14th International Conference of the Society for Global Business & Economic Development (SGBED)

Global Connectivity, Knowledge and Innovation for Sustainability and Growth: New Paradigms of Theory and Practice

June 21-24, 2016
Montclair, NJ, USA

CONFERENCE PROGRAM

Hosted by:
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Note from the Dean of FBUS, MSU

On behalf of the Feliciano School of Business, it is my pleasure to welcome all the participants to the 14th SGBED International Conference. Montclair State University is proud to be connected with SGBED from its inception and we continue to be committed to its ongoing success. I believe the topic of the conference, *Global Connectivity, Knowledge & Innovation for Sustainability and Growth: New Theory and Practice*, is very timely.

As well as enjoying robust discussions with colleagues from around the world, I hope you have an opportunity to explore north Jersey and NYC.

Thanks to the organizers and best wishes to all participants.

Dean Greg Cant, PhD
Feliciano School of Business, MSU
Greetings from the SGBED President

On behalf of the SGBED Board and all the regional coordinators, I am delighted to extend warm greetings to every one of you, especially to those who have travelled from distant places to participate at the 14th conference held at the beautiful facilities of the Feliciano School of Business. We hope the four-day format of the conference will add more value, especially to young scholars who volunteered to participate in professional workshops, and the scholars who present virtually their scholarly works from foreign locations. The program also facilitates a tour of landmarks in New York City and hope that you will take advantage of this opportunity. I am sure you will enjoy the 14th SGBED conference that focus on contemporary issues and also strike a balance between theory and practice.

Thank you.

C. Jayachandran, President, SGBED
Professor of Marketing & International Business,
Feliciano School of Business, Montclair State University, NJ 07043
SGBED wishes to recognize the following sponsors

Principal Sponsors

Feliciano School of Business, Montclair State University
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Distinguished Keynote Speaker

Susanne Stormer
Vice President of Corporate Sustainability
Chief Sustainability Officer, Novo Nordisk

Susanne leads Novo Nordisk’s efforts to be a sustainable business and is charged with management of corporate sustainability-driven programs, the integrated Annual Report, stakeholder engagements and communication on the value of the company’s Triple Bottom Line (TBL) business principle.

In this capacity she sets the strategic direction for the company’s positioning as a sustainability leader and a pioneer in demonstrating the long-term business value of incorporating economic, social and environmental perspectives into its market proposition.

Susanne joined the Novo Group in 2000 to ingrain the TBL principle in the business as the lens for decision-making and a strong component of the corporate culture. Among her achievements are the successful integration of the company’s financial and sustainability reporting. She represents Novo Nordisk to the UN Global Compact and the Global Business Initiative on Human Rights. She is appointed member of the International Integrated Reporting Council, and member of the Board of the Access to Nutrition Foundation. In 2013 she was appointed adjunct professor of Corporate Sustainability at the Copenhagen Business School.
Distinguished Keynote Speaker

Ram Mudambi
Frank M. Speakman Professor of Strategy and Perelman Senior Research Fellow, Fox School of Business, Temple University

Dr. Mudambi holds an M.Sc. (Econ) from the London School of Economics and a PhD from Cornell University. He is a Fellow of the AIB, has served as an Associate Editor of the GSJ (2010-2013) and is an Area Editor at JIBS (2013-2016). His work has appeared in the Journal of Political Economy, the Journal of Economic Geography, the Strategic Management Journal and JIBS, among others. He serves on the editorial boards of numerous journals.

Topic: Common Fallacies in International Business: Insights from Research
The global economy is changing so rapidly that policy and practice have difficulty keeping up. Many fundamental beliefs about what is good for the domestic economy, what is good for domestic firms and indeed, what is good for the focal firm itself, are based on structural realities that no longer exist. Are domestic firms better than foreign firms in terms of creating local prosperity? Do domestic firms benefit from restrictions on foreign firms? Do firms benefit from eschewing the higher costs and greater competitive stresses of the global marketplace? The tectonic changes in global economy have significantly altered the answers to all these questions and more.
Distinguished Keynote Speaker

Zhang Cuiping
Associate Professor of Cross-cultural Studies
School of International Studies
University of International Business and Economics (UIBE)
Beijing, P.R.C.

Dr. ZHANG holds a M.A. (English Literature) from UIBE and a MCom and a Ph.D. (Econ) from Curtin University of Australia. She also studied international economics (GDIE program) in Adelaide University. She was once on a training program in Georgetown University and was a visiting scholar in the Business School of Columbia University. Her research and teaching interest has been centered on cross-cultural business communication, corporate culture, economics, and ESP (business English), especially the cross-cultural problems confronted by Chinese going-out enterprises when expanding their business in the world market. Dr. ZHANG has done many case studies, including BGP, Herborist, and Geely. She has also interviewed dozens of Chinese business expatriates for the first-hand materials. Her work has appeared in both academic papers and management and cross-cultural conferences. Besides teaching and research, she has also been a trainer in cross-cultural communication and Business English for businesses.
Distinguished Keynote Speaker

Xing Xiaoqian
Associate Professor, International Business School
University of International Business and Economics
Beijing, China

Xiaoqiang Xing is an Associate Professor in Department of Innovation & Entrepreneurship at Business School, University of International Business and Economics (UIBE). He is also an Associate Dean at Business School, UIBE. He obtained his Ph.D. Degree in Innovation Management at Tsinghua University, China, and was awarded the first prize for excellent dissertations. Xiaoqing Xing’s main research interests are in innovation and entrepreneurship at the base of the pyramid market and his research work has been published in Management World, Science Research Management, and Studies in Science of Science. He teaches undergraduate, MBA, master, and PhD courses such as Knowledge Management, Innovation management, Entrepreneurship Management, Frontiers of Innovation Management. He also served as an independent director at an insurance corporation in China.
Supporting Journals

Evidence Based HRM (EBHRM, Emerald)

International Journal of Business and Emerging Markets

(IJBEM, Inderscience)

Journal of Economics and Administrative Science

(JEAS, Emerald)

Journal of Indian Business Research (JIBR, Emerald)

International Journal of Society Systems Science

(IJSSS, Inderscience)

