

**Academy of World Business,
Marketing & Management Development
2008 CONFERENCE PROGRAM, RIO DE JANEIRO**

**MONDAY 14 JULY 2008
3:45pm - 8:15 pm**

Registration 3:45pm – 6:00 pm

Venue: Windsor Plaza Hotel (Lobby Area)

Cocktail Party 6:30 pm – 8:15 pm

Venue Windsor Plaza Hotel (14th Floor in the Swimming Pool Area)

Registration time during Conference:

Venue: Windsor Plaza Hotel

MONDAY 14th July 2008 3:45pm – 6:00 pm

TUESDAY 15th July 2008 9:00 am – 11:30 am; 2:00pm – 3:30pm

WEDNESDAY 16th July 2008 9:00 am – 11:30 am 2:00pm – 3:30pm

TUESDAY PROGRAM

TUESDAY 15 JULY 2008

9:00 am – 10:45 am

Welcome and Keynote Speech

Chair: Delane Botelho

Venue: Windsor Plaza Hotel (Picasso Room)

Welcome Speech

The president of FGV

Keynote Speech

Vic Lane, James Snaith, Karen M Stephenson and Daniel C Lane

Knowledge Management: Today's Key to Tomorrow's Business? (Paper No 1)

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

(Windsor Plaza Hotel -Di Cavalcanti and Corridor in front of Picasso).

TUESDAY 15 JULY 2008

11:15 am – 12:45 pm (Sessions 1-3)

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

Chair: Abel Femi Adekola

Venue: Windsor Plaza Hotel (Picasso Room)

Papers for Presentation

US Information Technology and Productivity: Lessons for Europe and Less Developed Countries

Abel Adekola and Bruno S. Sergi (Paper No 100)

Decision Making in Public Procurement in the EU

Miikka Blomster, Jari Salo and Kai Härkönen (Paper No 57)

Virtual SCM Impact on E-Business Performance: The European Case

Maria Teresa Borges Tiago, João Pedro Couto, Flávio Tiago and José Cabral Vieira (Paper No 97)

Social Marketing and Childhood Obesity: A Pilot Study of Parents of Children in two London Primary Schools

Matthew Wood (Paper No 101)

Banks Websites Functionality Development and Its Influence on Customer Behaviour: Polish Market Example

Wojciech Grzegorzczak, Anna Sibinska and Wioletta Krawiec (Paper No 21)

SESSION 2: Human Resource Management, Organizational Behaviour and Marketing (Tracks 23, 28 & 31)

Chair: Elsabé Conradie **Venue:** Windsor Plaza Hotel (Portinari Room)

Papers for Presentation

The Missing Link: Building a Knowledge Environment during Transformation
Kandy Dayaram (Paper No 89)

The Influence of Organizational Learning and Social Network Behaviour on Effectiveness of Knowledge Transfer

Jo Rhodes, Peter Lok and Richard Yu-Yuan Hung (Paper No 86)

A Performance Measurement Model: Aligning the Lean Manufacturing System to the Strategic Objectives of the Organization

Hong Yuh Ching (Paper No 42)

A Collaborative Business Model Approach for Enabling Disruptive Innovation in Developing Economies

Solomon R. Habtay, Kalu Ojah and Christopher Malikane (Paper No 103)

SESSION 3: Consumer Behaviour, Marketing and Health Care (Tracks 4, 31 and 36)

Chair: Rony Gabbay **Venue:** Windsor Plaza Hotel (Velazquez Room)

Papers for Presentation

Improving Usage of Self-Service Banking Technologies among Mature Consumers
Janelle Rose and Gabriel Ogunmokun (Paper No 18)

Customer Relation Management in Pharmaceutical Industry

Virendra S. Ligade, Manthan D. Janodia, Dharmagadda Sreedhar and Nayanabhirama Udupa (Paper No 65)

