



*Theme: Management in a Multi- and Cross-Cultural Arena*

## PROGRAM SCHEDULE

**2011  
CONFERENCE**

**SAN FRANCISCO**

November 7 - 9, 2011

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**Monday 9:20 – 11:00 AM**

*Chairs: Linda Herkenhoff, Ph.D. and Randal Rosman*

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**Chairs:** *Raymond Ferris Abelin, Ph.D. and Kathleen Spector, Ph.D*

Fauzia Syed,	Pakistan.....	20
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# Program Schedule – The 11<sup>th</sup> IAMB 2011 Conference

Monday 8:00 – 9:00 AM

**8:00 – 9:00 AM Registration**

**9:00 AM Shmuel Batzri, Ph.D., Welcome (IAMB Staff)**

**Linda Herkenhoff, Ph.D. Introduction (Board member/Organizer)**

Monday 9:20 – 11:00 AM

**Chairs: Linda Herkenhoff, Ph.D. and Randal Rosman**

**Jeffrey L. Fannin, Ph.D. USA**

Executive Director  
Center for Cognitive Enhancement  
Glendale, AZ, USA

*What Neuroscience Reveals about the Nature of Business*

Author(s): Jeffrey L. Fannin, Robert M. Williams

**Charles Hampden-Turner United Kingdom**

Professor (retired)  
Centre for Technology Management  
Cambridge, Harvard, United Kingdom

*A New Approach to the Study of Cultural Diversity which Transcends Stereotypes*

Author(s): Charles Hampden-Turner, Raymond Ferris Abelin

**Ton Van der Wiele, Ph.D. The Netherlands**

Associate Professor  
Rotterdam School of Management  
Erasmus University  
Rotterdam, The Netherlands

*A Management Control Perspective in Quality Management*

Author(s): Ton van der Wiele

**Jeffrey Bailey, Ph.D. USA**

Professor of Business  
Department of Management, Marketing and Operations  
College of Business and Economics  
University of Idaho  
Moscow, Idaho, USA

*Stumbling Blocks on the Path to Successfully Behaving Ethically in Business*

Author(s): Jeffrey Bailey

**Pamela Loewen, Ph.D. Canada**

Assistant Professor  
Faculty of Management  
University of Lethbridge  
Lethbridge, AB, Canada

*Identity Construction Through Interorganizational Relations: A Conceptual Framework*

Author(s): Pamela Loewen

***Refreshment Break***

Monday 11:20 - 1:00 PM

**Chairs: William Pendergast, Ph.D. and Lusine Aramyan, Ph.D**

**Franz Liebl, Ph.D. Germany**

Professor and Chair  
Strategic Marketing  
Berlin university of the Arts  
Berlin, Germany

*Strategic Art, or: The Value of Contemporary Art for Management*

Author(s): Franz Liebl

**Bih-Shiaw Jaw, Ph.D. Taiwan**

Institute of Human Resource Management  
National Sun Yat-Sen University  
Kaohsiung, Taiwan

*The Determinants of Managing Firm's Environmental Dynamic Capability: Human Capital Perspective*

Author(s): Christina Yu-Ping Wang, Bih-Shiaw Jaw, Chen-Yu Wang

**Kirsten Foss, Ph.D. Norway**

Professor  
Department of Strategy and Management  
Norwegian School of Economics and Business Administration  
Bergen, Norway

*An Analysis of Entry Barriers from a Property rights Perspective*

Author(s): Kirsten Foss, Nicolai J. Foss

**Nancy Clark USA**

*Special Presentation*

President  
Leadership Dynamics, Inc  
Danville, California, USA

*Do You Have What it Takes to be a World-Class Leader?*

Author(s): Nancy Clark

**Hung Jung Li Taiwan**

Graduate student  
Shih Hsin University  
Taipei, Taiwan

*The Study of Exploring Taichung City Image by ZMET*

Author(s): Hung Jung Li

*Lunch Break - Complimentary lunch by IAMB*

Monday 2:40 PM – 4:40 PM

**Chairs: Fernando Robles, Ph.D. and Mary Kay Park, Ph.D**

**Linda Herkenhoff, Ph.D. USA**

Professor  
St. Mary's College  
Moraga, CA, USA

*A Quantitative Motivational and Cultural Study: Retiree Healthcare in the United States*