JCC: The Business and Economics Research Journal

(JCC-BERJ, Emerald)
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Lubica Bajzikove - Comenius University in Bratislava
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Accounting Track:
Shifei Chung – Rowan University
Betsy Lin – Montclair State University

Economics, Finance, Real Estate, Banking & Public Policy Track:
Chee Ng – Fairleigh Dickinson University
Yudan Zheng – Long Island University

Entrepreneurship, SMEs and NGO Track:
Devon Johnson – Montclair State University

Information Technology and Operation Management Track:
Rashmi Jain – Montclair State University

International Business, MNEs and Global Issues Track:
Susan Hume – The College of New Jersey

Management, Organizational Behavior, Corporate Governance,
Legal Issues and Human Resources Track:
Wencang Zhou – Montclair State University

Marketing, Services, E-Commerce Track, Sports and Tourism:
Christina Chung – Ramapo College

Sustainability and Environment Track:
Robert W. Taylor – Montclair State University
Amy Tuininga – Montclair State University
Mark Kay – Montclair State University

Pedagogy:
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Mark Kay – Montclair State University
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Alyssa Reynolds, New Mexico State University
Elmira Shahriari, New Mexico State University
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Patrali Chatterjee, Montclair State University
Manveer K. Mann, Montclair State University
Yanli Zhang, Montclair State University
Isaac Wanasika, University of Northern Colorado
Yawei Wang, Montclair State University
### Conference Schedule

**TUESDAY, JUNE 21, 2016**

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<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:30AM – 11:00AM</td>
<td><strong>Registration, Coffee &amp; Networking</strong></td>
<td>Feliciano School of Business, 1st Floor, Lobby</td>
</tr>
<tr>
<td>11:00AM – 01:00PM</td>
<td><strong>Doctoral Symposium</strong></td>
<td></td>
</tr>
<tr>
<td>01:10PM – 02:00PM</td>
<td><strong>Lunch</strong> (Only for participants of pre-conference activities)</td>
<td>Feliciano School of Business, 1st Floor (Multi-Purpose Room)</td>
</tr>
<tr>
<td>02:00PM – 04:00PM</td>
<td><strong>Manuscript Development Workshop</strong></td>
<td></td>
</tr>
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**WEDNESDAY, JUNE 22, 2016**

<table>
<thead>
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<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:10AM – 09:10AM</td>
<td><strong>Registration &amp; Networking</strong></td>
<td>Feliciano School of Business, 1st Floor, Lobby</td>
</tr>
<tr>
<td>09:15AM – 10:10AM</td>
<td><strong>Conference Inauguration</strong> by Dr. Aaron Fichtner, Deputy Commissioner, NJ Department of Labor &amp; Workforce Development &amp; Chair, National Association of State Liaisons for Workforce Development Partnerships</td>
<td>Feliciano School of Business, 1st Floor (Room#101)</td>
</tr>
<tr>
<td>10:15AM – 11:30PM</td>
<td><strong>Concurrent Session 1</strong></td>
<td></td>
</tr>
<tr>
<td>11:35AM – 11:55AM</td>
<td><strong>Coffee Break</strong></td>
<td>Feliciano School of Business, 1st Floor (Multi-Purpose Room)</td>
</tr>
<tr>
<td>12:00PM – 01:15PM</td>
<td><strong>Concurrent Session 2</strong></td>
<td></td>
</tr>
<tr>
<td>01:30PM – 02:30PM</td>
<td><strong>Lunch</strong></td>
<td>Feliciano School of Business, 1st Floor (Multi-Purpose Room)</td>
</tr>
</tbody>
</table>
02:40PM – 03:55PM  **Plenary Session 1** (Room 101)
**Keynote Speakers:** Dr. Cuiping Zhang and Dr. Xiaojing Xing, UIBE
**Topic:** Problems Confronted by Chinese Enterprises When Going –Out: Cultural Shocks & Solutions

04:00PM – 05:15PM  **Concurrent Session 3**

05:20PM – 05:55PM  **Coffee Break**  
Feliciano School of Business, 1st Floor (Multi-Purpose Room)

05:50PM – 07:05PM  **Concurrent Session 4**

07:15PM – 09:15PM  **SBUS Welcome Reception**  
Feliciano School of Business, 1st Floor (Multi-Purpose Room)

**THURSDAY, JUNE 23, 2016**

08:30AM – 09:30AM  **Registration**  
Feliciano School of Business, 1st Floor, Lobby

09:35AM – 10:50AM  **Concurrent Session 5**

10:55AM – 11:15AM  **Coffee Break**  
Feliciano School of Business, 1st Floor (Multi-Purpose Room)

11:20AM – 12:35PM  **Concurrent Session 6**  
**Bloomberg’s Session**  
**Location:** SBUS 001

12:40PM – 01:40PM  **Lunch**  
Feliciano School of Business, 1st Floor (Multi-Purpose Room)

01:45PM – 03:00PM  **Plenary Session 2**  
**Keynote Speaker** (Dr. Ram Mudambi, Temple University)  
Feliciano School of Business, 1st Floor (Room#101)
**Topic:** Common Fallacies in International Business: Insights from Research

03:15PM – 04:30PM  **Concurrent Session 7**

04:35PM – 04:55PM  **Coffee Break**  
Feliciano School of Business, 1st Floor  
(Multi-Purpose Room)

05:00PM – 06:15PM  **Concurrent Session 8**

06:20PM – 07:45PM  **Poster Session on Sustainability with Light Refreshment**  
Feliciano School of Business, 1st Floor  
(Multi-Purpose Room)

08:00PM – 10:00PM  **Plenary Session 3**  
**Dinner**

**Keynote Speaker:** Susanne Stormer, Vice President of Corporate Sustainability, Chief Sustainability Officer, Novo Nordisk  
**Plenary Talk:** Unsustainability is not an option. How facing up to the challenges with Global Goals can be a successful business strategy

**Respondent:** Kyle Tafuri, Senior Sustainability Advisor, Hackensack University Medical Center

**Award Ceremony**  
University Hall 7th Floor Conference Center
09:00AM – 05:00PM  Community College Workshop  
Room: SBUS 124

“Understanding Global Value Chains: How to Prepare Students for Success "in an Increasingly Interconnected World”

A one-day workshop for Community College Faculty from the Northeast, June 23, 2016 9AM – 5PM

Feliciano School of Business, Montclair State University, 1 Normal Ave Montclair, New Jersey 07043

Join your colleagues from Community Colleges for a full day of presentations designed to foster the development of curricular international business content across many academic disciplines.