Customer Relationship Management: Consumer Loyalty, Repurchase, and Satisfaction

Tom Griffin and Tamilla Curtis (Paper No 71)

Predisposed Shopping Behaviour underpins Consumer's Choice of Products Displayed at Checkouts

Mario J. Miranda and Inka Havrila (Paper No 102)

Factors Motivating People towards unrelated Bone Marrow Donation: An Exploratory Study in Europe

Paulina Papastathopoulou (Paper No 113)

TUESDAY 15 JULY 2008 LUNCH 12:45pm – 1:45pm

TUESDAY 15 JULY 2008

1:45pm – 3:20pm (Sessions 4-6)

SESSION 4: Current Issues in Business, Marketing and Management in Latin America (Track 10)

Chair: Delane Botelho **Venue:** Windsor Plaza Hotel (Picasso Room)

Papers for Presentation

Evolving from Cases to Business Games: A Journey from the Past back to the Future!
Antonio Carlos Aidar Sauaia (Paper No 23)

A Study of Family Expenditure Hierarchy within the Low Income Strata in Brazil
Carla Barros and Cecília Mattoso (Paper No 30)

Policies and Institutions on TNC-SME Linkages: The Brazilian Case
Delane Botelho (Paper No 55)

Using Neural Network Modelling to Evaluate Business Customer Loyalty: The Case of Banking in Brazil
Sandra Holanda, Arnaldo Coelho and Manuela Vivaldo Santos Silva (Paper No 36)

Service Profit Chain: Implementation of a Strategic Management Model for Shell Oil Stations in Brazil.
Lucas Dória, Eric Cohen and Cristina Bacellar (Paper No 41)

SESSION 5: Consumer Behaviour (Track 4)

Chair: Raja Peter **Venue:** Windsor Plaza Hotel (Portinari Room)

Papers for Presentation:

A Booming Economy
Timothy Scales and Christopher Luken (Paper No 79)

An Exploratory Study of Factors Influencing the Consumption of Cosmetics by Men in Brazil
Ricardo Azambuja, Jorge Correia and Yves Degen (Paper No 80)

Why Consumers identify with Brands
Sven Kuenzel and Sue Vaux Halliday (Paper No 81)

Customer Satisfaction in Business to Business Market: An Exploratory Study of Engineer-To-Order (ETO) Companies In Iran
Neda N. Bakhtiari and A. Albadvi (Paper No 84)

Consumer Decision Making Process Concerning Counterfeit versus Original Products: An Exploratory Study of Tennis-Shoes Consumers in Brazil
Marcia Christina Ferreira, Alda Rosana D. de Almeida and Fátima Bota (Paper No 104)

**SESSION 6: Current Issues in Business, Marketing and Management
in Asia (Track 7)**

Chair: Rony Gabbay **Venue:** Windsor Plaza Hotel (Velazquez Room)

Papers for Presentation

*The Empirical Link between the Characteristics of a Foreign Market and
International Joint Venture (IJV) Marketing Performance*
Craig C. Julian (Paper No 35)

*Global Mindedness and Strategic Orientation of Chinese Firms in their International
Expansion Efforts*
Eden Yin, Omar Merlo and Simon J. Bell (Paper No 2)

*Strategic Marketing Planning Practices and Business Performance: An Examination of
Small and Medium Sized Business Organizations in Singapore*
Gabriel O Ogunmokun, Elaine Chen Hsin Tang and Janelle Rose (Paper No 56)

The Transfer of Japanese Human Resource Practices in Asian Subsidiaries
Peter Lok, Benjamin Chan, Jo Rhodes and Ziguang Chen (Paper No 85)

Research and Development in Pharmaceutical Sector in India: An Overview
Manthan D. Janodia, Dharmagadda Sreedhar, Virendra S. Ligade and
Nayanabhirama Udupa (Paper No 99)

TUESDAY 15 JULY 2008 AFTERNOON TEA BREAK 3:20 pm – 3:50 pm

TUESDAY 15 JULY 2008

3:50 pm – 5:20pm (Sessions 7-9)

