, Keio University Yoshiyasu Takefuji, Keio University		
<i>Factors Affecting Adoption of Digital Business: A Qualitative Study of SMEs in Greater Western Sydney (GWS) Australia</i>		
Qiuyan Fan, Western Sydney University		

	ROOM: Plumeria	TIME: JANUARY 5, 2016, TUESDAY 1:00 - 2:50
	SESSION TRACK	BUSINESS EDUCATION
	SESSION CHAIR	Rigoberto Reyes Altamirano, Universidad de Guadalajara
<i>Crisis de Lectoescritura en el Estudiante Universitario</i>		
Regina Dajer Torres, Universidad Veracruzana Adoración Barrales Villegas, Universidad Veracruzana Lilia Esther Guerrero Rodríguez, Universidad Veracruzana		
<i>De la Importancia de Aplicar las Nuevas Tecnologías de la Información y la Comunicación en la Impartición de la Enseñanza Superior en los Sistemas Abierto y a Distancia</i>		
Angélica Guadalupe Zamudio De La Cruz, Universidad Michoacana de San Nicolás de Hidalgo María Elsa Del Rocio Martínez Vera, Universidad Michoacana de San Nicolás de Hidalgo		
<i>Didáctica para Comunicación Organizacional</i>		
Raquel Talavera Chávez, Universidad Autónoma de Baja California Liliana Gallarzo Lopez, Universidad Autónoma de Baja California Sara Talavera Chávez, Universidad Autónoma de Baja California Soledad Plazola Rivera, Universidad Autónoma de Baja California		

	ROOM: Ilima	TIME: JANUARY 5, 2016, TUESDAY 1:00 - 2:50
	SESSION TRACK	MARKETING
	SESSION CHAIR	Luis Alejandro Louvier Hernández, Benemérita Universidad Autónoma de Puebla
<i>Advergaming, Como Herramienta de Posicionamiento en las UPL en el Municipio de Ayapango Estado de México</i>		
Paola Galindo Sandoval, Centro Universitario UAEM Amecameca Ginger Amairany Suárez Ramos, Centro Universitario UAEM Amecameca Abraham Sánchez Gil, Centro Universitario UAEM Amecameca		
<i>Importancia de la Gastronomía Tradicional Poblana y su Relación en el Consumo de Nostalgia por Parte de los Migrantes Poblanos en Los Ángeles, California</i>		
Ramón Sebastián Acle Mena, Benemérita Universidad Autónoma de Puebla Sandra Yesica Herrera Guzmán, Benemérita Universidad Autónoma de Puebla Jessica Yazmín Santos Díaz, Benemérita Universidad Autónoma de Puebla Abigail Claudio Morales, Benemérita Universidad Autónoma de Puebla Norma Angélica Santiesteban López, Benemérita Universidad Autónoma de Puebla		
<i>Comportamiento del Consumidor de Cerveza Artesanal</i>		
Cristóbal Fernández Robin, Universidad Técnica Federico Santa María Diego Yáñez Martínez, Universidad Técnica Federico Santa María Paulina Santander Astorga, Universidad Técnica Federico Santa María Jorge Cea Valencia, Universidad Técnica Federico Santa María Ricardo Mery Medel, Universidad Técnica Federico Santa María		

	ROOM: Gardenia	TIME: JANUARY 5, 2016, TUESDAY 1:00 - 2:50
	SESSION TRACK	ACCOUNTING, ECONOMICS, FINANCE
	SESSION CHAIR	Virginia Hernández Silva, Universidad Michoacana de San Nicolás de Hidalgo
<i>Mercado de Bonos de Carbono: Una Oportunidad para las Pequeñas Centrales Hidroeléctricas en Colombia</i>		
Eduardo Alexander Duque Grisales, Institución Universitaria ESUMER John Dairo Ramírez Aristizábal, Institución Universitaria ESUMER Juan Pablo Valencia Ocampo, DINAMICA		
<i>El Rol Estratégico de las Empresas Vitivinícolas de la Ruta del Vino en el Desarrollo Económico de Baja California: Retos y Perspectivas</i>		
Nalleli Madai Constantino Melchor, Universidad Autónoma de Baja California Mónica Fernanda Aranibar, Universidad Autónoma de Baja California María Concepción Ramírez Barón, Universidad Autónoma de Baja California Blanca Rosa García Rivera, Universidad Autónoma de Baja California Olivia Denisse Mejía Victoria, Universidad Autónoma de Baja California		
<i>Una Mirada a la Ciencia Contable Desde su Entorno Caótico</i>		
Deisy Nohemí Sánchez Villamil, Universidad La Gran Colombia		

	ROOM: Anthurium	TIME: JANUARY 5, 2016, TUESDAY 3:00 - 4:50
	SESSION TRACK	FINANCE, MANAGEMENT
	SESSION CHAIR	Lillie M. Hibbler-Britt, University of Phoenix
<i>Evaluation of Financial Fair Play's Criteria in the Light of Principles of Institutionalization: Analyzing of 4 Big Turkish Football Teams Quoted on Istanbul Stock Exchange Using Financial Analysis Method</i>		
Burak Arzova, Marmara University Fatma Ayanoğlu Sisman, Marmara University Ugur Yozgat, Marmara University		
<i>Critical Success Factors of Black Financial Advisors in the Brokerage Industry</i>		
Lillie M. Hibbler-Britt, University of Phoenix		
<i>Evaluating the Performance of Socially-responsible Mutual Funds</i>		
Ajay Samant, University of North Florida		
<i>Lottery Stocks and Investor Risk Preference</i>		
Alex Frino, Macquarie Graduate School of Management Grace Lepone, Macquarie University Danika Wright, University of Sydney		
<i>The Determinants of Mutual Fund Fees under an Oligopolistic Distribution Channel: Evidence from Korea</i>		
Kang Baek, Hanbat National University		

