

Annual American Business Research Conference

PROGRAM

28-29 September 2009

Main Theme:

“Research Matters”

Venue : Sheraton LaGuardia East Hotel, level 6, Flushing Centre
135-20 39th Avenue, Flushing, New York 11354
USA

Prof. James Michael Haley
Point Park university, USA
Conference Chair

Professor Mazhar Islam.
Florida A & M University, USA
Conference Co-Chair

Dr. Mohamamd Hoque.
Monash University, Aus'a
Program Director

Sponsors : World Business Institute

Journal of Business and Policy Research

Global Economy and Finance Journal

International Review of Business Research Papers

World Journal of Management

AABR Conference Participants

Though we accepted over 90 papers, 50 authors have registered for this truly international conference. It may be that the remaining authors are scared by swine flu outbreak and/or struck by global economic downturn. However, it is great to find that authors from seventeen countries (**Australia, Canada, Chile, China, Columbia, Czech Republic, France, India, Iran, Japan, Kuwait, Malaysia, Mexico, Turkey, Taiwan, Thailand and USA**) have registered to attend this conference. We welcome everyone to this international gathering which provides scope for interaction with our international colleagues and opportunity to share our thoughts and experience.

Name	University	Country
Dr. Wenbin Guo	La Trobe University	Australia
Dr. Linda Wu	The University of Newcastle	Australia
Mr. Mohammad Kabir	Macquarie University	Australia
Miss. Li Zhang	McGill University	Canada
Mrs. Leili Javanmardi	University of Toronto	Canada
Dr. Claudio Bonilla	Universidad del Desarrollo	Chile
Mr. Rongbin Wu	Researcher	China
Dr. Yan Gao	Northwest University	China
Mrs. Sandra Corredor	Universidad De Los Andes	Colombia
Dr. Jiri Strouhal	University of Economics Prague	Czech Republic
Dr. Boris Popesko	Tomas bata University in Zlin	Czech Republic
Mr. Jan Vondrus	Czech university of Life Sciences	Czech Republic
Dagmar Charvatova	Czech university of Life Sciences	Czech Republic
Miss. Aurelie Sannajust	University of Clermont Ferrand	France
Mrs. Laure Jehlen	University Paris-Dauphine	France
Dr. Wolfram Berger	IESEG School of Management	France
Dr. V.J. Sivakumar	National Institute of Technology	India
Mr. Mayank Arora	Rajiv Gandhi Indian Institute of Management	India
Mr. Aditya Gore	Rajiv Gandhi Indian Institute of Management	India
Dr. Omkumar Krishnan	Institute of Management Technology	India
Mr. Takeshi Kudo	Nagasaki University	Japan
Dr. Abdullah Alsalman	Kuwait University	Kuwait
Ms. Rossazana Ab. Rahim	Malaysian University of Sarawak	Malaysia
Dr. Jamal Abdul Nassir Shaari	Universiti Malaysia Sarawak	Malaysia
Dr. Liliana Castilleja Vargas	BBVA Bancomer	Mexico
Mrs. Neda Javanmardi	Mazandaran University of Science & Technology	Iran
Dr. Ming-Lang Wang	Chung Hua University	Taiwan
Dr. Chihwen Wu	National Chung Hsing University	Taiwan
Dr. Aekkachai Nattayagasetwat	National Institute of Development Administration	Thailand
Dr. Viput Ongsakul	National Institute of Development Administration	Thailand
Dr. Hakan ER	Akdeniz University	Turkey

Dr. Daniel Shen	State University of New York-New Paltz	USA
Audrey Spolarich	Spectrum	USA
Dr. Carmen L. Martinez-Lopez	The City University of New York/BMCC	USA
Dr. Fred Maidment	Western Connecticut State University	USA
Dr. Najiba Benabess	Norwich University	USA
Dr. Mohammed Sidky	Point Park University	USA
Dr. Moshe Speter	Mercy College	USA
Mr. Peter Lucido	SUNY College, Old Westbury,	USA
Dr. Rangamohan Eunni	Youngstown State University	USA
Mr. Donald Furman	State University of New York-New Paltz	USA
Dr. Cathy Jabara	U.S. International Trade Commission	USA
Dr. Margaret Mitchell	Central Connecticut State University	USA
Dr. John Moore	University of Maryland Eastern Shore	USA
Dr. Claudio Paiva	California State University -Channel Island	USA
Dr. Madhusadana N. Rao	Bridgewater State College	USA
Dr. John S. De Joy	College of Westchester	USA
Dr. Juan Meng	Minnesota State University, Mankato	USA
Mr. David Glodstein	SUNY College, Old Westbury,	USA
Dr. John Okpara	Bollonsburg University of Pennsylvania	USA
Dr. Kenneth Winkelham	State University of New York-Old Westbury	USA