Session 7: Current Issues in Business, Marketing and Management in Africa (Track 5)

Chair: : Rachel Barker **Venue:** Windsor Plaza Hotel (Picasso Room)

Papers for Presentation:

*Celebrity Athlete Endorsement and Consumer Choice in A South African Context: An
Exploratory Study*
L. J. Haig, C. S. M. Makomva, M. Patel, T. L. Amos and N.J. Pearse (Paper No 39)

*Understanding of Vendors' Marketing Strategies in Sub-Saharan Africa: A Construct
of Hermetic Marketing*
A. Nicolas Koudou and Niyamul Haq (Paper No 49)

*The Incidence of Faith Popcorn's Consumer Trends in South Africa: A Study of Staff
Members of A South African University.*
Vivian Claassen (Paper No 63)

*Knowledge Management in Virtual Communities: An Evaluation of the
SouthAfrica.Com Discussion Forum*
Rachel Barker (Paper No 11)

Job Satisfaction of Sport Administrators employed at Tertiary Institutions in South Africa
Padmini Naidoo (Paper No 98)

SESSION 8: Current Issues in Business, Marketing and Management in Australia & New Zealand (Track 6) and Tourism Management (Track 32)

Chair: Werner Soontiens **Venue:** Windsor Plaza Hotel (Portinari Room)

Papers for Presentation:

Influence of Leadership, Team Relationship, Working Environment, and Policies and Communication on Organizational Commitment and Intention to Stay: An Australian Study.
Janet Chew (Paper No 43)

Dilemmas and Enigmas of Asian Indian Migrants in Australian Organisations
Selvi Kannan and Kandy Dayaram (Paper No 77)

Keeping the Old Maid on Her Toes: Housekeeping in Australian Hotels
Angela Knox (Paper No 95)

Content, Variety and Autonomy: An Australian Case Study of Quality of Work Life in Call Centres
Zeenobiyah Hannif (Paper No 61)

Impact of Terrorism on Australian Stock Market: An Empirical Investigation
Milind Sathye, Dharmendra Sharma, Shuangzhe Liu, Girija Chetty
and Fariba Shadabi (Paper No 111)

SESSION 9: Tourism and Hospitality Management (Track 32)

Chair: Janelle Rose **venue:** Windsor Plaza Hotel (Velazquez. Room)

Papers for Presentation:

The Role of Food Tourism in Developing an Emerging Queensland Wine Tourism Region: An Exploratory Study
Janelle Rose and Caroline Winter (Paper No 12)

Forecasting Accuracy Using Bsm Model -A Comparison of Regional and National Tourist Arrivals
Jo Vu and Lindsay Turner (Paper No 14)

Tourism Industry Development and Poverty Reduction through Private Sector Business Development: A Case of the Middle East and North Africa (Mena) Region
Edith M Szivas (Paper No 110)

Principal Components Analysis of 2005 International Tourism
Jo Vu and Lindsay Turner (Paper No 16)

WEDNESDAY PROGRAM

WEDNESDAY 16 JULY 2008

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

SESSION 10: Ethics and Social Responsibility Research (Tracks 15 and 30)

Chair: Joo-Gim Heaney **Venue:** Windsor Plaza Hotel (Picasso Room)

Papers for Presentation:

Bribery in International Business Transactions

C. Christopher Baughn, Nancy L. (Dusty) Bodie, Mark A. Buchanan and Michael B. Bixby (Paper No 4)

Corporate Social Responsibility in Business Courses: How Can Generation Y Learn?
Joo-Gim Heaney and Damian J. Gleeson (Paper No 44)

The Missing Variable in a Model of Individual Decision Making Process related to Ethical Issues in an MNC

Virginija Kliukinskaitė (Paper No 64)

Tax Evasion Behaviour and Demographic Factors: An Exploratory Study in Australia
Ken Devos (Paper No 90)