	ROOM: Pakalana	TIME: JANUARY 5, 2016, TUESDAY 3:00 - 4:50
	SESSION TRACK	LAW, PUBLIC ADMINISTRATION
	SESSION CHAIR	Benedict E. Dedominicis, Catholic University of Korea
<i>International Trade Efficiency Impact of Customs Regulation a DEA with Bootstrap Application</i>		
América I. Zamora Torres, Universidad Michoacana de San Nicolás de Hidalgo		
<i>South Stream: European Nation State Building in Southeastern Europe in the Putin and Post-Putin Era</i>		
Benedict E. Dedominicis, Catholic University of Korea		
<i>Mapp, Gideon and Miranda: Common Perpetrators, or Constitutional Pillars?</i>		
Patrick J. Reville, Iona College John E. Cullen, Mercy College		
<i>What Is the Main Problem for Local Government Officials?</i>		
Jisu Jeong, Seoul National University In Yang, Seoul National University		
<i>Some Aspects about Application of Tax Incentives to Foreign Legal Entities within the Republic of Uzbekistan</i>		
Mirzoanvar Bahodirov, ROADMAX Group of Company		

SPANISH	ROOM: Plumeria	TIME: JANUARY 5, 2016, TUESDAY 3:00 - 4:50
	SESSION TRACK	BUSINESS EDUCATION
	SESSION CHAIR	Deisy Nohemí Sánchez Villamil, Universidad La Gran Colombia
	<p><i>Diagnóstico y Valoración del Nivel de Desarrollo del Espíritu Empresarial de los Estudiantes de la Carrera de Administración en la UPEMOR</i> Luis Eduardo Ménez Bahena, Universidad Politécnica del Estado de Morelos</p> <p><i>Educación Inclusiva y Vulnerabilidad: Una Intervención a Estudiantes de la Facultad de Pedagogía Universidad Veracruzana en la Región Poza Rica-Tuxpan</i> Lilia Esther Guerrero Rodríguez, Universidad Veracruzana Adoración Barrales Villegas, Universidad Veracruzana Regina Dajer Torres, Universidad Veracruzana</p> <p><i>El Carácter Social de la Educación Superior</i> Fernando Ávila Carreón, Universidad Michoacana de San Nicolás de Hidalgo Evaristo Galeana Figueroa, Universidad Michoacana de San Nicolás de Hidalgo Dora Aguilascho Montoya, Universidad Michoacana de San Nicolás de Hidalgo</p>	

SPANISH	ROOM: Ilima	TIME: JANUARY 5, 2016, TUESDAY 3:00 - 4:50
	SESSION TRACK	FINANCE
	SESSION CHAIR	Gustavo de Jesús Pérez Durán, Universidad Autónoma de Guadalajara
	<p><i>Evolución del Mercado de Derivados Estandarizados en Colombia: Período 2010-2014</i> Julián Alberto Rangel Enciso, Universidad del Tolima José Rodrigo Cática Barbosa, Universidad del Tolima Oscar Hernán López Montoya, Universidad del Tolima</p> <p><i>Modelado de las Colas de la Distribución de Rendimientos del Petróleo: Un Análisis Empírico Fuera de la Muestra</i> Raúl De Jesús Gutiérrez, Universidad Autónoma del Estado de México Oscar Rodríguez Pichardo, Universidad Autónoma del Estado de México Lidia Carvajal Gutiérrez, Universidad Autónoma del Estado de México</p> <p><i>El Impacto del Tipo de Cambio Real y Otras Variables Macro y Micro en la Competitividad de las Exportaciones Manufactureras Mexicanas</i> Sergio Quiróz Gálvez, Universidad de Sonora Mario Alberto Lagunés Pérez, Universidad Popular Autónoma del Estado de Puebla Carlos Jiménez García, Universidad de Sonora</p> <p><i>Valor Actual del Flujo de Caja Libre Difuso</i> Yuly Andrea Franco Gómez, Universidad La Gran Colombia</p>	

ENGLISH	ROOM: Anthurium	TIME: JANUARY 6, 2016, WEDNESDAY 8:00 - 9:50
	SESSION TRACK	FINANCE
	SESSION CHAIR	Salem Lotfi Boumediene, Montana State University Billings
	<i>Rising Australian Household Debt: A Financial Analysis</i> Sam Meng, University of New England	
<i>New Financial Tools for Small Businesses: A Commitment Mechanism, Bank Funding, Binary Options Market and Purchase Contracts Securitization</i> Nahum Biger, Carmel Academic Center Noam Sher, Carmel Academic Center		
<i>Combined Use of Data Envelopment Analysis and Financial Measures for Assessment of Corporate Values</i> Mika Goto, Tokyo Institute of Technology		
<i>Ways to Battle the \$431 Billion Fake Pharmaceutical Industry</i> Brian Gurney, Montana State University Billings Gary Amundson, Montana State University Billings Salem Lotfi Boumediene, Montana State University Billings		

ENGLISH	ROOM: Pakalana	TIME: JANUARY 6, 2016, WEDNESDAY 8:00 - 9:50
	SESSION TRACK	MANAGEMENT, TOURISM
	SESSION CHAIR	Jon K. Webber, University of Phoenix
	<i>Chinese Entrepreneurs in Small and Medium Enterprises (SMEs) - An Emic View</i> Yunke He, Okanagan College Heather Banham, Okanagan College	
<i>Leadership Best Practices and Employee Performance: A Phenomenological Telecommunication Industry Study</i> Karl Thompson, University of Phoenix Jon K. Webber, University of Phoenix		
<i>Recognizing the Capacity of a Multinational Organization to Repatriate the Expatriate: A Paradigmatic Lens</i> Brenda Shore, University of Maryland University College		
<i>Approaches and Methods in English Skills Development for Job Interviewing in Tourism Industry: Case Study of Tourism Industry and Hospitality Management Students, Suan Sunandha Rajabhat University</i> Kamonluk Phophan, Suan Sunandha Rajabhat University		