Author(s): Linda Herkenhoff

**Wei Song, Ph.D.****USA**

Associate Professor  
Business School  
Black Hills State University  
Spearfish, SD, USA

*The Formation of Supermarket Brands in China: The Case of Shanghai*

Author(s): Wei Song, Hee-Kwon Jung

**William Pendergast, Ph.D.****USA**

*Organizer and Moderator: A symposium.*

Professor  
Orfalea College of Business  
California Polytechnic State University  
San Luis Obispo, CA, USA

*A Symposium: Research and Publication Strategies for International Scholars*

Author(s): William Pendergast

Panel: William Pendergast, Ph.D.

Michael Geringer, Ph.D., Professor and Associate Editor: IJMB

Meir Russ, Ph.D., Professor and Chief Editor, IJMB

**Refreshment Break**

Monday 5:00 PM – 6:40 PM

**Chairs: Pingying Zhang, Ph.D. and Mine Şenel**

**John Pearce, Ph.D.****USA**

Endowed Chair  
Department of Management & Operations  
Villanova University  
Villanova, PA USA

*Insights from Social Identity Theory on Managers' Ethical and Legal Judgments*

Author(s): John Pearce

**Fernando Martins, Ph.D.****Brazil**

Lecturer  
Department of Business  
UFGD - Universidade Federal da Grande Dourados  
Dourados, MS, Brazil

*Organizations as a Dialogical Space: Setting Identities through Discourses*

Author(s): Fernando Martins

**Darwin Noerhadi****Indonesia**

Ph.D. Candidate and Commissioner  
Department of Management  
Medco Energi Internasional  
Jakarta, Indonesia

*Examining the Followers' Influence on Leader's Performance: A "Reverse" Pygmalion Effect on the Two Types of Industries in Indonesia*

Author(s): Budi Soetjipto, Handry Satriago, Darwin Noerhadi

**Suzanne Zivnuska, Ph.D.**

**USA**

Professor

Department of Management

California State University

Chico, CA, USA

*Theoretically Linking Mindfulness and Ethics in the Workplace*

Author(s): Suzanne Zivnuska, K. Michele Kacmar

**Chia Hui Hsu, MA**

**Taiwan**

Ph.D. Student

Shih-Hsin University

Taipei, Taiwan

*Finding out the Suitable Criteria for Sport Star as Endorser by Semi-structured Interview*

Author(s): Pi Fang Hsu, Chia Hui Hsu

*Reception (all welcome)*

Tuesday 8:30 – 10:30 AM Marine Room

**Chairs: Michael Geringer, Ph.D. and Khadija Bari**

**Stephen Sauer, Ph.D.**

**USA**

Assistant Professor

Clarkson University

Potsdam, NY, USA

*Stock's Options: The Debilitating Effects of Autonomy and Choice on Self-perceptions of Power*

Author(s): Chad Proell, Stephen Sauer

**Thomas Clerkin, Ph.D.**

**USA**

Associate Professor

Department of Business

Indiana University Purdue University Columbus

Columbus, Indiana, USA

*A Study of Conflict in Top Management Decision Making: The Impact of Contribution Motive*