Please Read all the Instructions Below

- **What to see in the program**

Please let Dr. Mohammad Hoque, Program Director, **immediately know** via haqz53@gmail.com if you find information relating to your subject tract, paper title and personal details are not correct

- **How to reach the Conference venue from the Airport**

From JFK International Airport

You can come to the SHERATON LAGUARDIA EAST HOTEL (Telephone: (718) 460-6666) which is our conference venue by taxi which is 35-45 minutes drive.

From Staten Island/Brooklyn: Take Brooklyn Queens Expressway (BQE) East to Exit 42, following signs to Grand Central Parkway East/LaGuardia Airport. Continue on Grand Central Parkway East to Exit 9E, Northern Boulevard. Follow Northern Boulevard East to Main Street, turn right. Proceed on Main Street for 3 blocks. Turn right onto 39th Avenue.

From LaGuardia Airport: Take the Grand Central Parkway East and exit at 9E Northern Boulevard East. Follow to Main Street, turn right. Proceed on Main Street for 3 blocks, turn right onto 39th Avenue.

From Manhattan: Take the Midtown Tunnel to Long Island Expressway (I-495) and follow sign to LaGuardia Airport. This will put you on the Brooklyn Queens Expressway (I-278), continue to Exit 42. Follow sign to Grand Central Parkway. Take Grand Central Parkway and exit at Northern Boulevard East. Follow to Main Street, turn right. Proceed on Main Street for 3 blocks, turn right onto 39th Avenue.

From Connecticut/New England: Take the New England Thruway (I-95) to Hutchinson Parkway and Whitestone Bridge. Go over the Whitestone Bridge. Follow signs to Van Wyck Expressway (I-678) and exit at Exit 14, Linden Place. Turn left onto Linden Place and proceed to Northern Boulevard, then turn right onto Northern Boulevard. Stay in left lane and turn left onto Main Street. Go 3 blocks and turn right onto 39th Avenue.

From Upstate New York: Take New York Thruway (87 South) to Triboro Bridge. Go over Triboro Bridge to grand Central Parkway East, Exit 9E. (Northern Boulevard East). Follow Northern Boulevard to Main Street. Turn right onto Main Street. Proceed on Main Street for 3 blocks. Turn right onto 39th Avenue.

Public Transportation from Manhattan:

BUS: 48, 20, 58, 44, 17 to Roosevelt and/or Main Street

SUBWAY: No. 7 Train to Main Street-Flushing

RAILROAD: Long Island Rail Road (Port Washington Branch)

to and from 34th Street-Pennsylvania Station, get off at Flushing-Main Street Station.

- **How to Complete Registration ?**

As indicated, once you reach Sheraton LaGuardia East Hotel, ask the persons at the reception to direct you to level 6 and report to the Conference Secretariat which is located at level 6 in front of at JADE and Ruby Sapphire Room and meet us there to complete your registration.

Please report either to Dr. Mohammad Hoque or Khaleda Akhter for your registration. If you have not yet paid your registration fee, please complete your cash payment on arrival. **We do not accept any other mode of payment except cash in American dollar and please bring exact money as no change will be given there and hope you will not negotiate with us for other mode of payment such as bank check.** Please collect your envelop which contains, among other materials, your name badge, your payment receipt, participation certificates, lunch and dinner coupons. The name badge is required for all participants/spouse/guests to participate in all sessions/events, refreshments, buffet lunch, receptions, tea/coffee breaks and dinner. **You will find your lunch and dinner coupons in your folder and please bring them for collection by our team members before you take lunch and/or dinner.**

Where are Presentation rooms and equipments?