	ROOM: Plumeria	TIME: JANUARY 6, 2016, WEDNESDAY 8:00 - 9:50
	SESSION TRACK	ACCOUNTING
	SESSION CHAIR	Katherine Kinkela, Iona College
<i>The Impact of Japanese Regulatory Changes on Accrual-based and Real Earnings Management</i>		
Masahiro Enomoto, Kobe University		
Tomoyasu Yamaguchi, Tohoku Gakuin University		
<i>Audit Quality and COSO Risk Analysis</i>		
Katherine Kinkela, Iona College		
<i>Preparers' Perceived Costs and Benefits of IFRS: What Factors Determine Preparers' Attitude Towards IFRS?</i>		
Miho Nakamura, Oita University		
Kyoko Nagata, Tokyo Institute of Technology		
Chikako Ozu, Kyushu University		

	ROOM: Ilima	TIME: JANUARY 6, 2016, WEDNESDAY 8:00 - 9:50
	SESSION TRACK	MARKETING, TOURISM
	SESSION CHAIR	Victor Mercader, CETYS Universidad
<i>Experiencia de Usuarios en Hoteles Boutique</i>		
Driselda Patricia Sánchez Aguirre, Universidad Autónoma de Querétaro		
Minerva Candelaria Maldonado Alcidia, Universidad Autónoma de Querétaro		
Luis Domingo Martínez Vázquez, Universidad Autónoma de Querétaro		
Veronica Salinas Villarreal, Universidad Autónoma de Querétaro		
<i>Estudio Sobre la Competitividad y el Marketing</i>		
Dora Aguilasoch Montoya, Universidad Michoacana de San Nicolás de Hidalgo		
Evaristo Galeana Figueroa, Universidad Michoacana de San Nicolás de Hidalgo		
Fernando Ávila Carreón, Universidad Michoacana de San Nicolás de Hidalgo		
<i>Factores de Atracción Comercial de Centros Comerciales</i>		
Ana Milena Alvarez Cano, Universidad Autónoma de Occidente		
Lilian Andrea Carrillo, Universidad Autónoma de Occidente		
Johann Alexis Ospina Galindez, Universidad Autónoma de Occidente		

	ROOM: Anthurium	TIME: JANUARY 6, 2016, WEDNESDAY 10:00 - 11:50
	SESSION TRACK	FINANCE
	SESSION CHAIR	Raymundo Diaz, Universidad Autónoma de Coahuila
<i>Stock Price Manipulation through Spreading False Rumor</i>		
JaeSung Lee, D quest Se-Hak Chun, Seoul National University of Science and Technology Joon Ho Hwang, Korea University		
<i>Does China Stock Crash Have Contagion Effect on Asian Stock Markets?</i>		
Serap Kamisli, Anadolu University Tuba Sevil, Anadolu University Guven Sevil, Anadolu University Melik Kamisli, Bilecik Seyh Edebali University		
<i>Tests of Random Walks and Market Efficiency for Mexican Stock Exchange in NYSE and OTC an Empirical Note (Feb 2001 - Jul 2014)</i>		
Francisco Serrano, Universidad Autónoma de Coahuila Raymundo Diaz, Universidad Autónoma de Coahuila		
<i>Student Views of Debt, Living Arrangements and Travel</i>		
Shannon Lin, Dalhousie University Lorn Sheehan, Dalhousie University		

	ROOM: Pakalana	TIME: JANUARY 6, 2016, WEDNESDAY 10:00 - 11:50
	SESSION TRACK	FINANCE
	SESSION CHAIR	E. Tylor Claggett, Salisbury University
<i>A Tutorial on Bonds, Yield Curves and Duration - for Students, Investors and Portfolio Managers</i>		
E. Tylor Claggett, Salisbury University		
<i>Portfolio Adjustment with Fixed Transaction Costs: A Simplified Approach</i>		
Linus Wilson, University of Louisiana		
<i>Concurrent Impact of IFRS Adoption and FDI Inflows on Economic Growth: Does Region Matter?</i>		
Clement Oppong, Cyprus International University Hasret Balcioglu, Cyprus International University Mehmet Aga, Cyprus International University		
<i>The Effect of Housing Assets on a Household's Asset Portfolio Using Micro Data</i>		
Eun Hye Oh, Kyungpook National University Youn Seol, Kyungpook National University		

	ROOM: Plumeria	TIME: JANUARY 6, 2016, WEDNESDAY 10:00 - 11:50
	SESSION TRACK	ACCOUNTING
	SESSION CHAIR	Glen Hansen, Utica College
<i>Unusual Earnings Distributions in Mutual Savings Banks and Capital Stock Banks</i>		
Glen Hansen, Utica College		
<i>Social Consciousness, Goals Setting, and Accounting Professional Education</i>		
Masako Saito, Osaka Sangyo University		
Allison M. Mcleod, University of North Texas		
<i>The Impact of Fair Value on Audit Quality and the Contribution of ISA 540 (Revised and Redrafted)</i>		
Salem Lotfi Boumediene, Montana State University Billings		
Emna Boumediene, University of Manouba, Manouba, Tunisia		
Ikram Amara, University of Manouba, Manouba, Tunisia		

	ROOM: Ilima	TIME: JANUARY 6, 2016, WEDNESDAY 10:00 - 11:50
	SESSION TRACK	BUSINESS EDUCATION, ECONOMICS, LAW
	SESSION CHAIR	Minerva Candelaria Maldonado Alcidia, Universidad Autónoma de Querétaro
<i>Las Leyes Tributarias Forman Parte Integral de la Vida del Gobernado en México</i>		
Rosa Hilda Hernández Sandoval, Universidad Autónoma de Coahuila		
Sandra Patricia de la Garza Cienfuegos, Universidad Autónoma de Coahuila		
Ana María Aguilar Sánchez, Universidad Autónoma de Coahuila		
Rosa Margarita Torres Hernández, Universidad Autónoma de Coahuila		
<i>El Rol de la Universidad Ecuatoriana en la Segunda Fase del Buen Vivir: Una Aproximación</i>		
Nelson Alomoto, Escuela Politécnica Nacional		
<i>Transferencia de Tecnología y Creación de Patentes en México</i>		
Rufina Georgina Hernández Contreras, Benemérita Universidad Autónoma de Puebla		
Rosa María Medina Hernández, Benemérita Universidad Autónoma de Puebla		
José Francisco Tenorio Martínez, Benemérita Universidad Autónoma de Puebla		