Author(s): Thomas Clerkin

**F. William Brown, Ph.D.**

**USA**

Professor

College of Business

Montana State University

Bozeman, MT, USA

*Differential Gender Performance on the Major Field Test-Business*

Author(s): Agnieszka Bielinska-Kwapisz, F. William Brown

**Pamela Loewen, Ph.D.**

**Canada**

Assistant Professor

Faculty of Management

University of Lethbridge

Lethbridge, AB, Canada

*Organizations as Social Actors: The Trickster*

Author(s): Pamela Loewen

**Lusine Aramyan, Ph.D.****The Netherlands**

Scientific Researcher

Department of Market &amp; Chains

LEI, Wageningen University

Wageningen, The Netherlands

***Strategic Decision Making in Designing Sustainable Pork Supply Chains***

Author(s): Lusine Aramyan, Sojung Park, Willie van den Broek

**Pingying Zhang, Ph.D.****USA**

Assistant professor

Department of Management

University of North Florida

Jacksonville, FL, USA

***A Model of Control Parity and Strategic Stakes***

Author(s): Pingying Zhang, Cheryl Van Deusen

Tuesday 8:30 – 10:30 AM Golden Gate Room**Chairs: Wei Song, Ph.D. and Marco Tutino, Ph.D.****Randal Rosman, MA****USA**

William F. Harrah College of Hotel Administration

University of Nevada Las Vegas

Las Vegas, NV, USA

***The Implications of Social Media on Brand Management in the Luxury Hotel Industry***

Author(s): Randal Rosman, Kurt Stuhura, Karl Mayer

**Leslie Sekerka, Ph.D.****USA**

Associate Professor

Department of Management

Menlo College

Atherton, CA, USA

***Influencing the Desire to Buy Green: Ethical Decision Making in a Social Media Context***

Author(s): Leslie Sekerka, Debra McCabe

**Yuliani Dwi Lestari****Taiwan**

Ph.D. Student

California School of Organization Studies

National Taiwan University of Science and Technology

Taipei, Taiwan

***The Impact of Firm Competencies on Market Entry Success***

Author(s): Kung-Jeng Wang, Yuliani Dwi Lestari, John Yang, Yun Huei Lee

**Darshan Desai, Ph.D.****USA**

Professor

Berkeley College

New York, NY, USA

***Success of Viral Advertisements: Does Creativity Matter?***

Author(s): Darshan Desai

**Takahiro Enjoji, DBA****Japan**

Associate Professor  
Department of Business Administration  
Tokyo Fuji University  
Shinjuku-ku, Tokyo, Japan

*Reputation Management in Japan: Evidence from Global B to B Companies*

Author(s): Takahiro Enjoji, Morikazu Hirose

**Wei Song, Ph.D.****Canada**

Associate Professor  
Department of Management  
School of Business & Economics  
Thompson Rivers University  
Kamloops, BC, Canada

*Logistics Value Chain for the British Columbia Beef Products*

Author(s): Wei Song, Che-hui Lien

*Refreshment break*

Tuesday 10:50 AM – 12:50 PM Marine Room

**Chairs: Jeffrey Bailey, Ph.D. and Katarzyna Kosmala**

**Award Ceremony****Nnaoke Ufere****USA**

*Winner of the Best Student Paper Award*

Department of Management  
Case Western Reserve University  
Cleveland, OH, USA

*Corruption: The Dark Side of Entrepreneurial Behavior*

Author(s): Nnaoke Ufere, Bo Carlsson, Richard Boland, Sheri Perelli

**María-a Teresa Bolívar-Ramos****Spain**

*Winner of the Best Overall Paper Award*

University of Granada  
Granada, Spain

*Knowledge Sharing and Strategic Flexibility: The Moderating Effects of Organizational Climate and Uncertainty*

Author(s): Virginia Fernández-Pérez, Victor J. García-Morales, María-a Teresa Bolívar-Ramos

**Kaouthar Lajili, Ph.D., CGA****Canada**

*Winner of the Best Applied Paper Award*

Associate Professor  
Telfer School of Management  
University of Ottawa  
Ottawa, Ontario, Canada