Your presentation rooms are located at level 6. There are two presentation rooms, namely, Ruby Sapphire and Jade. Presentation rooms are fitted with **Data Projector or LCD projector and Laptop Computer, screen and there is technician to help you to load your paper in the laptop. Please do not attempt to use these equipment before we show you as there is chance that these equipments may not work if you cannot handle them properly and as such please do not handle those before we show them to you** and ask us for assistance. We will upload your paper in the system before your presentation or during break. For emergency, overhead projector will available from conference secretariat. **Please do not ask us for blank transparency or for photocopying or email or computer facilities as we do not have access to these facilities.**

- **What should you bring along for your presentation ?**

Pease bring your pen drive/USB stick/flush drive to make power point presentation. Please also bring overhead transparencies as stand-by if data projector does not work for any reason. Please bring in **15-20 copies** of your (printed) paper for distribution at your session. Each paper will have about 15-18 minutes for presentation and 5-7 minutes for discussion.

Please do not ask us for blank transparency or for photocopying or email or computer facilities as we do not have access to these facilities.

- **What about Tea/Coffee Break and Lunch ?**

Unlike other conferences in USA, our conference is featured by day-long feedings. Arrival, mid-Morning and afternoon tea/coffee and lunch will be served as per following schedule

First Day of Conference

Day	Break Time	Items to be served	Place of Service
28 Sep	7.30-9.00 AM	Arrival Tea and Coffee	Foyer, Level 6, Sheraton Hotel
	10.30 -11 AM	Tea/Coffee plus cookies	Same
	1.00-2.00 PM	Buffet Lunch	Topaz Room, level 7
	3.30-3.45	Tea & coffee	Foyer, Level 6

Second and Last Day of Conference

Day	Break Time	Items to be served	Place of Service
29 Sep	7.30-9.00 AM	Arrival Tea and Coffee	Foyer, Level 6, Sheraton Hotel
	10.30 -11 AM	Tea/Coffee plus brownies	Same
	1.00-2.00 PM	Buffet Lunch	Board Room West, Level 2
	3.30-3.45	Tea & coffee	Foyer, Level 6

Serving time will be strictly maintained and please do not go for lunch before scheduled time as the caterers will be busy to set the tables there. **There will be different types of salad, meat items, raw vegetable, bread and rolls, potato chips, three types of deserts and coffee.** The area is a smoke-free area and please respect this requirement. Please bring your lunch coupon and these will be collected by our team members before you take lunch. If you lose them, please report to the conference secretariat.

- **What about Conference Dinner ?**

Conference dinner will be served to the registered delegates (who made payment) from 7 PM sharp on Tuesday, 29 September 2009 at **Deluge Restaurant**, Lower Level, Hotel Sheraton. This event is featured by welcome from Dr. Mohamad Hoque and it would be followed by the dinner speech that will be delivered by Professor James Michael Haley and Professor Mazhar Islam. You will be served with three course dinner and **limited number of glass of hard and soft drinks and juices**. Best paper award for each session will be announced at the dinner. Every winner will receive a certificate and Fellowship of the World Business Institute . Please bring your Dinner coupon and these will be collected by our team members before you take Dinner. If you lose your ticket, report to conference secretariat.

Frequently Asked Questions?

1. Do I need to bring my laptop ? Can I use my laptop ? Should I bring transparencies of my paper ?

No need, as it will be provided by the hotel. You cannot use your laptop for presentation. Yes, you should bring transparency of your paper.

2. How long is my presentation time ?

Your presentation must be finished by 20 minutes. 15-16 minutes for presentation and 4- 5 minutes for questions from the floor

3. Can I pay by check or by credit card on arrival ?

No. Only cash payment is received. No change is given

4. When can I see my paper in the proceedings ? How ?

Please visit www.wbiconpro.com to view your paper From 26 September 2009

5. When will my paper be published ?

Within six months if you to comply to journal's guidelines. You must send your revised and reformatted paper to **papers @wbint.org** within three months after the conference. No reminder notice will be sent. If you do not send your paper within 3 months (within December 2009), your paper will not be published.

6. I want to publish my paper but I have not paid yet. Can I pay now?

Yes, you can pay now. But you need to check the name of the journal as indicated in your acceptance letter.

7. When can I know that my paper got best session paper award ?

All winners will be informed within 2 weeks after the conference. You may also know at the conference dinner.

8. If I want to publish my best paper, do I need to pay ?

Yes, you need to pay US\$150 as submission fee if you have not paid for the Journal.