	ROOM: Gardenia	TIME: JANUARY 6, 2016, WEDNESDAY 10:00 - 11:50
	SESSION TRACK	MANAGEMENT, MARKETING
	SESSION CHAIR	Carolin Egger, Kufstein University of Applied Sciences
<i>A Bilingual's Perspective on Polysemous and Single Meaning Slogans</i>		
Miguel Angel Zúñiga, Morgan State University Ivonne M. Torres, New Mexico State University Mihai Niculescu, New Mexico State University		
<i>Friends with Benefits: The Impact of Social Couponing on Consumer Purchase Behavior and Intentions</i>		
Hong Yuan, University of Oregon Sara Hanson, University of Oregon		
<i>The Localization Process of FamilyMart in Thailand and Its Relationship with Building Dynamic Capabilities</i>		
Sulin Chung, Tokyo Institute of Technology		
<i>Innovation Performance and Management Ethics - an Interrelated Phenomenon?</i>		
Carolin Egger, Kufstein University of Applied Sciences Helmut Egger, Hefter Maschinenbau GmbH Co. KG		

	ROOM: Anthurium	TIME: JANUARY 6, 2016, WEDNESDAY 2:00 - 3:50
	SESSION TRACK	FINANCE
	SESSION CHAIR	Michael Mahoney, Wagner College
<i>Spliced Correlation: Theory Development</i>		
Jeffry Haber, Iona College		
<i>Oil Price Volatility and Stock Returns</i>		
Guven Sevil, Anadolu University Melik Kamisli, Bilecik Seyh Edebali University Serap Kamisli, Anadolu University		
<i>Obviating the Moral Hazards That Caused the Recent Banking Crisis and Future Dislocations with the Imposition of Regulations, Reserve Requirements, Revenue/Risk Adjusted Payouts</i>		
Michael Mahoney, Wagner College Donald Crooks, Wagner College Cathyann Tully, Wagner College Edward Strafaci, Wagner College		
<i>The Determinants of the Index of Prices and Quotations on the Mexican Stock Exchange: Sensitivity Analysis Based on Artificial Neural Networks</i>		
Stephanie Aracely Valdivia Enríquez, Universidad Nacional Autónoma de México Arturo Morales Castro, Universidad Nacional Autónoma de México		

ENGLISH	ROOM: Pakalana	TIME: JANUARY 6, 2016, WEDNESDAY 2:00 - 3:50
	SESSION TRACK	ECONOMICS, FINANCE
	SESSION CHAIR	Evzen Kocenda, Charles University
<p><i>Effects of Export Spillovers, FDI, and Ownership Structures on Firms' Performance</i> Jan Hanousek, Charles University Evzen Kocenda, Charles University Pavla Vozarova, Prague School of Economics</p> <p><i>Prospects of Real Options Use in Investment Project Valuation in Banks</i> Khalil Ganbat, Plekhanov Russian University of Economics</p> <p><i>The Role of Capital Markets in Poverty Reduction</i> Hasan Bulent Kantarci, Kocaeli University Reginald Okyere, Kocaeli University</p> <p><i>Sovereign Credit Default Swaps as a Hedge in the Financial Market</i> Chih-Chieh Chiu, Rider University</p>		

ENGLISH	ROOM: Plumeria	TIME: JANUARY 6, 2016, WEDNESDAY 2:00 - 3:50
	SESSION TRACK	MANAGEMENT
	SESSION CHAIR	Kathleen Wilburn, St. Edwards University
<p><i>A Joint Decision-making Model to Determine the Optimal Level of Supply Chain Coordination under Demand Uncertainty with Commitment-option Contracts</i> Seong-Hyun Nam, University of North Dakota Tae-Sun Im, Seoul Cyber University</p> <p><i>Redesign of the Logistics Network of a Company in the Food Industry</i> Erin Chancey, Universidad Popular Autónoma del Estado de Puebla Maricarmen Báez Palma, Universidad Popular Autónoma del Estado de Puebla José Luís Martínez-Flores, Universidad Popular Autónoma del Estado de Puebla Omar David Badillo Valenzuela, Universidad Popular Autónoma del Estado de Puebla María Arlethe Sánchez Cabrera, Universidad Popular Autónoma del Estado de Puebla</p> <p><i>The Growing Importance of Integrated Reporting for Corporate Social Responsibility</i> Kathleen Wilburn, St. Edwards University Ralph Wilburn, St. Edwards University</p> <p><i>What Universities Can Learn from Businesses: A Critical Research Study of Adapting Corporate Organizational Development Approach in University Environment</i> Ljubomir Medenica, University of Alaska Southeast</p>		