*An Empirical Investigation of Business and Operational Risk Disclosures*

Author(s): Kaouthar Lajili, Michael Dobler, Daniel Zeghal

**Maria J. Mendez, Ph.D.**

**USA**

*Winner of the Best Young Scholar Paper Award*

Assistant Professor

School of Business and Economics

Indiana University South Bend

South Bend, IN, USA

*Beyond the Unidimensional Collective Leadership Model: Study of Leadership Patterns in Committees*

Author(s): Maria J. Mendez, Jon P. Howell, James Bishop

**Kathleen Spector, Ph.D.**

**USA**

*Winner of the Best Applied Paper Award*

Assistant Professor

Department of Graduate

Empire State College/SUNY

Saratoga Springs, New York, USA

*Sustainability and Innovation: Applying the Competing Values Framework*

Author(s): Joseph Angiello, Rosalyn Rufer, Kathleen Spector

**Lunch Break - Complimentary Lunch by IAMB**

Tuesday 2:30 PM – 4:30 PM Marine Room

**Chairs: Toshio Takagi, MBA and Kathleen Spector, Ph.D.**

**Olayinka David-West**

**Nigeria**

Lagos Business School

Ajah, Lagos, Nigeria

*A Service Science View of Consumer-based Electronic Services*

Author(s): Olayinka David-West

**Marco Tutino, Ph.D.**

**Italy**

Assistant Professor

Department of Business and Law

University of Roma Tre

Roma, Italy

*Compared Analysis on Risk Management and Risk Disclosure in Banking Sector.*

Author(s): Sabrina Pucci, Marco Tutino, Emanuele Marulli

**Bilgin Şenel, Ph.D.**

**Turkey**

Lecturer

Faculty of Engineering

Anadolu University, İki Eylül Campus

Eskişehir, Turkey

*The Investigation on Business Performance in an Automotive Firm*

Author(s): Bilgin Şenel, Mine Şenel

**Sara Johnson, Ph.D.**

**Canada**

Financial Planner CFP

Department of International Business Management

BMO Bank of Montreal

Kelowna, BC, Canada

*The Sad Banker: The Return on Investment of Positive Strengths*

Author(s): Sara Johnson

**Fernando Robles, Ph.D.**

**USA**

Professor

Department of International Business

George Washington University

Washington, DC, USA

*Management and Strategy Implications in A Polarized Latin American Region*

Author(s): Fernando Robles

**Patsy Kraeger, Ph.D.**

**USA**

School of Public Affairs

Arizona State University

Phoenix, Arizona, USA

*NGO Mission Success: The Field Office Perspective Defining, and Measuring Success*

Author(s): Patsy Kraeger

Tuesday 2:30 PM – 4:30 PM Golden Gate Room

**Chairs: Charles Hampden-Turner, Ph.D. and Twisha Anand**

**Carol Hsu, Ph.D.**

**Taiwan**

Associate Professor

National Taiwan University

Taipei, Taiwan

*What Happens after Trade? Information Technology and the Structuration of the Offshore Fund Industry in Taiwan*

Author(s): Carol Hsu, Rechelle Lin

**Mine Şenel**

**Turkey**

Ph.D. Student and Lecturer

Faculty of Engineering

Anadolu University, İki Eylül Campus

Eskişehir, Turkey

*An Analysis of Technology Acceptance in Turkey using Fuzzy Logic and Structural Equation Modeling*

Author(s): Mine Şenel, Bilgin Şenel

**María Teresa Bolivar-Ramos**

**Spain**

Faculty of Economics and Business

University of Granada

Granada, Spain

*Technological Competencies and Organizational Learning: Effects on Firm Performance*

Author(s): María Teresa Bolivar-Ramos, Victor J. Garcia-Morales, Rodrigo Martin-Rojas, Encarnacion Garcia-Sanchez

**Shin-Fong Wang**

**Taiwan**

Ph.D. Student

National Taiwan University of Science and Technology

Taipei, Taiwan

*The Impacts of Social Network on Work Stress and Organizational Citizenship Behavior*