Conference Team

Professor James Michael Haley, Point Park University, Pittsburg, USA

Professor Mazhar M. Islam, Florida A & M University, USA .

Professor Saud Chowdhury, Trent University, Canada

Dr. Mohammad Hoque, Monash University, Australia

Dr. Yan Qin, Residient Director, Business care Aust. P/L, New York

Mrs. Khaleda Akter, Managing & Finance Director, World Business Institute

Mr. Quddus Prodhan, Technical Adviser, World Business Institute

Mr. Tanzil Hoque, Events Director, World Business Institute

Ms. Nuha Jahan, Maketing Director, World Business Institute

Conference Program Outline

Monday, 28 September 2009

7.30- AM - 9.00 AM	Arrival Tea/Coffee
7.30 AM : 1.00 PM	Conference Registration Foyer, Level 6, Sheraton Hotel
12 PM -5 PM	Late Registration
9.00 AM - 10.30 AM	Paper presentation : Room: Ruby Sapphire and Jade, level 6
10.30 AM-11.00 AM	Tea/Coffee Break Place: Foyer, Level 6
11.00 AM - 12.45 PM	Paper Presentation Room: Ruby Sapphire and Jade, level 6
1.00 PM - 2.00 PM	Buffet Lunch Topaz Room, Level 7
2.00 PM - 3.30PM	Paper Presentation Rooms: Ruby Sapphire & Jade, Level 6
3.30 PM - 3.45 PM	Tea/coffee Break Place: Foyer, level 6
3.45 PM - 5.15 PM	Paper presentation : Rooms: Ruby Sapphire and Jade, Level 6

Tuesday, 29 September 2009

8.00 AM - 9.00 AM	Arrival Tea/Coffee Place: Foyer , Level 6
9 A.M - 2 .00 PM	Late Registration Foyer, level 6
9.00 AM - 10.30 AM	Paper presentation: Room: Ruby Sapphire , Level 6
10.30 AM -11.00 AM	Tea/Coffee Break Place: Foyer, level 6
11.00 AM - 12. 45 PM	Paper Presentation : Room: Ruby Sapphire, Level 6
1.00 PM : 2.00 PM	Buffet Lunch Place : Board Room West, Level 2
2.00 PM - 3.30PM	Paper Presentation : Room: Ruby Sapphire
3.30 PM - 3.45 PM	Tea/coffee Break Place : Foyer, Level 6
3.45 PM - 5.15 PM	Paper presentation: Room: Ruby Sapphire , Level 6
7.00 PM – 10.30 PM	Conference Dinner Deluge Restaurant, Lower level

End of Conference

Monday 28 September 2009 9 AM – 10.30 AM Room : Ruby Sapphire

Track : Economics

Session Chair : Dr. Cathy Jabara, U.S. International Trade Commission, USA

Delegations in the presence of foreign competition: Najiba Benabess Norwich University, Northfield, VT, USA

Fiscal Discipline and Sustainability of Public Debt: An Empirical Analysis using Japanese Long-term Economic Statistics: Takeshi Kudo, Nagasaki University, Japan

Net Capital Flows and Real Exchange Rate Depreciation Effects on the Business Cycle in Emerging Markets: : Liliana Castilleja-Vargas, Economic Research Department BBVA-Bancomer, Mexico

Perspectives on Corporate Governance Challenges in a Sub-Saharan African Economy : John O. Okpara, Bloomsburg University of Pennsylvania, USA

Monday 28 September 2009 9 AM to 10.30A.M Room : Jade

Track : Track : Accounting and Finance

Session Chair : Mr. Donald Furman, State University of New York-New Paltz, USA

Comparative Analysis of the Reporting Bases of Czech Republic, Macedonia and Albania with International Financial Reporting Standards (IFRS): Are They Really So Different? Jiří Strouhal, University of Economics Prague, Czech Republic

Utilization of Activity-Based Costing system in manufacturing industries – methodology, benefits and limitations: Boris Popesko, Tomas Bata University in Zlin, Czech Republic

Before and After Bernie: Ponzi Regulation or Lack Thereof?: Donald J. Furman, State University of NY at New Paltz, New Paltz, NY, USA and John DeJoy, USA