	ROOM: Ilima	TIME: JANUARY 6, 2016, WEDNESDAY 2:00 - 3:50
	SESSION TRACK	BUSINESS EDUCATION, MANAGEMENT, TOURISM
	SESSION CHAIR	Rosa Hilda Hernández Sandoval, Universidad Autónoma de Coahuila
<i>Una Aproximación Teórica a la Gestión Estratégica en Servicios de Alojamiento</i>		
Minerva Candelaria Maldonado Alcudia, Universidad Autónoma de Querétaro		
Driselda Patricia Sánchez Aguirre, Universidad Autónoma de Querétaro		
Luis Domingo Martínez Vázquez, Universidad Autónoma de Querétaro		
Mónica María Muñoz Cornejo, Universidad Autónoma de Querétaro		
Ana Virginia Del Carmen Maldonado Alcudia, Universidad de Occidente		
<i>Análisis de la Eficiencia Financiera de las Empresas Certificadas en Coalición Empresarial Anti Contrabando CEAC en Cartagena-Colombia</i>		
Tomás José Fontalvo Herrera, Universidad Libre		
<i>Modelo de Evaluación para la Educación Empresarial con Visión Internacional</i>		
Victor Mercader, CETYS Universidad		
<i>De Artesanos a Empresarios Productores de Guitarras. Caso Paracho, Michoacán, México</i>		
Dora Aguilasochi Montoya, Universidad Michoacana de San Nicolás de Hidalgo		
Virginia Hernández Silva, Universidad Michoacana de San Nicolás de Hidalgo		
Irma Cristina Espitia Moreno, Universidad Michoacana de San Nicolás de Hidalgo		

	ROOM: Anthurium	TIME: JANUARY 6, 2016, WEDNESDAY 4:00 - 5:50
	SESSION TRACK	ECONOMICS, FINANCE
	SESSION CHAIR	Stoyu Ivanov, San Jose State University
<i>Comparative Analysis of ETF and Common Stock Intraday Bid-ask Spread Behavior</i>		
Stoyu Ivanov, San Jose State University		
<i>Compliance in the Process of European Union of Foreign Direct Investment Effects of Turkish Economy</i>		
Hasan Bulent Kantarci, Kocaeli University		
Ali Sanliturk, Kocaeli University		
<i>Why Do the Underwriters Allocate Individual Investors More IPO Shares in Japan?</i>		
Yoji Takahashi, Gifu Shotoku Gakuen University		
<i>Are Managers Taking Advantage of Shareholders in LBOs?</i>		
Fritz Burkhardt, Champlain College		

	ROOM: Pakalana	TIME: JANUARY 6, 2016, WEDNESDAY 4:00 - 5:50
	SESSION TRACK	BUSINESS EDUCATION, TOURISM
	SESSION CHAIR	Juha Kettunen, Turku University of Applied Sciences
<i>Quality of Education in Business Schools (BSs): Accreditation Compliance through Reporting Assurance of Learning (AOL)</i> Wadi Alonazi, King Saud University		
<i>Open Innovation Alliances and Communities in Higher Education</i> Juha Kettunen, Turku University of Applied Sciences		
<i>Factors Affecting the Selection of Accommodation by Thai Tourists in the Bangkok Area</i> Bua Srikos, Suan Sunandha Rajabhat University		
<i>Approaches and Methods in English Skills Development for Job Interviewing in Tourism Industry: Case Study of Tourism Industry and Hospitality Management Students, Suan Sunandha Rajabhat University</i> Kamonluk Phophan, Suan Sunandha Rajabhat University		

ENGLISH	ROOM: Plumeria	TIME: JANUARY 6, 2016, WEDNESDAY 4:00 - 5:50
	SESSION TRACK	MANAGEMENT, MIS, TOURISM
	SESSION CHAIR	Rell Snyder, National University
	<i>Information Systems Project Risk Management</i> Rell Snyder, National University	
<i>Social Environment and Decisions, Factors in Organizational Behavior in a Business School in Mexico</i> Eduardo Alejandro Carmona, Universidad Autónoma de Zacatecas		
<i>Software Project Management Evaluation: A Fuzzy Approach</i> Salem Lotfi Boumediene, Montana State University Billings Salma Boumediene, Montana State University Billings		
<i>Ability and Necessary of Food Design That Needs Knowledge for Adding More Value of Restaurant in Bangkok</i> Aticha Kwaengsopha, Suan Sunandha Rajabhat University		

ENGLISH	ROOM: Ilima	TIME: JANUARY 6, 2016, WEDNESDAY 4:00 - 5:50
	SESSION TRACK	MULTIDISCIPLINE
	SESSION CHAIR	Nicole Ortloff-Wensel, Our Lady of Holy Cross College
	<i>Intentions to Use an Online Restaurant Review Website</i> Joshua Fogel, Brooklyn College Mohit Kumar, Brooklyn College	
<i>An Empirical Look Into the Perception of Podcasting as Viewed by Online Business Faculty and Students: Does Podcasting Provide an Efficiency That Should Be Funded, or Is It a Waste of Resources? Can Podcasting Provide an Alternative to Expensive Textbook</i> Nicole Ortloff-Wensel, Our Lady of Holy Cross College		
<i>Perception of Inbound Tourist to Green Hotel</i> Kanyapilai Kunchornsirimongkon, Suan Sunandha Rajabhat University		

ENGLISH	ROOM: Plumeria	TIME: JANUARY 7, 2016, THURSDAY 8:30 - 10:20
	SESSION TRACK	FINANCE
	SESSION CHAIR	Ann Galligan Kelley, Providence College
	<i>Optimizing the Performance of the Fractal Adaptive Moving Average Strategy: The Case of the EUR/USD</i> Ikhlaas Gurrib, Canadian University of Dubai	
<i>Asymmetries in Forex Market Volatility Spillovers</i> Jozef Barunik, Institute of Information Theory and Automation Evzen Kocenda , Charles University Lukas Vacha, Institute of Information Theory and Automation		
<i>Integration of Sovereign Bonds Markets: Time Variation and Maturity Effects</i> Ines Chaieb, University of Geneva & Swiss Finance Institute Vihang Errunza , McGill University Rajna Gibson Brandon, University of Geneva & Swiss Finance Institute		
<i>Duration Risk: Is It Time for Transparency?</i> Ann Galligan Kelley, Providence College		

ENGLISH	ROOM: Plumeria	TIME: JANUARY 7, 2016, THURSDAY 10:30 - 11:20
	SESSION TRACK	MULTIDISCIPLINE
	SESSION CHAIR	Terrance Jalbert, University of Hawaii Hilo
	<i>The Art and Science of Publishing Peer-reviewed Research</i> Terrance Jalbert, University of Hawaii Hilo	

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.