Global value chains will be the primary area of focus. Workshop is part of 14th Annual Society for Global Business and Economic Development (SGBED) Conference, June 21-24th.

This event is co-sponsored by the CIBER (Center for International Business Education and Research) programs at Temple University, The University of Connecticut, and Michigan State University

Full details & registration information is located at Temple CIBER’s Event Page.

FRIDAY, JUNE 24, 2016

09:00AM – 10:15AM  Concurrent Session 9

10:20AM – 11:00AM  Coffee Break  
Award and Certificate Ceremony
Box Lunch (only for Cultural Tour participants) 
Feliciano School of Business, 1st Floor 
(Multi-Purpose Room)

11:00AM  NYC Cultural Tour
PROGRAM SUMMARY

Tuesday, June 21, 2016  11:00am-1:00pm  Room
Section A.1  Doctoral Symposium  SBUS 011

Tuesday, June 21, 2016  02:00pm-4:00pm  Room
Section B.1  Manuscript Development Workshop  SBUS 011

Wednesday, June 22, 2016  10:15am-11:30am  Room
Section C.1  Marketing Issues I  SBUS 011
Section C.2  International Business Issues I  SBUS 015
Section C.3  Tourism and Sports Issues I  SBUS 021
Section C.4  Finance Issues I  SBUS 025
Section C.5  Information Technology Issues I  SBUS 114
Section C.6  Issues on Entrepreneurship, SMEs and NGO, and Supply Chain I  SBUS 124

Coffee Break Sponsored by Department of Economics, Finance & Real Estate

Wednesday, June 22, 2016  12:00pm-1:15pm  Room
Section D.1  Marketing Issues II  SBUS 011
Section D.2  International Business Issues II  SBUS 015
Section D.3  Management Issues I  SBUS 021
Section D.4  Finance Issues II  SBUS 025
Section D.5  Economics Issues I  SBUS 114
Section D.6  Issues on Entrepreneurship, SMEs and NGO, and Supply Chain II  SBUS 124

Wednesday, June 22, 2016  4:00pm-5:15pm  Room
Section E.1  Marketing Issues III  SBUS 011
Section E.2  International Business Issues III  SBUS 015
Section E.3  Management Issues II  SBUS 021
Section E.4  Finance Issues III  SBUS 025
Section E.5  Economics Issues II  SBUS 114
Section E.6  Issues on Entrepreneurship, SMEs and NGO, and Supply Chain III  SBUS 124

Coffee Break Sponsored by Department of Economics, Finance & Real Estate

Wednesday, June 22, 2016  5:50pm-7:05pm  Room
Section S.1  Marketing Issues IV  SBUS 011
Section S.2  Management Issues III  SBUS 015

2016 SGBED – Hosted by Montclair State University
Thursday, June 23, 2016  9:35am-10:50am  Room
Section F.1  Accounting Issues I  SBUS 011
Section F.2  Marketing Issues IV  SBUS 015
Section F.3  Management Issues IV  SBUS 021
Section F.4  Economics Issues III  SBUS 025
Section F.5  Issues on Entrepreneurship, SMEs and NGO, and Supply Chain IV  SBUS 114

Coffee Break Sponsored by Bloomberg LP

Thursday, June 23, 2016  11:20am-12:35pm  Room
Section G.1  Accounting Issues II  SBUS 011
Section G.2  Marketing Issues V  SBUS 015
Section G.3  International Business Issues IV  SBUS 021
Section G.4  Pedagogy Issues I  SBUS 025
Section G.5  Presentation: “Getting the Best Out of the Finance Lab”  SBUS 001

Thursday, June 23, 2016  3:15pm-4:30pm  Room
Section H.1  Accounting Issues III  SBUS 011
Section H.2  Marketing Issues VI  SBUS 015
Section H.3  Sustainability Issues I  SBUS 021
Section H.4  Information Technology II  SBUS 025
Section H.5  Management Issues V  SBUS 114

Coffee Break Sponsored by Bloomberg LP

Thursday, June 23, 2016  5:00pm-6:15pm  Room
Section I.1  Accounting Issues IV  SBUS 011
Section I.2  Sustainability Issues II  SBUS 015
Section I.3  Issues on Entrepreneurship, SMEs and NGO, and Supply Chain V  SBUS 021
Section I.4  Finance Issues IV  SBUS 025
Section I.5  International Business Issues V  SBUS 114

Friday, June 24, 2016  9:00am-10:15am  Room
Section J.1  Accounting Issues V  SBUS 011
Section J.2  Marketing Issues VII  SBUS 015
Section J.3  Pedagogy Issues II  SBUS 021
Section J.4  Tourism and Sports Issues II  SBUS 025
Section J.5  Information Technology III  SBUS 114
Section J.6  Issues on Entrepreneurship, SMEs and NGO, and Supply Chain VI  SBUS 124

Coffee Break Sponsored by PSEG Institute for Sustainability Studies, Montclair State University
A.1 Doctoral Symposium

Date & Time: Tuesday, June 21, 2016, 11:00am - 1:00pm
Room: SBUS 011
Session Chair: Claudio De Mattos, The University of Manchester
Discussants: Arvinder P. S. Loomba, San José State University
Sherriff Luk, Nanjing University of Finance & Economics
Mario Hendriqe Ogasavara, ESPM, Brazil
Isaac Wanasika, University of Northern Colorado
Ricard W. Jensen, Montclair State University
Mark J. Kay, Montclair State University

Description: Doctoral symposium is designed for early stage doctoral students who enrolled in business disciplines and those who have completed their course work and not yet submitted their thesis. Also those who are working on thesis topics will benefit from this workshop. This will help students to develop and reform their proposals.