Author(s): Seng-su Tsang, Alice Liange, Ying-Jung Yeh, Shin-Fong Wang

**Mika Westerlund, Ph.D.****Finland**

Postdoctoral Scholar  
School of Economics  
Aalto University  
Helsinki, Finland

***Benefits of Security Service Adoption for B2B Clients***

Author(s): Mika Westerlund, Risto Rajala, Arto Rajala

**Asma Farooq, MS****Pakistan**

Ph.D. Student  
Faculty of Management Sciences  
International Islamic University  
Islamabad, Punjab, Pakistan

***Realizing Business Value from Information System***

Author(s): Asma Farooq, Nayyer Kazmi

***Refreshment Break***

Tuesday 4:50 PM – 6:30 PM Marine Room

**Chairs: Tagi Sagafi-nejad, Ph.D. and Patsy Kraeger, Ph.D.**

**Michael Geringer, Ph.D.****USA**

Professor  
Orfalea College of Business  
California Polytechnic State University  
San Luis Obispo, California, USA

***International Business Ph.D. Productivity, 1971-2005***

Author(s): Michael Geringer, Karen McGaughey

**Wendy Swire, MA, PCC****USA*****Special Presentation***

Swire Solutions, LLC  
Bethesda, MD, USA

***Utilizing the Anytime Coaching Model in Leadership Development***

Author(s): Wendy Swire

**Chiu Ping Chen****Taiwan**

Ph.D. Student  
Post Graduate Programs in Management  
I-Shou University  
Kaohsiung, Taiwan

***Exploring the Factors Related to Cooperative Motivation of Foreign Brides in Taiwan***

Author(s): Chiu Ping Chen, Francoise Lepage

**Denise Lucy, Ed.D.****USA**

Executive Director/Professor  
School of Business and Leadership  
Dominican University of California  
San Rafael, CA, USA

***International Trade Profile and Activity of California SMEs***

Author(s): Denise Lucy, Francoise Lepage, Jayati Ghosh

**Mary Kay Park, Ph.D.**

**USA**

School of Intercultural Studies  
Biola University  
La Mirada, CA, USA

*A Cross-Cultural Assessment of Voluntary Unpaid Overtime (VUO) in Organizations*

Author(s): Omer Livvarcin, Mary Kay Park

Tuesday 4:50 PM – 6:30 PM Golden Gate Room

**Chairs: Judson Faurer, Ph.D. and Darshan Desai, Ph.D.**

**Chad Smith, D.Sc.**

**USA**

Associate Professor  
Department of Administrative Science  
Clarion University of Pennsylvania  
Clarion, PA, USA

*The Challenges in Management Facing Rural Human Service Agencies*

Author(s): Chad Smith, Mark Kilwein

**Elizabeth Cabrera, Ph.D.**

**USA**

Senior Research Fellow  
Thunderbird School of Global Management  
Scottsdale, AZ, USA

*Using the Job Demands-Resources Model to Study Work-Family Conflict*

Author(s): Elizabeth F. Cabrera

**Junseok Lee**

**South Korea**

Ph.D. Student  
Yonsei University  
Seoul, South Korea

*The Intrapersonal Glass Ceiling in an Expected Wage of a Job Seeker in a Social Enterprise*

Author(s): Seong Hoon Park, Junseok Lee

**L. Gurunathan, Ph.D**

**India**

Assistant Professor  
Department of Personnel and Industrial relations  
Xaviers Labour Relations Institute  
Jamshedpur, India

*Relationship Between Commitment Based Human Resource Practices and Intention to Quit: The Mediating Role of Job Embeddedness*

Author(s): L. Gurunathan, Debjani Ghosh

**Mine Şenel**

**Turkey**

Ph.D. Student and Lecturer  
Faculty of Engineering  
Anadolu University, İkiyül Campus  
Eskişehir, Turkey