Mada Alahmadi, Park University
Abdulaziz Albakheet, Indiana University
Abdulaziz Alrashidi, Indiana University
Rzan Alrwshaid, The George Washington University
Khalid Alshathri, Brandeis University
Virginia Angeli, Instituto de Promoción de La Carne Vacuna Arg
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Azeez Bakare, Dana Airlines Limited
Sadik Basigi, Arcada University of Applied Sciences
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Emaan Maghraby, Western Michigan University
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Sonia Coto, Office Assistant, The IBFR

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Serving as session chair is an important contribution to the conference event. We thank the following individuals for serving as session chair:

Tony Mutsune, Luther College
Javier Fermín Padilla Sánchez, Universidad Autónoma de Baja California
Jeffrey Callen, University of Toronto
Francisco Javier Maldonado Virgen, Universidad de Guadalajara
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Chiaku Chukwuogor, Eastern Connecticut State University
Virginia Hernández Silva, Universidad Michoacana de San Nicolás de Hidalgo
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Raymundo Diaz, Universidad Autónoma de Coahuila
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Minerva Candelaria Maldonado Alcudia, Universidad Autónoma de Querétaro
E. Tylor Claggett, Salisbury University
Glen Hansen, Utica College
Michael Mahoney, Wagner College
Rosa Hilda Hernández Sandoval, Universidad Autónoma de Coahuila
Evzen Kocenda, Charles University
Kathleen Wilburn, St. Edwards University
Stoyu Ivanov, San Jose State University
Nicole Ortloff-Wensel, Our Lady of Holy Cross College
Juha Kettunen, Turku University of Applied Sciences
Rell Snyder, National University
Rell Snyder, rsnyder@nu.edu
Ann Galligan Kelley, Providence College
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The following papers have been awarded the Outstanding Research Award. Congratulations to the authors for their hard work and quality manuscripts. Winners of the Outstanding Research Award will be offered publication in one of our Journals. About 24 percent of submitted papers were given the Award. We offer our sincere congratulations to the award winners.

ACCOUNTING & TAXATION

The Impact of Fair Value on Audit Quality and the Contribution of ISA 540 (Revised and Redrafted)

Salem Lotfi Boumediene, Montana State University Billings
Emna Boumediene, University of Manouba, Manouba, Tunisia
Ikram Amara, University of Manouba, Manouba, Tunisia

BUSINESS EDUCATION & ACCREDITATION

Influence of Computing Competence on Lecturers' Preparedness for E-learning at the University of Nairobi, Kenya

Nicholas K. Ochogo, University of Nairobi
Charles M. Rambo, University of Nairobi
Paul A. Ondundo, University of Nairobi
Joyce K. Mbwesa, University of Nairobi

Cognition and the Teaching-learning System

Mario Luis Perossa, Universidad Maimónides
Alejandra Elena Marinaro, Universidad Maimónides

Open Innovation Alliances and Communities in Higher Education

Juha Kettunen, Turku University of Applied Sciences

What Universities Can Learn from Businesses: A Critical Research Study of Adapting Corporate Organizational Development Approach in University Environment

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An Empirical Look Into the Perception of Podcasting as Viewed by Online Business Faculty and Students: Does Podcasting Provide an Efficiency That Should Be Funded, or Is It a Waste of Resources? Can Podcasting Provide an Alternative to Expensive Textbook

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Social Environment and Decisions, Factors in Organizational Behavior in a Business School in Mexico

Eduardo Alejandro Carmona, Universidad Autónoma de Zacatecas

GLOBAL JOURNAL OF BUSINESS RESEARCH

Spliced Correlation: Theory Development

Jeffry Haber, Iona College

Chinese Entrepreneurs in Small and Medium Enterprises (SMEs) - An Emic View

Yunke He, Okanagan College
Heather Banham, Okanagan College

Career Strategies of Hotel Managers in Canada

Candace Blayney, Mount Saint Vincent University
Karen Blotnick, Mount Saint Vincent University

Leadership Best Practices and Employee Performance: A Phenomenological Telecommunication Industry Study

Karl Thompson, University of Phoenix
Jon K. Webber, University of Phoenix

Redesign of the Logistics Network of a Company in the Food Industry

Erin Chancey, Universidad Popular Autónoma del Estado de Puebla

Maricarmen Báez Palma, Universidad Popular Autónoma del Estado de Puebla

José Luís Martínez-Flores, Universidad Popular Autónoma del Estado de Puebla

Omar David Badillo Valenzuela, Universidad Popular Autónoma del Estado de Puebla

María Arlette Sánchez Cabrera, Universidad Popular Autónoma del Estado de Puebla

Reevaluating If a Linkage Exists between CEO Compensation and the Net Income and Stock Price of Their Firm: A Micro Study

Gary F. Keller, Eastern Oregon University

The Determinants of the Index of Prices and Quotations on the Mexican Stock Exchange: Sensitivity Analysis Based on Artificial Neural Networks

Stephanie Aracely Valdivia Enríquez, Universidad Nacional Autónoma de México

Arturo Morales Castro, Universidad Nacional Autónoma de México

International Trade Efficiency Impact of Customs Regulation a DEA with Bootstrap Application

América I. Zamora Torres, Universidad Michoacana de San Nicolás de Hidalgo

Critical Success Factors of Black Financial Advisors in the Brokerage Industry

Lillie M. Hibbler-Britt, University of Phoenix

Appropriation of Investments and Innovation Benefits in U.S. China Trade Relationship

Tony Mutsune, Luther College

The Implementation of Conjoint Analysis to Measure the Attributes of Xcaret Park

Lucila Zárraga Cano, Universidad del Caribe

Gabriela Aracelly Solís González, Universidad Anahuac Cancún

Sabrina Ivonne Rodríguez Ogaz, Universidad del Caribe

Discriminant Analysis of Strategy Innovation and Competition of Small and Medium Enterprises in Mexico

