

CONFERENCE PROGRAM

MONDAY 16 JULY 2012

3:45pm - 6:00 pm

Registration 3:40 pm – 5:40 pm

Venue: (Lobby Area), Danubius Hotel Helia - Budapest

Cocktail Party 6:30 pm – 8:15 pm at the Budapest Business School (BSB)

(**Note:** BBS will offer a free shuttle bus service to the Cocktail Party for the participants. Please be in the lobby of Danubius Hotel Helia at 5:40 pm)

REGISTRATION TIME DURING CONFERENCE:

Venue: Danubius Hotel Helia – Budapest

MONDAY 16th July 2012 3:45pm – 6:00 pm

TUESDAY 17th July 2012 9:00 am – 11:30 am; 2:00pm – 3:30pm

WEDNESDAY 18th July 2012 9:00 am – 12:30 am

TUESDAY PROGRAM

TUESDAY 17 JULY 2012

8:45 am – 10:45 am

Welcome, Keynote Speech and Industries Panel Discussion

Chair: Zoltan Veres

Venue: Danubius Helia Hotel Conference Room

Welcome Speech: Dr. Balazs Ferkelt, First Deputy Rector, Budapest Business School (10 – 15 minutes)

Keynote Speech: *The Race Without A Finishing Line: What Will It Take To Eliminate Bullying From Our Workplaces?* By Glennis M. Hanley and Philip G. Benson (20-30 minutes)

Industries Panel Discussion: Panel Members are: Gábor Deák, President of Hungarian Marketing Association; Gábor Noszkai, Marketing Director, Szentkirályi Mineral Water Ltd; Adrienn Losó, CEO, Mirelite Mirsa Corporation (cooling industry); and Ilona Kállay, Export Director, Törley Ltd. (Champagne producer) (1hr 15minutes)

MORNING TEA BREAK 10:50am - 11:15am

TUESDAY 17 JULY 2012

11:15 am – 12:45 pm (Sessions 1-3)

SESSION 1: Management, Marketing and Research in Europe

Chair: Rony Gabbay **Venue:** Panorama Room

Papers for Presentation

Is Reassessment of the Free-Choice Paradigm Needed? Doubts on Simplifications of Consumers' Preferences in Marketers' Product Policy
Tamás Tarján and Zoltán Veres (Paper No 3)

Rally 'Round or Let 'em Die': The Airline Dilemma of Eastern Europe
Dawna L. Rhoades, Tamilla Curtis (Paper No 8)

Strategy Creation in a Futures Perspective
Gáspár Tamás (Paper No 19)

Communication in a Multinational Business Context: A Study of Tentative Language Use in Business Communication in Hungary
Ágnes Apró and Balázs Jámbo (Paper No 24)

**SESSION 2: Exporting, Internet Marketing, and Environmental Sustainability/
Transportation Research**

Chair: Derek Ong Lai Teik

Venue: Mercure Room

Papers for Presentation

A Sequential Model of the Choice of Export Entry Mode
Marta Fernández-Olmos and Isabel Díez (Paper No 81)

A Study of the Role of Internal Resources and Agglomeration on Export Performance: An Application in the Iberian Ham Cluster
Isabel Díez-Vialand and Marta Fernández-Olmos (Paper No 82)

A Review of Valuation Approaches for Valuing Internet-Based Business Organizations
Janine Krüger, and Miemie Struwig (Paper No 44).