B.1 Manuscript Development Workshop

Date & Time: Tuesday, June 21, 2016, 2:00pm - 4:00pm
Room: SBUS 011
Session Chair: Marco Cucculelli, Universita Politecnica delle
Discussants: Vasant Raval, Creighton University
Sherriff Luk, Nanjing University of Finance & Economics
Sivakumar Venkataramany, Ashland University
Ghanendra Fago, Kathmandu University & Pokhara University
Ricard W. Jensen, Montclair State University

Description: The workshop will provide an environment to facilitate informal, collegial that will encourage ideas and strategies to work towards successful publications. The attendees will have ample opportunity to discuss publication processes and strategies with experienced editors of peer reviewed journals. It is also designed to facilitate general feedback and one-on-one feedback on specific manuscripts submitted by scholars in advance. The format of the workshop will be as follows:

Participants are encouraged to submit a paper to secure feedback to target a journal or a paper that had already been reviewed and want to discuss about possible approaches to respond to reviewer comments. The format includes one-on-one discussions based on the manuscripts or the work in progress already submitted.
Wednesday, June 22, 2016

C.1 MARKETING ISSUES I

**Date and Time:** Wednesday, June 22, 2016, 10:15am -11:30am  
**Room:** SBUS 011  
**Session Chair:** Rodney Oudan, Worcester State University  
**Discussants:** Guohong Yu, Hofstra University  
Ojo Olukayode Iwaloye, Macau University of Science & Technology

**Paper 1:** “Interface between Marketing, Social Policy and Development: An Evaluation and Future Directions for a Global Economy”  
Rodney Oudan, Worcester State University

**Paper 2:** “The Influence of Peers and Brands in the Skateboarding Subculture: A Mexico and U.S.A Comparison”  
Juan Antonio Vargas-Barraza, Universidad de Guadalajara  
Jorge Pelayo-Maciel, Universidad de Guadalajara  
Iris Zepeda-Gutierrez, Universidad de Guadalajara

**Paper 3:** “Partnership and Power: Exploration in a Cause-related Marketing Context”  
Anne Hamby, Hofstra University  
Guohong Yu, Hofstra University

**Paper 4:** “Mode of Market Entry of Resource Seeking Chinese firms in Emerging Markets”  
Ojo Olukayode Iwaloye, Macau University of Science & Technology
C.2 INTERNATIONAL BUSINESS ISSUES I

**Date and Time:** Wednesday, June 22, 2016, 10:15am -11:30am  
**Room:** SBUS 015  
**Session Chair:** Claudio De Mattos, The University of Manchester  
**Discussants:** Lei, Li, Tianjin University  
Zhang Yan, Beijng Normal University

**Paper 1:** “*Analysis of the Moderator Effect of RMB Exchange Rate on Export: The Case of Guangdong Province in China*”  
Zhang Yan, Beijing Normal University and Macau University of Science and Technology  
Zhou Yan, Macau University of Science and Technology and Zhuhai College of Jilin University

**Paper 2:** “*Assessing Development Performance of Urban Agglomeration Based on Malmquist-Luenberger Index: An Empirical Analysis of the Urban Agglomeration around Beijing, China*”  
Lei, Li, Tianjin University  
Xu Wang, Tianjin University  
Tongtong Hao, Tianjin University

**Paper 3:** “*Comparative Study on the “New Silk Road” Strategy between China and the U.S.*”  
Jian Chen, Beijing Normal University  
Qianying Ling, Beijing Normal University  
Guo Aiming, Beijing Normal University

**Paper 4:** “*Personality Types in Buyer-Seller Interactions*”  
Pia Hautamaki, Haaga-Helia University of Applied Sciences  
Vesa Routamaa, University of Vaasa
C.3 TOURISM AND SPORTS ISSUES

Date and Time: Wednesday, June 22, 2016, 10:15am -11:30am
Room: SBUS 021
Session Chair: Dongmeng Liu,
Discussants: Chunai Zhao, Yawei Wang

Paper 1: “The Strategies of “Cold” Dilemma for Host of the Major Sports Events”
Di Wu, Shanghai Normal University
Dongmeng Liu, Qingdao University of Science and Technology

Paper 2: “The Interpretation and Enlightenment of Chicago Marathon Organization to China”
Wengang Yan, Shanghai University of Sports
Dongmeng Liu, Qingdao University of Science and Technology
Zhimin Liu, Shanghai University of Sports
Fan Zhao, Rizhao Jinhaian Primary School

Peng Zhou, East China University of Science and Technology
Chunai Zhao, Shanghai Normal University
Ke Wang, Northwestern Polytechnical University

Paper 4: “Sport Events Travel Behavior: The Moderating Role of Training in Triathlon”
Michela Cesarina Mason, University of Udine
Adriano Paggiaro, University of Padova
Andrea Moretti, University of Udine
C.4 FINANCE ISSUES I

Date and Time: Wednesday, June 22, 2016, 10:15am -11:30am
Room: SBUS 025
Session Chair: Yuanyuan Li, Rutgers Business School
Discussants: Juan Gaytan-Cortes, Mario Henrique Ogasavara

Paper 1: “A Link between the Acculturation Process and Project Management Maturity Model (PMMM) in a cross-Border M&A: A Case Study of an Acquisition of a Brazilian Firm in the Automobile Industry”
Bruno De O. Caralho, FANOR – Devry University
Mario Henrique Ogasavara, ESPM

Paper 2: “Financial Ratios and Corporate Failure – A Case of Nepal”
Ghanendra Fago, Kathmandu University and Pokhara University

Paper 3: “Optimizing Discount Rates: Expressing Preferences for Sustainable Outcomes in Present Value Calculations”
David Allen Axelrod, Montclair State University

Syed Zulfiqar Ali Shah, International Islamic University, Islamabad
Nousheen Tariq Bhutta, International Islamic University, Islamabad
C.5 INFORMATION TECHNOLOGY ISSUES I

Date and Time: Wednesday, June 22, 2016, 10:15am -11:30am  
Room: SBUS 114  
Session Chair: Bhimrao Ghodeswar, National Institute of Industrial Engineering  
Discussants: Elena Maggio, European University of Rome  
Somkid Naprom, Khon University