SESSION 11: Entrepreneurship and Small Business Development; and Organizational Behaviour and (Tracks 16 and 31)

Chair: Louis I. Nzegwu **Venue:** Windsor Plaza Hotel (Portinari Room)

Papers for Presentation:

Effective SME Consultancy assistance in Marketing: The Case of a UK Business School Initiative

Al Halborg and Raymond Rogers (Paper No 10)

Personality Traits and Franchisee Performance: The Development of a Conceptual Link
Werner Soontiens and Adrian Lacroix (Paper No 6)

Barriers Perceived by Entrepreneurs and SMEs from the West Midlands area in the UK that intend to Internationalize through Trade
Veronica Velo, Stephen Shorthouse and Adrian Duckworth (Paper No 17)

Entrepreneurial Education in Nigeria – Challenges and Opportunities

Louis I. Nzegwu and A. I. Ikeme (Paper No 46)

Teaching Students to Manage Work Relationships

Greg Clydesdale (Paper No 114)

SESSION 12: Current Issues in Business, Marketing and Management in Latin America (Track 10)

Chair: Claudia Rosa Acevedo **Venue:** Windsor Plaza Hotel (Velazquez. Room)

Papers for Presentation:

Optimizing Marketing Segmentation through an Information System Using Verbal Decision Analysis in The Chamber of Commerce in Rio De Janeiro (CDLRIO)
Geraldo Rodrigues and Eric Cohen (Paper No 51)

A Study of the Emotional Antecedents in Feminine Consumption in Sport in Brazil
João Felipe Rammelt Sauerbonn, Eduardo André Teixeira Ayrosa and Denise Franca Barros (Paper No 53)

Packing Repositioning as a Differential Strategy on Spiritual Beverages Market Management: Ron Montilla Case in Brazilian Market
Nadia Kassouf Pizzinatto, Trajano Leme Filho and José Edson Moysés Filho (Paper No 58)

Afro-Brazilians in Mass Media
Claudia Rosa Acevedo and Jouliana Jordan Nohara (Paper No 112)

E-Commerce for Micro and Small Companies in Brazil: An Exploratory Study of the Hospitality Sector
Nadia Kassouf Pizzinatto, Misael Victor Nicoluci, Antonio Carlos Giuliani and Osvaldo Elias Farah (Paper No 54)

WEDNESDAY 16 JULY 2008 MORNING TEA BREAK 10:30 am –11:00 am

**WEDNESDAY 16 JULY 2008
11:00 am-12:45pm (Sessions 13-15)**

SESSION 13: Accounting, Banking, Finance, Foreign Direct Investments, Taxation and International Finance (Tracks19 and 20)

Chair: Raja Peter **Venue:** Windsor Plaza Hotel (Picasso Room)

Papers for Presentation:

A Review of Tax Issues in International Taxation
Vasanthi Peter and Raja Peter (Paper No 106)

The Risk Structure of Sport Stocks in Istanbul Stock Exchange Market
Tuba Sevil and Abdullah Yalama (Paper No 13)

Testing the Debt–Leasing Substitutability in UK
Julinda Nuri (Paper No 28)

The Expectation of the Exchange Rate Variation
Marcelo Henriques de Brito (Paper No 107)

SESSION 14: Management Education, Human Resource Management, Organizational Behaviour and Health Care (Tracks, 18, 23, 31 and Others)

Chair: Ann Mitsis **Venue:** Windsor Plaza Hotel (Velazquez. Room)

Papers for Presentation:

Good Teaching and Intellectual Motivation and Perceptions of Course Satisfaction: The Relative Effects of Actual and Perceived Importance

Ann Mitsis and Patrick Foley (Paper No 5)

Organizational Rationality in Decision Making: A Case of Experimental Economics and Business Games in Brazil.