*Burnout in Turkish Public Sector*

Author(s): Mine Şenel, Homare Takahashi

Wednesday 8:30 – 10:30 AM Marine Room

**Chairs: Meir Russ, Ph.D. and Elizabeth Cabrera, Ph.D.**

**Morikazu Hirose, MA** **Japan**

Associate Professor  
Faculty of Business Administration  
Tokyo Fuji University  
Tokyo, Japan

*An Information Processing Model for Corporate Advertising in Japan:  
How Celebrity Endorser and Gender Affect Attitudes*

Author(s): Toru Takano, Homare Takahashi, Morikazu Hirose

**Abiola Fanimokun, Ph.D.** **USA**

Assistant Professor  
Department of Business and Economics  
Penn State Fayette  
Uniontown, PA, USA

*Entrepreneurs in Developing Countries: An Institutional Framework Perspective on Strategic Response*

Author(s): Abiola Fanimokun

**Leon Schjoedt, Ph.D.** **USA**

Associate Professor  
Department of Management  
Drexel University  
Sacramento, California, USA

*Effects of Job Characteristics on Novice and Repeat Entrepreneurs' Job Stress*

Author(s): Leon Schjoedt, Krittaya Sangboon

**Katarzyna Kosmala** **United Kingdom**

Faculty of Business and Creative Industries  
University of the West of Scotland  
Ayr/Beech Gr, United Kingdom

*Narrating Organisational Story: Buenos Aires' Fabricas Recuperadas*

Author(s): Katarzyna Kosmala, Miguel Imas

**Mario Glowik, Ph.D.** **Germany**

Professor  
Department of Business Administration  
Technical University of Applied Sciences  
Wildau, Brandenburg, Deutschland

*Born Global Firm Strategies in Times of Crisis*

Author(s): Mario Glowik, Slawomir Smyczek

**Andrew F. Simon, Ph.D.** **USA**

Department of Psychology  
Seton Hall University  
South Orange, NJ, USA

*The Structure of Non-Governmental Organizations in Uganda*

Author(s): Andrew Simon

Wednesday 8:300 – 10:300 AM Golden Gate Room

**Chairs: Linda Herkenhoff, Ph.D. and Takahiro Enjoji, DBA**

**Rita Kosnik, Ph.D.**

**USA**

Professor

Department of Business Administration

Trinity University

San Antonio, TX, USA

*Negotiating Governance Issues in Growing Medical Groups: A Comparative Case Study and Typology*

Author(s): Rita Kosnik, John Rice

**Mary Spaeth, MSc**

**United Kingdom**

Department of Business and Creative Industries

University of the West of Scotland

Paisley, United Kingdom

*Inclusion through Disidentification: Negotiating Organizational Gender Barriers*

Author(s): Mary S. Spaeth, Katarzyna Kosmala

**Twisha Anand**

**India**

Ph.D. Student

Department of Organizational Behavior

Indian Institute of Management Ahmedabad

Ahmedabad, Gujarat, India

*Interpersonal Help Seeking in Software Industry: A Cross-Cultural Study*

Author(s): Twisha Anand, Deepti Bhatnagar, Kirti Sharda, Neharika Vohra

**L. Gurunathan**

**India**

Assistant Professor

Department of Personnel and Industrial relations

XLRI School of Business and Human Resources

Jamshedpur, Jharkhand, India

*Proactive Personality and Affective Commitment: The Role of Justice and Person-Organization Fit*

Author(s): L. Gurunathan

**Bunjira Makond**

**Taiwan**

Ph.D. Student

Department of Industrial management

National Taiwan University of Science and Technology

Taipei, Taiwan

*Data Mining Methods in Health Care Management: 5-year Breast Cancer Survivability*