**Paper 1:** “Access to Cloud Distribution Platforms and Software Safety”  
Elena Maggio, European University of Rome

**Paper 2:** “Strategy for Diffusion of Technological Innovations”  
Bhimrao Ghodeswar, National Institute of Industrial Engineering

**Paper 3:** “A Conceptual Framework for Leveraging Standard and Big Data Resources to Achieve Sustainable Business Solutions”  
Stephan Kudyba, New Jersey Institute of Technology

**Paper 4:** “Order Pattern Frequency Analysis using the Copula Method”  
Somkid Naprom, Khon University  
Kullapapruck Piewthongngam, Khon University  
Supachai Pathumnakul, Khon University  
Thanaporn Ahipanyakul, Kasetsart University
C.6 ISSUES ON ENTREPRENEURSHIP, SMES AND NGO, AND SUPPLY CHAIN I

Date and Time: Wednesday, June 22, 2016, 10:15am -11:30am
Room: SBUS 124
Session Chair: Sivakumar Venkataramany
Discussants: Celestino Robles-Estrada, Edward D. Bewayo

Sivakumar Venkataramany, Ashland University

Paper 2: “Environmental Factors for Social Entrepreneurship Success: Comparing Four Regions”
Edward D. Bewayo, Montclair State University
Luis San Vincente Portes, Montclair State University

Celestino Robles-Estrada, Universidad de Guadalajara
Alberto A. Suastegui-Ochoa, Universidad de Guadalajara
Belen Sarai Gomez-Gonzalez, Universidad de Guadalajara

Bojie Xie, Beijing Union University
Ming Men, University of International Business and Economics
D.1 MARKETING ISSUES II

Date and Time: Wednesday, June 22, 2016, 12:00pm -1:15pm
Room: SBUS 011
Session Chair: Chunxu Hu
Discussant: Pelin Ozgen

Paper 1: “Re-defining Customer Equity with Superimposing Customer Loyalty as an Individual Component”
Pelin Ozgen, Atılım University

Paper 2: “It Isn’t What You Say, It’s How You Say It: Language Abstraction and Enjoyment Orientation in Movie Reviews”
Chunxu Hu, Hofstra University
Anne Hamby, Hofstra University

Paper 3: “I Am Too BUSY!!!!!! Come back Some Other Time” – Exploring the Ability of Entertainment Marketing to Change This”
Varisha Rehman, Indian Institute of Technology (IITM)

Varisha Rehman, Indian Institute of Technology (IITM)
D.2 INTERNATIONAL BUSINESS ISSUES II

Date and Time: Wednesday, June 22, 2016, 12:00pm -1:15pm
Room: SBUS 015
Session Chair: Zheng Yong
Discussants: Shanhui Li

**Paper 1:** “Study on the Chinese Carbon Emission Trading Market Development under the Globalization”
Jian Chen, Beijing Normal University
Maoguan Li, Beijing Normal University
Shanhui Li, Beijing Normal University

**Paper 2:** “Research on the CSR of small and medium-sized enterprises in China: a Case of Semir”
Songbai Liu, Beijing Normal University
Lan Beng, Beijing Normal University

**Paper 3:** “Value at Risk Based on Thin Markets of South East Asia”
Zheng Yong, Beijing Normal University
Yufan Luk, Cardiff University

**Paper 4:** “Foreign Subsidiaries’ Attributes and the Location Strategy of Multinational Firms in Global Cities in Emerging Markets”
Paulo Kazuhiro Izumi, ESPM San Paulo
Pedro Carvalho Burnier, ESPM San Paulo
Mario Henrique Ogasavara, ESPM San Paulo
Julio Cesar Bastos, ESPM San Paulo
D.3 MANAGEMENT ISSUES I

Date and Time: Wednesday, June 22, 2016, 12:00pm - 1:15pm
Room: SBUS 021
Session Chair: Anna Remisova
Discussants: Joseph Gonsalo, Duc Ngoc Nguyen

Paper 1: “Relevance of Ethics Program Components in Slovakia”
Anna Remisova, Comenius University in Bratislava
Anna Lasakova, Comenius University in Bratislava
Zuzana Kirchmayer, Comenius University in Bratislava

Duc Ngoc Nguyen, Ho Chi Minh University of Technology Minh Hoang Nguyen, Ho Chi Minh University of Technology
Hong T.T. Tran, Vietnam Work

Duc Ngoc Nguyen, Ho Chi Minh University of Technology Minh Hoang Nguyen, Ho Chi Minh University of Technology

Paper 4: “The Impact of Flexible Working on Job Satisfaction and Intention to Say: A Study of Indian IT Professionals”
Joseph Gonsalo, Academy of Human Resources Development
D.4 FINANCE ISSUES II

Date and Time: Wednesday, June 22, 2016, 12:00pm -1:15pm
Room: SBUS 025
Session Chair: Yu Li
Discussants: Hao Chen Liu, Juan Gaytan-Cortes

Yu Li, Qilu University of Technology
Li Da-Kai, Shandong University of Finance and Economics

Hao Chen Liu, College of Charleston

Paper 3: “Capital Structure of the Communication Sector in Mexico”
Juan Gaytan-Cortes, University of Guadalajara
Juan Antonio Vargas-Barraza, University of Guadalajara
Gabriel Salvador Fregoso-Jasso, University of Guadalajara

Dusan Soltes, Comenius University
D.5  ECONOMICS ISSUES I

Date and Time:  Wednesday, June 22, 2016, 12:00pm -1:15pm
Room:  SBUS 114
Session Chair:  Terry D. Alkire
Discussants:  Lubica Bajzikova, Jing Dai

Paper 1:  “Signaling in Reward Crowdfunding _ Evidence from Jingdong Crowdfunding Platform of China”
Jing Dai, Hubei University of Economics
Chuan Hua Xu, Hubei University of Economics
Yiguo Chen, Hubei University of Economics
Cui Hong Ye, Hubei University of Economics