Antonio Carlos Aidar Sauaia and Sabrina Arruda Zerrenner (Paper No 26)

Building Trust while Control: The Moderating Role of Administrative Information in the Relationship between Justice Perception and Trust of Employees

Lu Li, Hui Wang, Yichi Zhang, Zhenxiong Chen and Chunhao Song (Paper No 60)

Job Satisfaction Level of Pharmaceutical Sales Representatives: An Opinion Survey

Dharmagadda Sreedhar, Pratheesh Kurian, K. Kiranshanker, Virendra S.Ligade, Manthan D. Janodia and Nayanabhirama Udupa (Paper No 74)

Understanding the Challenges of HIV/AIDS on Human Resource Management:

Corporate Sustainability and Human Rights Paradox in South Africa

Christopher M Tshilongamulenzhe (Paper No 67)

SESSION 15: Accounting, Banking, Finance, Foreign Direct Investments and International Finance (Tracks 19 and 20)

Chair: Lucyna Kornecki **Venue:** Windsor Plaza Hotel (Portinari Room)

Papers for Presentation:

The Determinants of Turkish Banking Sector Profitability: Evidence from Panel Data

Güven Sevil and Abdullah Yalama (Paper No 3)

Lead-Lag Relationships between Spot and Future Stock Markets in Turkey

Güven Sevil Özlem Sayilir and Abdullah Yalama (Paper No 9)

Foreign Direct Investment Stimulates Economic Growth: An Empirical Evidence from Central and Eastern Europe

Lucyna Kornecki, Vedapuri Raghavan and Dianne H. B. Welsh (Paper No 47)

Foreign Direct Investment and Macroeconomic Changes in CEE Integrating in to the Global Market

Lucyna Kornecki (Paper No 50)

The Potential Benefits and Complexity of Integrating Banking and Commerce: A Global Challenge

Alan K. Reichert, Larry D. Wall and Hsin-Yu Liang (Paper No 73)

WEDNESDAY 16 JULY 2008 LUNCH 12:45 pm – 1:40 pm

WEDNESDAY 16 JULY 2008
1:40pm-3:20 pm (Sessions 16-18)

SESSION 16: Management Education and Training (Track 18).

Chair: Werner Soontiens **Venue:** Windsor Plaza Hotel (Picasso Room)

Papers for Presentation:

Academic and Image aspects in International Tertiary Education: Measuring Service Delivery in a Malaysian Case
W. Soontiens and J.W. de Jager (Paper No 7)

Does Culture Matter: The effect of Student's Gender and Culturally-Anchored Values on Good Teaching and University Quality Perceptions
Ann Mitsis and Patrick Foley (Paper No 8)

Services Branding Strategies: Using Corporate Branding to Market Educational Institutions
Joo-Gim Heaney and Michael F Heaney (Paper No 19)

Student Team-Based Project without the Angst: An Exploratory Study
Janelle Rose and Alan Calder (Paper No 40)

Marketing Continuing Professional Education at China's University: An Exploratory Study
Ning Rong LIU (Paper No 52)

SESSION 17: International Marketing and Cross Cultural Management (Track 27)

Chair: Craig C. Julian **Venue:** Windsor Plaza Hotel (Portinari Room)

Papers for Presentation:

The Relationships of Equity Ownership, Trust, and Legalism on International Joint Venture Satisfaction
Xiaohua Lin and Chike Okechuku (Paper No 32)

International Joint Venture (IJV) Partner Conflict as an Antecedent of Performance
Craig C. Julian (Paper No 25)

Building Cross-National Interfirm Relationship Quality
Dionysis Skarmas, George Baltas and Polina Papastathopoulou (Paper No 31)

MNC Knowledge Transfer, Global Integration, and Local Responsiveness in Brazilian Subsidiaries
Thelma Rocha and José Cláudio Terra (Paper No 70)

Evaluating the Role of Marketing Management Competency in the Performance of Export Market Ventures
Osman Mohamad, Craig C. Julian, Zafar U. Ahmed and Sefnedi (Paper No 27)