Author(s): Kung-Jeng Wang, Bunjira Makond, Yu Siang Lin

**Carolyn Rekar Munro**

**Canada**

Doctor of Education and Associate Professor

Department of Leadership and Human Resource

Faculty of Management

Royal Roads University

Victoria, BC, Canada

*Preparing the Next Generation of Leaders: The Emerging Organizational Landscape with Generation Y at the Helm*

Author(s): Carolyn Rekar Munro

***Refreshment Break***

Wednesday 10:50 - AM 12:50 PM Marine Room

**Chairs: Andrew Simon, Ph.D. and Mary Spaeth, Msc**

**Jo Ann Heydenfeldt, Ph.D. USA**

*Presented by Linda Herkenhoff, Ph.D.*

School of Economics and Business

St Mary's College of California

Moraga, CA, USA

*Applied Neuroscience Supporting Mindful Business Decisions*

Author(s): Jo Ann Heydenfeldt

**Merce Mach, Ph.D. Canada**

Post Doctoral Fellow

Department of Management

Concordia University

Montreal, Quebec, Canada

*Team Trust Performance Relationship Revisited: A Moderated Mediated Model Using Level and Dispersion of Different Trust Targets*

Author(s): Merce Mach

**Amber Jamil Pakistan**

Ph.D. Student

Faculty of Management Sciences

International Islamic University

Islamabad, Pakistan

*Impact of Karasek's Job-Demand-Control-Support Model on the Employee Wellbeing in Sales Force Of Pakistani Insurance Companies*

Author(s): Fawad Asif Rana, Amber Jamil, Sajid Hussain Awan

**Tagi Sagafi-Nejad, Ph.D. USA**

School of Business

Texas A&M International University

Laredo, Texas, USA

*World Investment Report Series: An Expanding Storehouse of FDI-related Knowledge*

Author(s): Tagi Sagafi-nejad

**Aki Nakanishi, Ph.D. Japan**

Professor

**Daisuke Sugihara, MBA Japan**

Ph.D. Student

Department of Business Administration

Meiji University

Chiyoda, Tokyo, Japan

*Interactive Storytelling in Practice: A Case of the Computer Security Incident Response Team*

Author(s): Miyoko Suzumura, Daisuke Sugihara, Aki Nakanishi, Toshio Takagi, Masayasu Takahashi

**Alan Balfour, Ph.D. USA**

Chair

Department of Management and Organization

College of Business

U. of South Florida

Tampa, FL, USA

*Third Eye Blind: How American Workers can see what Business Professors cannot*

Author(s): Alan Balfour, Sally Fuller

Wednesday 10:50 - AM 12:50 PM Golden Gate Room

**Chairs: L. Gurunathan, Ph.D. and Mario Glowik, Ph.D.**

**Parvinder Gupta, Ph.D**

**India**

Professor  
Department of Organizational Behavior  
Indian Institute of Management Ahmedabad  
Ahmedabad, India

*The Shades of Success*

Author(s): Parvinder Gupta

**Judith Holton, Ph.D.**

**Canada**

Assistant Professor  
Department of Commerce  
Mount Allison University  
Sackville, NB, Canada

*Sustainability as a Strategic Issue: Stretching Perspectives to Engage Learners*

Author(s): Judith Holton

**Somnath Mukhopadhyay, Ph.D.**

**USA**

*Winner of the Best Student Paper Award (Fernando Parra)*

Associate Professor  
Department of Information and Decision Sciences  
University of Texas at El Paso  
El Paso, TX, USA

*On A Firm's Core Competency through Information Systems: A Meta-Analysis*

Author(s): Fernando Parra, Leopoldo Gemoets, Somnath Mukhopadhyay

**Khadija Bari, DBA**

**Pakistan**

Assistant Professor  
Department of Economics  
Institute of Business Administration, IBA  
Karachi, Sindh, Pakistan

*Competitive Advantage of Pakistan: A Case Study of the Textile Industry*

Author(s): Khadija M. Bari

**Esther Thomas, Ph.D.**

**USA**

Assistant Professor  
Department of Business Administration  
Texas Southern University  
Houston, TX, USA