Lubica Bajzikova, Comenius University in Bratislava

Paper 3:  “Working for the Elephant or the Dragon: Indian and Chinese Investment in U.S. Firms and the Challenge to Retain and Attract Managerial Talent”
Terry D. Alkire, Central Washington University
Laura Portolese, Central Washington University

Francesco Raggiotto, University of Udine
Andrea Moretti, University of Udine
Michela Cesarina Mason, University of Udine
D.6  ISSUES ON ENTREPRENEURSHIP, SMES AND NGO, AND SUPPLY CHAIN II

Date and Time:  Wednesday, June 22, 2016, 12:00pm -1:15pm  
Room:  SBUS 124  
Session Chair:  Wencang Zhou  
Discussants:  Elsa Georgina Gonzalez Uribe, Amina Omrane

**Paper 1:** “Gender Differences on Entrepreneurial Attitudes, Intentions, and Activities: A Comparative Investigation of Institutional Gender Patterns”  
Wencang Zhou, Montclair State University  
Hua Jing Hu, Adelphi University  
Hai Yan Su, Montclair State University  
Donald Vredenburgh, The City University of New York

**Paper 2:** “Creation of Social Value in an Unfavourable Economic Environment: Latin American Agro-industry SMEs in Al-Invest”  
Tania Elena Gonzalez Alvarado, Universidad De Guadalajara  
Elsa Georgina Gonzalez Uribe, Universidad De Guadalajara  
Jose Sanchez Gutierrez, Universidad De Guadalajara

**Paper 3:** “The Impact of Educational Level on Behavior during Knowledge Transfer in Small and Medium Enterprises (SMEs)”  
Gustave M. Kankisingi, Durban University of Technology  
Shepherd Dhliwayo, University of Johannesburg

**Paper 4 (Virtual presentation):** “Towards a Perspective Focusing on the Factors and Practices to Fight the Entrepreneurial Burnout”  
Amina Omrane, FSEG  
Amal Kammoun, FSEG  
Claire Seaman, Queen Margaret University
E.1 MARKETING ISSUES III

Date and Time: Wednesday, June 22, 2016, 4:00pm - 5:15pm
Room: SBUS 011
Session Chair: Sangeeta Sharma
Discussants: Ricard W. Jenson, Tao Jing Hui

Paper 1: “Advertising: Reflection of Cultural Idiosyncrasies”
Sangeeta Sharma, Birla Institute of Technology and Science

Paper 2: “Application of Neuromarketing Perception in Commercial Sales in SMEs of Jewelry Industry in Guadalajara”
Jovanna Nathalie Cervantes-Guzman, Universidad De Guadalajara
Guillermo Vazquez-Avila, Universidad De Guadalajara
Francisco Javier Borbolla-Elizondo, Universidad De Guadalajara

Ricard W. Jensen, Montclair State University

Paper 4: “Co-create Values with Logistics Service Providers to Enhance Brand Experience and Customer Loyalty”
Tao Jing Hui, Nanjing University of Finance and Economics
Qiao Jun, Nanjing University of Finance and Economics
Xiao Yujie, Nanjing University of Finance and Economics
E.2 INTERNATIONAL BUSINESS ISSUES III

Date and Time:  Wednesday, June 22, 2016, 4:00pm-5:15pm
Room: SBUS 015
Session Chair: M. Srinivasa Reddy
Discussants: Robinson Joseph, Gouher Ahmed

Paper 1: “Performance Evaluation of Indian Cement and IT Companies: An Efficiency-Profitability Matrix Approach”
M. Srinivasa Reddy, Sri Venkateswara University
Shaik Saleem, Sri Venkateswara University

Paper 2: “Emerging Techniques in User Identification and Social Data Consolidation”
Raghunadha Reddy, Sri Venkateswara University
Vandith PSR, Purdue University

Ajith Kumar Vadakki Veetil, Skyline University College
Robinson Joseph, Skyline University College
Gouher Ahmed, Skyline University College

Paper 4: “Global Managers and ASEAN Readiness in Thailand”
Natenapha Wailerdsak Yabushita, Thammasaat University
E.3 MANAGEMENT ISSUE II

Date and Time: Wednesday, June 22, 2016, 4:00pm-5:15pm
Room: SBUS 021
Session Chair: Muhammad Shakil Ahmad
Discussants: Tiina Brandt, Vesa Routamaa

Paper 1: “Impact of Organizational Empowerment on Employee Commitment: Moderating Role of Organizational Empowerment on Employee”
Muhammad Shakil Ahmad, COMSATS Institute of IT
Sidra Riaz

Paper 2: “Ethical Managerial Decision-Making”
Jan Rudy, Comenius University in Bratislava

Paper 3: “Personality, Gender and Four-Factor Model of Cultural Intelligence – Are Some People Smarter in Culturally Diverse Situations?”
Pila Uusi-Kakkuri, University of Vassa
Vesa Routamaa, University of Vaasa
Tiina Brandt, University of Vassa

Deven Kamdar, Academy of Human Resource Development
D.M. Pestonjee, Pandit Deendayal Petroleum University
E.4 FINANCE ISSUES III

Date and Time: Wednesday, June 22, 2016, 4:00pm-5:15pm
Room: SBUS 025
Session Chair: Aditya Sharma
Discussants: Arya Kumar, Frederico Araujo Turolla

Neusa Santos De Souza Nunes, ESPM Sao Paulo
Frederico Araujo Turolla, ESPM Sao Paulo

Paper 2: “Momentum Profits and Investor Behavior”
Aditya Sharma, Birla Institute of Technology and Science Pilani
Arya Kumar, Birla Institute of Technology and Science Pilani

Paper 3: “Why the Long-Term Auto-Correlation Has Not Been Eliminated by Arbitrages: Evidences from NYMEX”
Daye Li, University of International Business and Economics
Yusaku Nishimura, University of International Business and Economics
Ming Men, University of International Business and Economics

Paper 4: “Productivity and Efficiency: A Comparative Study of Islamic and Conventional Banks in GCC Countries”
Aqila Begum, American College of Dubai
E.5 ECONOMICS ISSUES II