SESSION 18: Technology, Internet and Management Education (Tracks 11 & 18)

Chair: László Józsa **Venue:** Windsor Plaza Hotel (Velazquez. Room)

Papers for Presentation:

An Exploratory Study of the role of Colours in Marketing in Hungary
László Józsa, Zoltán Veres and Adrienn Dernóczy (Paper No 24)

The Role of Satellite Classes in the Value Chain of the Learning Strategy: A Case of Business Management Distance Education Students in South Africa
E. Swanepoel, A. de Beer and H. Muller (Paper No 72)

Mobile Games as Advertising Forums: Some Preliminary Insights and Suggestions
Jari Salo, Kai Härkönen and Miikka Blomster (Paper No 87)

Internet Sales as a New Mode of Internationalization
João Pedro Couto, Maria Teresa Borges Tiago, Flávio Tiago and José Cabral Vieira (Paper No 59)

Trust Perceptions of the Electronic Commerce Buyers in Brazil
Julio Araujo Carneiro da Cunha, Dennys Eduardo Rossetto Alves de Araújo,
Hamilton Luiz Corrêa and João Luiz Passador (Paper No 88)

AFTERNOON TEA BREAK 3:20 pm – 3:50 pm

WEDNESDAY 16 JULY 2008

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

SESSION 19: Management, Marketing, International Marketing and Inter-Disciplinary Areas (Tracks 27, 34 and 35)

Chair: Philippe Coffre **Venue:** Windsor Plaza Hotel (Picasso Room)

Papers for Presentation:

Internationalization Patterns of Austrian Industrial Companies Compared to Models of Internationalization
Schien Ninan (Paper No 78)

Can Proper Disposal Methods Redeem Brand Image of Returned Products?
Mario J. Miranda and Kandiah Jegasothy (Paper No 93)

Industrial Compared Governance: A Work in Progress Study.
Philippe Coffre (Paper No 94)

Explaining the Composite Variable of the Celebrity Communicator
Angela Higgins (Paper No 109)

Public Private Partnerships in Brazil: A General Overview
Luiz Ferreira Xavier Borges (Paper No 105)

SESSION 20: Organizational Behaviour and Health Care Management (Track 31)

Chair: Zoltán Veres **Venue:** Windsor Plaza Hotel (Portinari Room)

Papers for Presentation:

Presumed Competencies and Risk Perception in Doctor and Patient Communication: An Exploratory Study Using Diaries
Zoltán Veres (Paper No 33)

The Impact of Service Quality and Relationship Management on Purchasing a Medical Scheme: An Exploratory Study
Elsabé Conradie and Adele Berndt (Paper No 34)

The Factors that Influenced Health Service Delivery System in Developing Countries: A Case of Nigeria in Colonial and Post Colonial Era
Vincent Babatunde Ejueyitsi and Glen Stasiuk (Paper No 66)

Preliminary Findings into the use of High Performance Work Systems in the Intellectual Disability Care Sector in Ireland
Elaine Berkery (Paper No 37)

Shaping the Horizons of Two-Dimensional Network Context of the Healthcare For Better Practice: The Case of Diabetes Care Implementation in Finland
Kai Härkönen, Jari Salo and Miikka Blomster (Paper No 45)

SESSION 21: Marketing, Management and Promotion (Tracks 29, 34, and 35)

Chair: Abel 'Femi Adekola **Venue:** Windsor Plaza Hotel (Velazquez. Room)

Papers for Presentation:

Offshore Outsourcing: A Case Study of the Evolution and Growth of Pakistani Software Companies
Jameel Qazi (Paper No 96)

Rethinking Integrated Marketing Communications (IMC): Analysis of Communication Mix Functions and a Conceptual Framework of IMC Planning Process
Boonchai Hongcharu (Paper No 29)