*Modifying Case-Based Teaching to Successfully Meet Students' Needs*

Author(s): Esther Thomas

**Carlos Ruiz-Gonzalez, Ph.D.**

**Mexico**

Professor  
Department of Business Policy  
IPADE Business School  
Mexico City, Distrito Federal, Mexico

*How to Rescue Business from a Crisis: Eight Steps that Nobody Told you at Business School*

Author(s): Carlos Ruiz-Gonzalez

**Lunch Break - Complimentary lunch by IAMB**

**Chairs: Judson Faurer, Ph.D. and Bilgin Şenel, Ph.D.**

**Charles Hampden-Turner, Ph.D. United Kingdom**

Professor (retired)  
Centre for Technology Management  
Cambridge, Harvard, United Kingdom  
*Towards a New Model of Wealth Creation*  
Author(s): Charles Hampden-Turner, Raymond Ferris Abelin

**Adalberto Fischmann, Ph.D. Brazil**

Professor  
Department of Management  
University of Sao Paulo  
São Paulo, SP, Brazil  
*Scenarios for the Cellulosic Ethanol in Brazil*  
Author(s): Ricardo Raele, João Boaventura, Adalberto Fischmann

**Jon Moon, Ph.D. South Korea**

Assistant Professor  
Department of International Business  
Korea University - Seoul  
Seoul, South Korea  
*How Much Does It Pay to be Socially Responsible?*  
Author(s): Jon Moon, Sojung Park

**Raymond Ferris Abelin USA**

Professor / Consultant  
Centre for Technology Management  
Nanyang Technological University  
Boulder, Colorado / Cambridge, USA  
*Can the Digital Media Revolution Restore a Vital Balance to Civil Society?*  
Author(s): Charles Hampden-Turner, Raymond Ferris Abelin

**Fauzia Syed Pakistan**

Ph.D. Student  
Department of Business Administration  
International Islamic University  
Islamabad, Punjab, Pakistan  
*The Role of Personality in Agency Theory*  
Author(s): Fauzia Syed, Usman Raja

**Lee Li, Ph.D. Canada**

Professor  
York University  
Toronto, Ontario, Canada  
*Should Small and Medium-sized Technology-based Exporting Enterprises Use Niche, Partnership, or Both?*  
Author(s): Lee Li

***Refreshment Break***

Wednesday 4:50 PM – 6:20 PM Marine Room

**Chairs: Raymond Ferris Abelin, Ph.D. and Kathleen Spector, Ph.D.**

**Fauzia Syed**

**Pakistan**

Ph.D. Student

Department of Business Administration

International Islamic University

Islamabad, Punjab, Pakistan

***Big Five Traits and Stress Relationship Revisited: A Critical Review***

Author(s): Fauzia Syed, Usman Raja

**Mushfig Jafarov, MA**

**USA**

International Hubert Humphrey Fellow 2011-2012

Humphrey School of Public Affairs

University of Minnesota

Minneapolis, MN, USA

***Analyzing of Investment Strategies of Local Companies in Azerbaijan: Problems and Solutions***

Author(s): Fariz Ahmadov, Mushfig Jafarov

**Miguel Amaral, Ph.D.**

**Portugal**

Center for Innovation, Technology and Policy Research

Instituto Superior Técnico of Lisbon

Lisbon, Portugal

***Immigrant Entrepreneurship in Portugal: A Longitudinal Assessment of Brazilian, Indian, Chinese, Ukrainian and Cape-Verdean Entrepreneurs***

Author(s): Miguel Amaral, Catarina Egreja, Leonor Castro

**Craig A. Turner, Ph.D.**

**USA**

Associate Professor of Management

East Tennessee State University

Johnson City, TN, USA

***Prior Performance and Risk Management***

Author(s): Craig Turner, Kyle Turner