Date and Time: Wednesday, June 22, 2016, 4:00pm-5:15pm
Room: SBUS 114
Session Chair: Wilson Gachiri
Discussants: Prasert Vijitnopparat

**Paper 1:** “A Gradient Analysis of Economic Development and Chronic Diseases: The Case of Diabetes and Life Expectancy in UAE”
Wilson Gachiri, Skyline University College

**Paper 2:** “The Nature of Western and Islam Civilizations: Characteristics, Formation and Clashes”
Mo Pak Hung, Hong Kong Baptist University

**Paper 3:** “The Effect of Cartel on Pig Market in Thailand by Using System Dynamics Model”
Prasert Vijitnopparat, Khon Kaen University
E.6 ISSUES ON ENTREPRENEURSHIP, SMES AND NGO, AND SUPPLY CHAIN III

Date and Time: Wednesday, June 22, 2016, 4:00pm-5:15pm
Room: SBUS 124
Session Chair: M. Siva Krishnam
Discussants: Lucia Pizzichini, Vishnuprasad Nagadevara

**Paper 1:** “A Regional Profiling of Start-Ups and Spin-Offs in Italy: Is Smart Specialization An Utopia?”
Gavino Balata, University of Sassari
Alessio Tola, University of Sassari

**Paper 2:** “An E-Engagement of Social Media with Micro, Small and Medium Enterprises of Andhra Pradesh”
N. Giri Babu, SVCET, Chittoor
M. Siva Krishnam, Sri Vishnu Engineering College for Women

**Paper 3:** “Critical Issues and Prospects for the Start-Up Companies”
Gian Luca Gregori, Polytechnic University of Marche
Lucia Pizzichini, Polytechnic University of Marche

**Paper 4:** “Factors Influencing Green Supply Chain Management in India”
Vishnuprasad Nagadevara, Woxsen School of Business, Hyderabad
MARKETING ISSUES III

Date and Time: Wednesday, June 22, 2016, 5:50pm -7:05pm
Room: SBUS 011
Session Chair: Ajit Upadhyaya, Prestige Institute of Management and Research
Discussants: Zeliha Eser, Baskent University
Michela Cesarina Mason, University of Udine

Paper 1: “Innovativeness of Gay Consumers: An Investigation on Turkish Gay”
Bahtisen Kavak, Hacettepe University
Zeliha Eser, Baskent University
Neslihan Llarstan Duygu, Hacettepe University

Paper 2: “The Antecedents of Intention to Use Social Media for Product Information”
Christina Chung, Ramapo College
Yam B. Limbu, Montclair State University
Maxwell Auth, Salvatore Ferragamo

Paper 3: “Key Account Management in SMEs: an Italian Case Study”
Silvio Cardinali, Universitat Politecnica delle Marche
Paola Palango, Universitat Politecnica delle Marche
Francesco Ciccola, Universitat Politecnica delle Marche

Paper 4: “Management Students Engagement with Social Networking Sights (SNS) and Regularity”
Ajit Upadhyaya, Prestige Institute of Management and Research
Anadi Upadhyaya, Oracle Corporation
Rajiv K. Shukla, Vaishnav Vidyapeeth University
S.2 MANAGEMENT ISSUES III

Date and Time: Wednesday, June 22, 2016, 5:50pm-7:05pm
Room: SBUS 015
Session Chair: Srecko Goic
Discussants: Rajeshwari Narendran, Ashutosh Jani

**Paper 1:** “HR Technology, HR Transformation, Strategic HR Outcomes and Firm Performance – A Study of Literature Review”
Ashutosh Jani, School of Petroleum Management, PDPU

**Paper 2:** “Motivation, Resistance to Stress, and Adaptation to Changes Along Employee of Different Generations”
Srecko Goic, University of Split

**Paper 3:** “Women in Leadership and Empowerment: Issues and Challenges”
Smriti Narendran, Dimension Data International
Rajeshwari Narendran, Mohan Lal Sukhadia University

**Paper 4:** “Spiritual Quotient: A Road-Map for Organizational Development”
Arshad Mahmood, University Sains Malaysia
Mohd Anuar Arshad, University Sains Malaysia
Adeel Ahmed, University Sains Malaysia
Sohail Akhter, University Sains Malaysia
Thursday, June 23, 2016

F.1 ACCOUNTING ISSUES I

**Date and Time:** Thursday, June 23, 2016, 9:35am -10:50am

**Room:** SBUS 011

**Session Chair:** Agatha E. Jeffers

**Discussants:** Betsy Lin, Laurence A. DeGaetano

**Paper 1:** “Implications of Corporate Tax Inversions”
Agatha E. Jeffers, Montclair State University
Frank Aquilino, Montclair State University
Samuel Naymark, Montclair State University
Nikolina Stojkovic, Montclair State University

**Paper 2:** “Ethical Implications of Sustainability Initiatives in Corporations”
Agatha E. Jeffers, Montclair State University
Silvia Romero, Montclair State University
Betsy Lin, Montclair State University
Laurence A. DeGaetano, Montclair State University

**Paper 3:** “Accounting Standards Enforcement in an International Setting: Testing the Impact of Cultural, Religious, Political and Legal Environment on National Regulatory Efforts”
Gary Kleinman, Montclair State University
Betsy Lin, Montclair State University
Rebecca Bloch, Fairfield University
F.2 MARKETING ISSUES IV

Date and Time: Thursday, June 23, 2016, 9:35am -10:50am
Room: SBUS 015
Session Chair: Nitin Sanghavi, The University of Manchester
Discussants: Yawei Wang, Ricard Jensen

Paper 1: “Analysis of Ad-Supported eBook Sales Model”
Li Chen, Fayetteville State University
Yawei Wang, Montclair State University

Paper 2: “Comparative research of Medical Tourism between China and America”
Chunai Zhao, Shanghai Normal University

Paper 3: “Challenges for Food Choices in India: A Perspective from the Bottom of the Pyramid”
Varisha Rehman, Indian Institute of Technology (IITM)

Varisha Rehman, Indian Institute of Technology (IITM)
F.3 MANAGEMENT ISSUES IV

Date and Time: Thursday, June 23, 2016, 9:35am -10:50am
Room: SBUS 021
Session Chair: Gouher Ahmed
Discussants: Hina Saleem, Salman Rasheed