Evaluating the Effective Frequency and Reach Theory as a Management Tool for Investments in Marketing Communications
Eduardo Esteves and Eric Cohen (Paper No 48)

Increasing Brand Loyalty of Generation Y for Future Marketers
Violet Lazarevic and Sonja Petrovic-Lazarevic (Paper No 75)

An Assessment of the Internal Consistency of Measures of Constructs used to revise the Innovation Decision Framework
Raja Peter and Vasanthi Peter (Paper No 108)

WEDNESDAY NIGHT CONFERENCE DINNER

WEDNESDAY 16 JULY 2008
7:00 pm-11:45 pm (Conference Dinner)

Venue: Windsor Plaza Hotel Restaurant (1st Floor)

Pre-Dinner Drinks 7:00pm-7:15pm

Conference Dinner, Presentations & Entertainment 7:15pm-11:45pm

THURSDAY PROGRAM

THURSDAY 17 JULY 2008

9:00 am-10:50 am (Sessions 22-24)

SESSION 22: Tourism and Hospitality Management (Track 32)

Chair: Siobhan Tiernan **Venue:** Windsor Plaza Hotel (Picasso Room)

Papers for Presentation:

Airline Service Quality: An Exploratory Analysis of Consumer Perceptions and Reported Operational Performance in the US and EU

Siobhan Tiernan, Dawna L. Rhoades and Blaise Waguespack, Jr (Paper No 76)

Operationalizing Sustainable Tourism through Ecological Governance

Jonathan Van Speier and Peter J. Robertson (Paper No 38)

The Emerging Major Sports Event Management Profession: It's Time for a Practitioner Review

Paul R. Emery (Paper No 83)

Tourism and Growth: Some Long-Run Relationships in the Mexican Economy

José Luis de la Cruz Gallegos, Carlos Canfield Rivera and Eduardo Carbajal Huerta (Paper No 91)

SESSION 23: Marketing, Management and Others (Tracks 23, 28 and 31)

Chair: Balakrishnan Parasuraman **Venue:** Windsor Plaza Hotel (Portinari Room)

Papers for Presentation:

Who are the Leaders we will follow?

Tove Steen Sørensen-Bentham (Paper No 68)

Climate and Orientation to Flexibility: The Effects of Employment Externalization

Lloréns Montes, Fco Javier, Ruiz Moreno, Antonia, Haro Domínguez, M^a Carmen, Ortega Egea, Teresa and Arias Aranda, Daniel (Paper No 69)

The Relationship between the Stages of Moral Development and Conflict Handling Styles

Azize Ergeneli, Pinar Bayhan Karapinar, Selin Metin Camgoz and Selma Gultekin (Paper No 82)

Measuring Union Effectiveness in Postal Industry Case Studies in Indonesia and Malaysia

Balakrishnan Parasuraman, Aryana Satrya, Muhammad Madi bin Abdullah, Fazli Hamid, Balakrishnan Muniapan and Balan Rathakrishnan (Paper No 15)

SESSION 24: International Marketing and Cross Cultural Management (Tracks 27, 28 and 31,)

Chair: Ann Mitsis **Venue:** Windsor Plaza Hotel (Velazquez. Room)

Papers for Presentation:

Work-force Policies, National Culture, and the Prevalence of High-Growth Entrepreneurial Activity
C. Christopher Baughn, Jeff Sugheir and Kent E. Neupert (Paper No 20)

Sustainability: A Cross-Cultural Comparison of Attitudes and Behaviours
Linda Brennan, Wayne Binney and Sharon Grant (Paper No 62)

The Rapid Transformation of Emirati Managers' Values in the United Arab Emirates
Michael Willemyns (Paper No 92)

The Equity Analysis Scorecard: A Balanced Scorecard Approach to Equity Research
Chimwemwe Chipeta (Paper No 22)

THURSDAY 17 JULY 2008 MORNING TEA 10:50am – 11:30am

END OF CONFERENCE