Do microfinance alleviate poverty ?: Borrowers' perspectives: Mohammad Hoque, Monash university, Australia

Monday 28 September 2009 11 AM – 12.45 PM Room : Ruby Sapphire

Track : Finance and Economics

Session Chair : Dr. Ming-Lang Wang, Chung Hua University, Taiwan

Investment selection by means of DEA and stochastic dominance : Leili Javanmardi and Yuri Lawryshyn, Center for Management of Technology and Entrepreneurship, University of Toronto, Canada

Nonlinear Behavior of the Chilean Capital Markets : Claudio A. Bonilla Universidad del Desarrollo, Chile, Rafael Romero-Meza, Universidad Adolfo Ibañez, and Elizabeth Gutiérrez, University of Chile, Chile

Time-variable and nonlinear phenomenon of stock market
Rongbin Wu, Individual Resercher, P.R.China

From Modigliani Miller to the 2008-2009 Financial Crisis: Jehlen Laure, Paris-Dauphine University, France

Predicting bank failures using a simple dynamic hazard model
Rebel A. Cole, DePaul University, USA and Qiongbing Wu, The University of Newcastle, Australia

Monday 28 September 2009 11 AM to 12.45AM Room : Jade

Track :Marketing

Session Chair : Dr. Juan Meng Minnesota State University, Mankato, USA

Role of Reference Groups for purchase of electronic durables: A study of Indian rural market : Omkumar Krishnan ,Institute of Management Technology, Ghaziabad , India

Dimension of Halal Purchase Intention: A Preliminary Study :Jamal Abdul Nassir Shaari and Nur Shahira bt Mohd Arifin, Universiti Malaysia Sarawak, Malaysia

The Spectrum Health Value Study™ : Audrey Spolarich, Spectrum ,Washington, USA

Country of Origin and its impact on brands: V.J. Sivakumar, National Institute of Technology, India

Measurement Equivalency of Web Service Quality Instruments: A Test on Chinese and African American Consumers: Juan (Gloria) Meng, Minnesota State University, Mankato, USA

Monday 28 September 2009 2.00 PM – 3.30PM Room : Ruby Sapphire

Track : Management

Session Chair: Dr. V.J. Sivakumar, National Institute of Technology, India

Empirical Analysis Of Corporate Governance: The Impact On Firm Performance (The Case Of Thailand): Aekkachai Nittayagasetwat, National Institute of Development Administration, Bangkok, Thailand

Institutional Environments for Entrepreneurship in Emerging Economies: Brazil Vs. Mexico: Rangamohan V. Eunni, Youngstown State University, USA

How to Create an Entrepreneurial Culture at Two-Year Colleges : Carmen Leonor Martínez-López, Borough of Manhattan C.C. of the City University of New York, USA

Making Disney Pixar Into A Learning Organization: James M. Haley, and Mohammed H. Sidky, Point Park University, USA

Public Service Development in Thailand: Viput Ongsakul, National Institute of Development Administration (NIDA), Bangkok, Thailand

Monday 28 September 2009 2.00 PM – 3.30 PM Room : Jade

Track : Banking and Finance

Session Chair: Mrs. Laure Jehlen, University Paris-Dauphine, France

The Cost Efficiency Effects Of Involuntary Bank Mergers: Evidence From The Malaysian Banking Industry : Rossazana Ab-Rahim,, Universiti Malaysia Sarawak (UNIMAS), Nor-Ghani Md-Nor,. Shamshubaridah Ramlee and Fariza Ahmad, Universiti Kebangsaan Malaysia (UKM), Malaysia.

Bank volatility and economic growth: Fariborz Moshirian, The University of New South Wales and Qiongbing Wu, The University of Newcastle, Australia

Interval Effect on the Estimation of Beta: Evidence from Istanbul Stock Exchange: Hakan Er and Sevgi Aydin, Akdeniz University, Turkey

Corporate Mergers In A Developing Country: An Empirical Analysis Of The Merger Probability, Sandra Corredor and Carlos Pombo Universidad de los Andes, and Adriana Corredor , Banco de la República de Colombia, Columbia

Monday 28 September 2009 3.45 PM – 5.15 PM Room: Ruby Sapphire

Track : Marketing

Session Chair : Dr. Viput Ongsakul, National Institute of Development Administration, Thailand

The Brand Building of Chinese National Commercial Banks Juan (Gloria) Meng, Minnesota State University, Mankato, USA

Sustainable Development in Tourism Industry Context in Taiwan: Chih-Wen Wu : National Chung Hsing University, Taiwan

Uplifting The Quality Of Exploratory Factor Analysis- Insights from Mathematics: Wenbin Guo, La Trobe University, Australia

A Parsimonious Multi-Criteria Decision Making Process for Supplier Selection :Neda Javanmardi Amin kaboli Iraj Mahdavi Babak Shirazi, Mazandaran University of Science & Technology, Babol, Iran.