A Study of the Characteristics of Those Using Bicycle as a Mode of Transportation in the Capital City of Hungary: A Work in Progress Paper
Katalin Lányi (Paper No 45)

SESSION 3: Management, Migration and Sustainability Research

Chair: Roslyn Cameron

Venue: Orion Room

Papers for Presentation

Effective Risk Management: Insights from Australian Project Managers
Dieter Fink (Paper No 16)

An Exploratory Study of Onshore Skilled Migration: Untapped Pools of Talent
Roslyn Cameron , Deborah Joyce, Michelle Wallace and Peter Kell (Paper No 28)

Exploring Barriers, Organisational Support and Demographics as Predictors of Whistle Blowing Intentions - An Analysis of Multi Level Variables
Soma Pillay, Needesh Ramphul, Nirmala Dorasamy and Denny Meyer (Paper No 58)

Developing a Model to Understand Barriers and Solutions for Sustainable Retrofits of High Rise Apartments in Australia: An Exploratory Study
Judy Rex and Rebecca Leshinsky (Paper No 67)

TUESDAY 17 JULY 2012 LUNCH 12:45pm – 1:45pm

TUESDAY 17 JULY 2012

1:45pm – 3:20pm (Sessions 4-6)

SESSION 4: Legal Business, Promotion, Emerging Markets, Online Management and Marketing Research

Chair: Rony Gabbay

Venue: Panorama Room

Papers for Presentation

On the Legal Liabilities of Product Tampering: The Case of U.S. Markets

Paul Sergius Koku (Paper No 43).

A Study Examining the Promotion of Craft in the Luxury Fashion Industry in the UK

Mornay Roberts-Lombard, Ray Holland and OA Ebenezer (Paper No 69)

Understanding the Emerging China-Brazil-U.S. Triangle

Martin Grossman and Chien Wen Yu (Paper No 79)

The Management and Marketing of Religion Online and Implications for the International Community: Evidence from the Jewish Religion

Laura A. Baum, Rabbi and Arthur Shriberg (Paper 56)

SESSION 5: Knowledge Management, Consumer Behaviour, Global Competitiveness and Aging Research

Chair: Jiri Strouhal

Venue: Mercure Room

Papers for Presentation:

Internationalization Involvement and Global Competitiveness of Knowledge-Based Service Industries

Julia Lin, Yu-Chin Lee and Yuan-Ling Chen (Paper No 53)

A Study of the Effects of the Global Competitiveness, Human Development, and Corruption on Inward Foreign Direct Investment

Tamilla Curtis, Dawna L. Rhoades and Thomas E. Griffin (Paper No 10)

An Exploratory Investigation of Factors Contributing to Successful Aging in the Workplace Among Hong Kong Chinese Older Workers

Francis Cheung and Anise M. S. Wu (Paper No 29)

An Exploratory Study of Consumer Attitudes in Taiwan toward Museum Cultural Goods

Chih-Hsiang Ko and Chia-Yin Yu (Paper No 80)

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

Chair: Werner Soontiens

Venue: Orion Room

Papers for Presentation

Value Systems and Applications: A Comparative Study of Chinese Youth in Kunming and the Youth in Hong Kong

Werner Soontiens (Paper No 2)

A Study of Customer Retention and Churn Rate Management Through Data Mining and Customer Profiling of Malaysian Mobile Users

Derek Ong Lai Teik, Madeline Tan Su Lin and Elizabeth Andrews (Paper No 12)

Strategic Understanding of Malaysian Online Customers' Service Quality Preference Through Demographic Customer Profiling and E-Product Bundling

Derek Ong Lai Teik and Jessica Sze Yin Ho (Paper No 21)

An Empirical Study on Taiwanese Logistics Companies' Attitudes Toward Environmental Management Practices

Chieh-Yu Lin, Yi-Hui Ho and Shih-Hui Chen (Paper No 48)

New Leadership Paradigm and Assumptions of its Implementation: A Work in Progress Paper

Larisa Belinskaja and Rasa Paulienė (Paper No 62)

A Systematic Approach to Engagement and Quality Assurance in Transnational Education: An Australian University Case Study

Kerry Pedigo and Werner Soontiens (Paper No 95)

TUESDAY 17 JULY 2012 AFTERNOON TEA BREAK 3:20 pm – 3:50 pm

TUESDAY 17 JULY 2012

3:50 pm – 5:20pm (Sessions 7-9)

SESSION 7: Management, Health Communication, Marketing, Human Resource and Online Social Networks Research in Africa

Chair: Rachel Barker

Venue: Panorama Room

Papers for Presentation:

Health Communication in South Africa: A Luhmannian Perspective

Andrea Crystal and Corné Davis (Paper No 11)

Identity in Online Social Networks: Artificial and/or Real?