María Del Carmen Domínguez Ríos, Benemérita Universidad Autónoma de Puebla

Factors Affecting Adoption of Digital Business: A Qualitative Study of SMEs in Greater Western Sydney (GWS) Australia

Qiuyan Fan, Western Sydney University

Export Variety and Intra-industry Trade: Theoretical and Empirical Evidence

Yoko Oguro, Meikai University

Software Project Management Evaluation: A Fuzzy Approach

Salem Lotfi Boumediene, Montana State University Billings

Salma Boumediene, Montana State University Billings

Ability and Necessary of Food Design That Needs Knowledge for Adding More Value of Restaurant in Bangkok

Aticha Kwaengsopha, Suan Sunandha Rajabhat University

INTERNATIONAL JOURNAL OF BUSINESS AND FINANCE RESEARCH***U.S. Corporate Pension Expense and the 2007-2009 Financial Crisis: An Interrupted Time Series Analysis***

Benjamin B. Boozer, Jacksonville State University

Julie A. Staples, Jacksonville State University

S. Keith Lowe, Jacksonville State University

Robert J. Landry, Jacksonville State University

Concurrent Impact of IFRS Adoption and FDI Inflows on Economic Growth: Does Region Matter?

Clement Oppong, Cyprus International University

Hasret Balcioglu, Cyprus International University

Mehmet Aga, Cyprus International University

Why Do the Underwriters Allocate Individual Investors More IPO Shares in Japan?
Yoji Takahashi, Gifu Shotoku Gakuen University

INTERNATIONAL JOURNAL OF MANAGEMENT AND MARKETING RESEARCH

A Bilingual's Perspective on Polysemous and Single Meaning Slogans

Miguel Angel Zúñiga, Morgan State University
Ivonne M. Torres, New Mexico State University
Mihai Niculescu, New Mexico State University

A New Mathematical Model of Mutually Complementary for Corporate Alliances: Selection of Optimal Partners Using 8 Characteristics

Satoshi Tomita, Keio University
Yoshiyasu Takefuji, Keio University

Macroeconomic Factors Influencing the Financing of Build-operate-transfer Projects in Developing Countries: A Case

Stephen O. Lucas, University of Nairobi
Charles M. Rambo, University of Nairobi

REVIEW OF BUSINESS & FINANCE STUDIES

Public Finance, Micro Finance and Accelerated Economic Development for the Eradication of Extreme Poverty in Sub Sahara Africa

Chiaku Chukwuogor, Eastern Connecticut State University

The Growing Importance of Integrated Reporting for Corporate Social Responsibility

Kathleen Wilburn, St. Edwards University
Ralph Wilburn, St. Edwards University

Corporate Accounting Malfeasance: An Overview

Liz Washington Arnold, The Citadel
Peter Harris, New York Institute of Technology
Michelle Liu, New York Institute of Technology

South Stream: European Nation State Building in Southeastern Europe in the Putin and Post-Putin Era

Benedict E. Dedominicis, Catholic University of Korea

Obviating the Moral Hazards That Caused the Recent Banking Crisis and Future Dislocations with the Imposition of Regulations, Reserve Requirements, Revenue/Risk Adjusted Payouts

Michael Mahoney, Wagner College
Donald Crooks, Wagner College
Cathyann Tully, Wagner College
Edward Strafaci, Wagner College

Ways to Battle the \$431 Billion Fake Pharmaceutical Industry

Brian Gurney, Montana State University Billings
Gary Amundson, Montana State University Billings
Salem Lotfi Boumediene, Montana State University Billings

REVISTA GLOBAL DE NEGOCIOS

La Capacitación en las Empresas Agrícolas en el Valle de San Quintín, Baja California

Imelda Cuevas Merencias, Universidad Autónoma de Baja California
Lizzette Velasco Aulcy, Universidad Autónoma de Baja California
Luis Alberto Morales Zamorano, Universidad Autónoma de Baja California

Política Pública Como Herramienta de Desarrollo para la Floricultura del Municipio de Tepetlixpa Estado México

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Evolución del Mercado de Derivados Estandarizados en Colombia: Período 2010-2014

Julián Alberto Rangel Enciso, Universidad del Tolima
José Rodrigo Cática Barbosa, Universidad del Tolima
Oscar Hernán López Montoya, Universidad del Tolima

Experiencia de Usuarios en Hoteles Boutique

Driselda Patricia Sánchez Aguirre, Universidad Autónoma de Querétaro
Minerva Candelaria Maldonado Alcudia, Universidad Autónoma de Querétaro
Luis Domingo Martínez Vázquez, Universidad Autónoma de Querétaro
Veronica Salinas Villarreal, Universidad Autónoma de Querétaro

Eco-Eficiencia del Transporte de Carga Terrestre de la Región Norteamérica en el Comercio Internacional

América I. Zamora Torres, Universidad Michoacana de San Nicolás de Hidalgo
Diana Areli Mora Zimbrón, Universidad Michoacana de San Nicolás de Hidalgo

Sistematización del Conocimiento Sobre el Método de Estudio de Caso para Investigar la Empresa Familiar

Yolanda Saldaña Contreras, Universidad Autónoma de Coahuila
Fernando Miguel Ruiz Díaz, Universidad Autónoma de Coahuila
Juan Jesús Nahuat Arreguín, Universidad Autónoma de Coahuila
Laura Leticia Gaona Tamez, Universidad Autónoma de Coahuila
María Viririana Castillo Camacho, Universidad Autónoma de Coahuila

Análisis Sobre la Trayectoria Académica del Estudiante de Licenciatura de la Primera Generación Que Egresó del Modelo Universitario Minerva (MUM) en la Facultad de Contaduría Pública de la BUAP (2010-2014)