Monday 28 September 2009 3.45 PM – 5.15 PM Room : Jade

Track : Economics and Finance

Session Chair : Dr. Claudio Paiva, California State University -Channel Island, USA

Exchange Rates and U.S. Import Prices: Bilateral and Aggregate Price

Effects : Cathy L. Jabara, Office of Industries, U.S. International Trade Commission, Washington, USA

Assessment Centres in Czech agrarian business: Jan Vondrus and Dagmar Charvátová, Czech University of Life Sciences Prague, Czech Republic

Oil Prices and Inflation under Alternative Monetary Regimes: Evidence from Brazil: Claudio A C Paiva, California State University Channel Islands, USA

Trading Volume, Volatility and Leverage: A Dynamic Analysis of the Indian Stock Market: Naliniprava Tripathy, Aditya Prakash Gore and Mayank Arora
Indian Institute of Management Shillong, India

Tuesday 29 September 2009 9.00 A.M – 10.30 AM Room : Ruby Sapphire

Track : Economics

Session Chair : Dr. James Michael Haley, Point Park University, USA

Understanding Contribution Patterns of Committed Donors: Insights from Latent Growth Modeling: Anyuan Shen and Chih-Yang Tsai, State University of New York at New Paltz, USA

Environmental Reporting in UK Hotels: An Empirical Analysis : Hakan Er and Sevgi Aydin Akdeniz University, Turkey

International Policy Coordination and Simple Monetary Policy Rules: Wolfram Berger, IESEG School of Management, France

Factors That Contribute To Economic Development Africa Vs. Europe – The Global View: K. Morris (Moshe) Speter, Mercy College, NY, USA

Dual Economic structure of Rural Non-Farm Economy in Bangladesh: Mohammad Lutful Kabir,, Macquarie University, Australia;

Tuesday 29 September 2009 11 A.M – 12.45 PM Room : Ruby Sapphire

Track : Accounting and Finance

Session Chair: Dr. Jiri Strouhal, University of Economics Prague, Czech Republic

Saving For College Using § 529 Plans :Changes on the Horizon: Peter D. Lucido, SUNY College at Old Westbury, Old Westbury, New York, USA

The Research of Taiwanese TFT-LCD Industry's Competitive :Strategies in Facing of The Financial Turmoil: Ming-Lang Wang , Hsing – Fu Lin , Chung Hua University, Taiwan, ROC

Identity Theft Issues for Financial Services Firms :: John W. Moore, University of Maryland Eastern Shore, USA

Accounting for Carbon Emissions and Climate Change: Changes Required in Global Accounting Standards : David Glodstein and Kenneth Winkelman, State University of NY - Old Westbury, USA

CEO Career Concerns and Corporate Policy: Li Zhang,, McGill University, Canada

Tuesday 29 September 2009 2.00PM - 3.30 PM Room : Ruby Sapphire

Track : Management

Session Chair: Dr. Mohammed Sidky, Point Park University, USA

The Recession of 2009:The Role of Small Business in the Recovery: Fred Maidment, Western Connecticut State University, USA

Role Of Street-Level Bureaucracy And Project Implementation Process In India :Madhusudana N. Rao, Bridgewater State College, Massachusetts, USA

Conception of „Competency“ in the Czech agrarian business: Jan Vondrus, and Dagmar Charvátová, Czech University of Life Sciences, Czech Republic

Probe into the Modes of International Human Resource Management in Chinese Small and Medium Enterprises :Yan Gao, Northwest University, Xi'an, China, and Margaret E. Mitchell, Central Connecticut State University, USA

Motivations and Performance of Public to Private Operations: An International Study: Aurélie SANNAJUST, University of Auvergne-Clermont-Ferrand 1, France

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