Rachel Barker (Paper No 26)

Relationships between Internal Organisational Support and Success of Women in South Africa

Marianne Doubell and Miemie Struwig (Paper No 31)

Embracing the Challenge of Diversity – Employer Brand Development in a Multinational Mining Company in Southern Africa

Anna Oksiutycz (Paper No 61)

A Study of the Human Resources Challenges of Guest Houses in the Free State Province of South Africa: A Work in Progress
Deseré Koko (Paper No 39)

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

Chair: Sonja Verwey **Venue:** Mercure Room

Papers for Presentation:

An Exploratory Comparative Study of the Firm Life-Cycle of Small and Medium Sized Organizations in Australia and Hungary
Áron Perényi, Christopher Selvarajah and Siva Muthaly (Paper No 40)

An Exploratory Study in Australia of the Impact of Natural Disasters on the Tourist's Travel Decision
Gabrielle Walters (Paper No 41)

An Exploratory Study of Management and Competitiveness Factors for Developing Destinations: An Australia Case
Simon Wilde and Meredith Wray (Paper No 78)

Network Direct Selling Organisations: A Schismatic Perspective
Sonja Verwey and Corne Davis (Paper No 9)

SESSION 9: Tourism and Hospitality Management, Education and Taxation Research

Chair: Janelle Rose **Venue:** Orion Room

Papers for Presentation:

User Evaluation for a Mobile Gis-Based Tour Guiding Application: A Case Study for Yehliu Geopark
Tzu-How Chu, Meng-Lung Lin and Chia-Hao Chang (Paper No 52).

A Study of Tourism Taxation and Incentives of Hotel Chains to Invest in Congestion-Reducing Activities
Kazumitsu Minamikawa and Kenichi Ohkita (Paper No 57)

A Study of Money Attitudes and Hope Profiles of Tertiary Education Students in South Africa
Miemie Struwig and Chantal Rootman (Paper No 70)

An Evaluation of Communication Sources in the Context of University Selection: A Regional University Study
Ashleigh Bilbe and Janelle Rose (Paper No 35)

A Study of the Development Of Tourism In The Czech Republic – Selected Aspects
Luboš Smrčka (Paper No 94)

Corporate income taxation in Portugal: An analysis of two anti-abuse clauses
António Martins and Eduardo Figueira (Paper 105)

WEDNESDAY PROGRAM

WEDNESDAY 18 JULY 2012

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

SESSION 10: Ethics, Social Responsibility, Green and Environmental Research

Chair: Judy Rex **Venue:** Panorama Room

Papers for Presentation:

Can Implicit and Explicit Attitudes Predict Green Product Choice Under Time Pressure? An Experimental Research

Giovanna Pegan and Patrizia de Luca (paper No 15)

FDI in Non-Bric Emerging Economies: The Case of Vietnam

Christian Delaunay and C. Richard Torrissi (Paper No 25)

Organizational Infusion of Green Practices: An Empirical Study

Yi-Hui Ho and Chieh-Yu Lin (Paper No 49)

A Study of Perceived Benefits of Implementing Environmental Management Systems in Macao's Organization in the People's Republic of China

Margaret N F Tang and W.M. To (Paper No 63)

A Study of the Role and Place of Ethics and Social Responsibility in Building Asset Based Community Development (ABCD): A Case of Community Workers Programme in South Africa

Ndwakhulu Tshishonga (Paper No 74)

SESSION 11: Human Resource, Industrial Relations, Outsourcing, Organizational Behaviour and Small Business Research

Chair: Joo-Gim Heaney **Venue:** Mercure Room

Papers for Presentation:

An Organizational Behavior Approach to Union Membership: The Impact of Industrial Action on Exchange Relationships

Christina Cregan (Paper No 1)

A Study of Organizational Orientations, Internal Organizational Processes, Perceived Organizational Politics and Team Performance: A Work in Progress Paper

Shaked Gilboa, Kalanit Efrat, Galit Meisler and Ben-Gurion (Paper No 20)

The E-Auction Platform as a Two-Sided Market: A Case Study of the Yahoo! Kimo E-Auction Platform in Taiwan

Fen-Hui Lin and Chien-Ju Lin (Paper No 50)

IT and IS Outsourcing Research in International and Chinese Academia: A Comparative Literature Review

Bo Yang and Tingting Lin (Paper No 51)

The Marketing Practices of South African Small Businesses

Sandra Perks and Oren Dayan (Paper No 64)

A Study of Employee Voice and Silence: Validation of Concepts and Triggering Factors

Marie-Eve Dufour and Tania Saba (Paper No. 97)

SESSION 12: Management, Marketing, IT Training and Emerging Markets Research

Chair: Louis Nzegwu

Venue: Orion Room

Papers for Presentation:

A Study of Sport Psychology and Business Coaching

Zsigmond Száva, and Szeder Attila Zsolt (Paper No 89)

Information Sharing in the Product Development Cycle: A Case Study of a South African Retail Organization.

CJP Niemand and M Mahlangua (Paper No 90)

A Study of Market Orientation Practices of Multinational Companies in Nigeria

Hassan Adedoyin Rasaq (Paper No 91)

Challenges and Opportunities in Emerging Markets: Strategy for Partnership Development

Louis I. Nzegwu (Paper No 85)

Shifting Paradigms in IT Training in Business Schools: An Indian Perspective

M. L. Singla (Paper No 98)

WEDNESDAY 18 JULY 2012 MORNING TEA BREAK 10:30 am –11:00 am

WEDNESDAY 18 JULY 2012

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

SESSION 13: Accounting, Banking, Finance, Foreign Direct Investments Research

Chair: Lucyna Kornecki

Venue: Panorama

Papers for Presentation:

FDI Prospects and Evaluation: Three Countries, One Model

M John Foster (Paper No 17)

State Based Determinants of Inward FDI Employment in the U.S. Economy

Lucyna Kornecki and E. M. Ekanayake (Paper No 37)

Accounting Standardization in an Era of Economic Uncertainty: A Work in Progress Paper
Jeno Beke (Paper No 73)

Professional Ethics in Accounting Profession
Carmen Giorgiana Bonaci and Jiří Strouhal (Paper No 76)

Factors Influencing Customers Selection of Islamic Banks and its Implication: A Study of Domestic Islamic Banks in Thailand
Nor Hayati Ahmad and Kumajdi Yamirudeng (Paper No 92)

A Study of Network Externality, Dynamic Competition and Social Welfare in Taiwan Banking Industry: A Real Options Approach
I-Ming Jiang, Po-Yuan Chen and Johnson T.S. Cheng (Paper No 93)

SESSION 14: Management Education, Health Care and Organizational Behaviour Research

Chair: Ann Mitsis **Venue:** Mercure

Papers for Presentation:

Teaching Strategic Thinking in Management Education
Ingrid Bonn (Paper No 4)

Stereotypes and the ICT Gender Pay Gap
Barbara J. Crump, Raja M. Peter and Keri Logan (Paper No 6)

Publicly Owned Private Schools: A Case Study of Minbangongzhu Schools in China
Wan Cui (Paper No 7)

University Brand Personality: Some Preliminary Findings on Consumer Satisfaction
Ann Mitsis, Patrick Foley and Dionysis Skarmeas (Paper No 22)

Enhancing Service Orientation through Emotional Intelligence: A Study of Health Professionals in a Government Hospital in Delhi, India
Kavita Singh (Paper No 100)