Blanca H. Morales Vázquez, Benemérita Universidad Autónoma de Puebla
Karla Liliana Haro Zea, Benemérita Universidad Autónoma de Puebla
Martha Elva Reséndiz Ortega, Benemérita Universidad Autónoma de Puebla

Las Leyes Tributarias Forman Parte Integral de la Vida del Gobernado en México

Rosa Hilda Hernández Sandoval, Universidad Autónoma de Coahuila
Sandra Patricia de la Garza Cienfuegos, Universidad Autónoma de Coahuila
Ana María Aguilar Sánchez, Universidad Autónoma de Coahuila
Rosa Margarita Torres Hernández, Universidad Autónoma de Coahuila

Modelo de Evaluación para la Educación Empresarial con Visión Internacional

Victor Mercader, CETYS Universidad

Mercado de Bonos de Carbono: Una Oportunidad para las Pequeñas Centrales Hidroeléctricas en Colombia

Eduardo Alexander Duque Grisales, Institución Universitaria ESUMER
John Dairo Ramírez Aristizábal, Institución Universitaria ESUMER
Juan Pablo Valencia Ocampo, DINAMICA

Aplicación del Modelo CVF para Caracterizar la Cultura Organizacional de las Empresas de la Región del Tolima Grande

Oscar Hernán López Montoya, Universidad del Tolima
Julián Alberto Rangel Enciso, Universidad del Tolima
Mercedes Parra Álviz, Universidad del Tolima

Diálogo Jurisprudencial Entre el TFJFA y la CIDH en Materia del Derecho de Acceso a la Justicia
Rigoberto Reyes Altamirano, Universidad de Guadalajara

La Educación Continua en Ciencias Administrativas y su Impacto en las Organizaciones
Cruz Elda Macías Terán, Universidad Autónoma de Baja California
Leonel Rosiles López, Universidad Autónoma de Baja California
Eduardo Alejandro Carmona, Universidad Autónoma de Zacatecas
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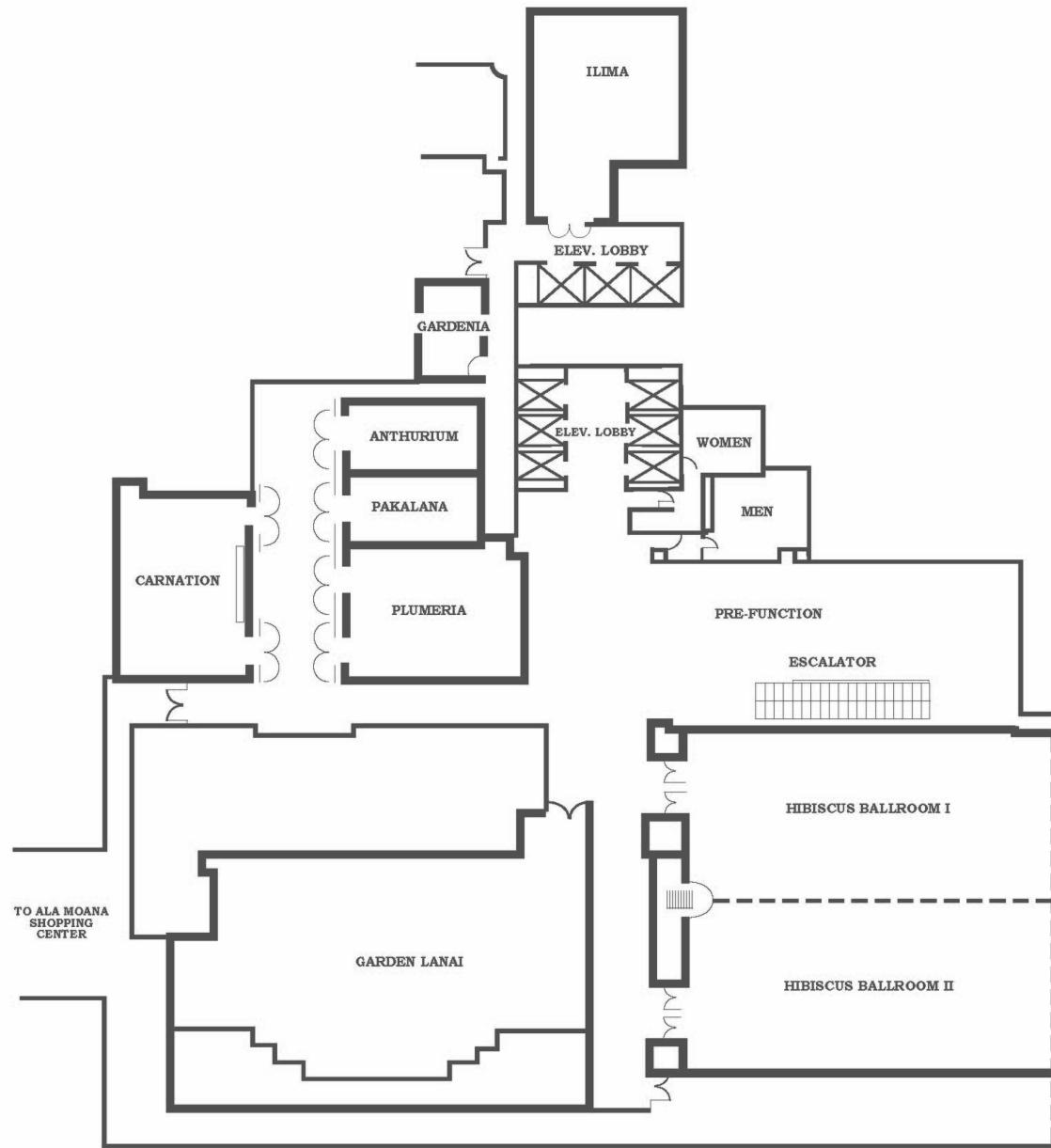
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Universidad Maimónides	Wagner College
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