SESSION 15: Governance, Management, Online and Debt Crisis Research

Chair: Kabelo B. Moeti **Venue:** Orion

Papers for Presentation:

Selected Cases of Trends and Tendencies in Governance Practices of South African Non-Profit Organisations: A Work in Progress Paper
Rozenda Hendrickse (Paper No 38)

The Mediating Role of Customer Relationship Management (CRM) on Customer Retention: An Exploratory Study of Motor Dealerships in South Africa
Mornay Roberts-Lombard and Wellington Nyadzayo (Paper No 68)

Brand Managers Management of Online Reputational Risk Posed by User Generated Content: An Exploratory Case Study of Selected South African Cell Phone Providers
Sonja Verwey and Clarissa Muir (Paper No 77)

Rethinking the Efficacy of Regional Integration for Sub-Saharan Africa and South Africa: Lessons from the Current Debt Crisis in Europe
Kabelo B. Moeti (Paper No 88)

Enhancing Public Service Delivery by Means of Public Private Partnership
S. K. Mokoena (Paper No 96)

One Size Fit All Approach to Local Government Activation: From Project Consolidate to Turnaround Strategy in South Africa
Ndwakhulu Tshishonga (Paper 103)

WEDNESDAY 14 JULY 2012 LUNCH 12:45 pm – 1:40 pm

WEDNESDAY 18 JULY 2012
1:40pm-3:20 pm (Sessions 16-18)

SESSION 16: Management Education, Organizational Behaviour, Marketing, Cross Cultural Studies and Management Research.

Chair: Kandy Dayaram **Venue:** Panorama Room

Papers for Presentation:

Negotiating and Marketing Education Deals across Continents: A Cross Cultural Journey
M John Foster (Paper No 18)

Personality, Emotional Intelligence, and “Reading The Mind In The Eyes”
C. Christopher Baughn; Christy Suci, Robert Anson and Roy Glen (Paper No 5)

Direct and Indirect Relationships between Role Conflict and Affective Commitment of Academics in Thailand
Parisa Rungruang (Paper No 71)

A Study of the Impact of Quality Management System on SMES: A Case of the Hong Kong Construction Industry
Margaret N F Tang (Paper No 72)

A Study of Cultural Fashion Differences in Hungary and South Korea: A Work in Progress Paper
Bettina Inczédy and Mónika Fodor (Paper No 87)

To Stay or Not To Stay: The Choices of Regional Youth in Western Australia
K. Dayaram, L. Fung, M.F Rola-Rubzen, N. Britten and K. Holmes (Paper 104)

SESSION 17: International Marketing, Management and Consumption Research

Chair: Craig C. Julian **Venue:** Mercure Room

Papers for Presentation:

The Influence of Consumers' Lifestyle Segments on the Purchase Intentions of Organic Food in Urban China

Antonio Lobo and Jue Chen (Paper No 55)

Export Barriers in International Marketing Revisited

Craig C. Julian (Paper No 59)

Organizational Learning and Innovation: The Empirical Link in Export Ventures

Craig C. Julian (Paper No 75)

An Examination of Global Law, Ethics and International Business: A Work in Progress Paper

Cecile Le Gallou and Gurvan Branellec (Paper No 27)

Life Transition and Symbolic Consumption: A Case Study of Mature Widows

Cécile Plaud (Paper No 65)

SESSION 18: Marketing Education, Privatisation and Management Research

Chair: Joo-Gim Heaney **Venue:** Orion Room

Papers for Presentation:

Branding Private Higher Education Institutions in Australia: Emulating Strategies of Private Schools

Joo-Gim Heaney and Michael F Heaney (Paper No 33)

A Comparative Study of Funding, Tuition, Privatisation and Exporting of Higher Education in Hungary and Australia

Joo-Gim Heaney, Peter Ryan and Márta Konczosné Szombathelyi (Paper 34)

A Study of the Purpose, Trends and Marketing of Private Tertiary Education in Hungary: A Work in Progress Paper

Márta Konczosné Szombathelyi, Judit Káldi and Veronika Keller és Szilárd Németh (Paper No 42)

A Case for International Academic and Industry Partnerships: Expanding Multicultural Competence Via a Project-Based Action Learning Platform

Richard G. Milter, Alexei V. Matveev and Dana C. Deselnicu (Paper No 54)

The Transition Experience of Chinese Dual-Degree Students to an Australian Regional University

Patrick Gillett, Jakob Trischler and Simon Wilde (Paper No 83)

AFTERNOON TEA BREAK 3:20 pm – 3:50 pm

WEDNESDAY 18 JULY 2012

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

SESSION 19: Marketing and Selling, Productivity, Inter-Disciplinary and Environmental Research

Chair: Philippe Coffre **Venue:** Panorama Room

Papers for Presentation:

The Impact of Teamwork on Productivity: New Evidence for the Service Sector
Akiko Ueno (Paper No 36)

The Experiences of Teleworkers in France: An Exploratory Case Study of the Conseil General Du Finistere
Robert A. Lewis (Paper No 47)

An Exploratory Study of Salesperson's Non Verbal Efficiency
Philippe Coffre (Paper No 60)

A Study of Perceived Benefits of Implementing Environmental Management Systems in Macao's Organization in the People's Republic of China
Margaret N F Tang and W.M. To (Paper No 100)

A Cross National Study of the Ecological Attitude and World View of Senior Consumers in UK, Germany, Japan and Hungary
Agnes Hofmeister-Toth, Lynn Sudbury Riley and Florian Kohlbacher (Paper No 102)

SESSION 20: Health Care, Airline Carbon Offset, Consumer Behaviour and Management Research

Chair: Helen Cripps **Venue:** Mercure Room

Papers for Presentation:

An Exploratory Study of the Implementation of Electronic Health Records: A Two Country Comparison
Helen Cripps, Craig Standing and Vesna Prijatelj (Paper No 30)

Loss of Nearness: Computer-Mediated Communications in Community Palliative Care Nursing
Ann-Claire Larsen, Victoria Branson and Peter Milnes (Paper No 46)

Consumer Usage and Perceptions of Airline Carbon Offset Programmes in the USA and EU
Siobhan Tiernan, Dawna Rhoades and Mary Durack (Paper No 84)

An Exploratory Study of the IMC Campaign Evaluations and a Consumer's Decision Making Process for Jetset-Eurostar
Prakash Vel, Ricky Sharma and Tahera Yusuf. R. Ismail (Paper No 99)

SESSION 21: Leadership and Management Research

Chair: Elaine Berkery

Venue: Orion Room

Papers for Presentation:

Leadership in Vocational Education: A Comparative Review
Brian Crossman and Roslyn Cameron (Paper No 13)

Gendered Leadership Strategies: Where are the Women Police?
Mary Anthony and Kandy Dayaram (Paper No 14)

A Study of the Perceptions of Women in Management in Ireland
Elaine Berkery (Paper No 86)

Factors Influencing Leadership in Thailand: An Exploratory Study
Murray Prideaux (Paper No 66)

The Role the Intuitive Decision Maker Plays in Making Strategic Decisions in an Era of Uncertainty
Thomas Richard Keen (Paper No 23)

An Exploratory Study of Organisational Discrimination: Empirical and Comparative Study of Guarantee Trust Bank (GTB) and Corporate Affairs Commission (CAC) in a West African Country
George Okaonu Tasié (Paper No 101)

WEDNESDAY NIGHT CONFERENCE DINNER

WEDNESDAY 18 JULY 2012
7:00 pm-11:30 pm (Conference Dinner)

Venue: Danubius Hotel, Jupiter Restaurant

Conference Dinner, Presentations & Entertainment 7:00pm-11:30pm

THURSDAY 19TH JULY 2012

INDIVIDUAL FREE TIME FOR SIGHT SEEING AND CHECK OUT TIME

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