Paper 1: “Two Decades of WTO: Governance, Innovation and Prospects”
Gouher Ahmed, Skyline University College
Jesus Cuauhtemoc Tellex Gaytan, Universidad Autonoma Del Carmen
Calvin Lee, Skyline University College

Paper 2: “Burnout and Career Success”
Tiina Brandt, University of Vaasa
Pila Uusi-Kakkuri, University of Vaasa
Vesa Routamaa, University of Vaasa
Paavo Riekkinen, Fray & NPD Oy

Paper 3: “Creative Economy - Durable Human Capital”
Salman Rasheed, Preston University Islamabad

Paper 4: “The Practice of Job Satisfaction as a Meaningful Tool in Organizational Productivity: A Developing World Perspective”
Hina Saleem, University of the Punjab
Rumat Maryam, University of the Punjab
F.4 ECONOMICS ISSUES III

Date and Time: Thursday, June 23, 2016, 9:35am -10:50am
Room: SBUS 025
Session Chair: Bharat Kolluri
Discussants: Lillian Kamal, Frederico Araujo Turolla

Bharat Kolluri, University of Hartford
Lillian Kamal, University of Hartford
Mahmoud Wahab, University of Hartford

Paper 2 (Virtual presentation): “Beyond the Nature of the Farm Organization: The Determinants of Farm Integration”
Mohamed Amine Benmehaia, École Nationale Supérieure d’Agronomie
Fatima Brabez, École Nationale Supérieure d’Agronomie
Amina Omrane, FSEG

Zake Sabbag Neto, ESPM Sao Paulo
Mario Henrique Ogasavara, ESPM Sao Paulo
Frederico Araujo Turolla, ESPM Sao Paulo

Paper 4 (Virtual presentation): Pushing start-up on the market: what role for incubators?
Fabio Fraticelli, Università Politecnica delle Marche
Mariacristina Bonti, Università di Pisa
Enrico Cori, Università Politecnica delle Marche
Maria Zifaro, Università di Pisa
F.5 ISSUES ON ENTREPRENEURSHIP, SMES AND NGO, AND SUPPLY CHAIN IV

Date and Time: Thursday, June 23, 2016, 9:35am -10:50am
Room: SBUS 114
Session Chair: Tahir Iqbal
Discussants: Ozlem Ogutveren Gonul, Davor Dujak

**Paper 1:** “Predicting Growth Potential of Small and Medium-Sized Logistics Companies “
Davor Dujak, JJ. Strossmayer University of Osijek
Marina Jeger, JJ. Strossmayer University of Osijek
Ana Bilandzic, JJ. Strossmayer University of Osijek

**Paper 2:** “The Role of Business Incubators on Start-Up Growth”
Ozlem Ogutveren Gonul, Drexel University
Zuhal Senyuva, Baskent University

**Paper 3:** “Youth Entrepreneurship- Challenges and Opportunities”
Tahir Iqbal, Preston University Islamabad, Pakistan
G.1 ACCOUNTING ISSUES II

Date and Time: Thursday, June 23, 2016, 11:20am -12:35pm
Room: SBUS 011
Session Chair: Betsy Lin, Montclair State University
Discussants: Vasanthi M. Peter, Holmesglen Institute
Laurence DeGaetano, Montclair State University

**Paper 1:** “Sustainability Rankings _ Are They Consistent Across Rating Agencies?”
Betsy Lin, Montclair State University
Silvia Romero, Montclair State University
Agatha E. Jeffers, Montclair State University
Frank Aquilino, Montclair State University
Laurence DeGaetano, Montclair State University

**Paper 1:** “Sustainability and Company’s Value – A Follow-Up Study of S&P 500 U.S. Companies”
Betsy Lin, Montclair State University
Silvia Romero, Montclair State University
Agatha Jeffers, Montclair State University
Laurence DeGaetano, Montclair State University

**Paper 3:** “Accounting Information Systems – New Frontier in Business Ethics”
Silvia Romero, Montclair State University
Ronald Strauss, Montclair State University

**Paper 4:** “A Conceptual Analysis of Ponzi Schemes Using the Disposition-based Fraud Model”
Vasant Raval, Creighton University
G.2 MARKETING ISSUES V

Date and Time: Thursday, June 23, 2016, 11:20am-12:35pm
Room: SBUS 015
Session Chair: Silvio Cardinali,
Discussants: Ophelia Xia Ou, Mary Kate Naatus

Mary Kate Naatus, Saint Peter’s University
Claire Corea, Saint Peter’s University

Paper 2: “Effect of Pre-Consumption and Consumption Experience on Perceived Value and Brand Equity”
Ophelia Xia Ou, WuHan University
Sherriff T.K. Luk, Nanjing University of Finance and Economics

Weiqing Li, Shanghai Normal University
Yawei Wang, Montclair State University
Si Chen, Shanghai Normal University
Wen Juan Shen, Shanghai Normal University

Paper 4: “Shoppers’ Perceptual Differences for Store Attributes: Role of Shoppers’ Demographic Factors”
G. Somasekhar, Annamacharya Institute of Technology and Sciences
S. Durga Rao, Sri Venkateswara University
Shaik Saleem, Sri Venkateswara University
G.3 INTERNATIONAL BUSINESS ISSUES IV

Date and Time: Thursday, June 23, 2016, 11:20am-12:35pm
Room: SBUS 021
Session Chair: Salil Sen
Discussants: Mario Henrique Ogasavara, ESPM Sao Paulo
Natenapha W. Yabushita, Thammasaht University

Marcia Zabdiele Moreira, Universidade Federal do Ceara
Mario Henrique Ogasavara, ESPM Sao Paulo
Elano Ferreira, Universidade Federal do Ceara

Paper 2: “Foreign Direct Divestment in the Water Sector in Brazil: in Search of the Causes”
Pierre Ribeiro De Siqueira, ESPM Sao Paulo
Mario Henrique Ogasavara, ESPM Sao Paulo
Frederico Araujo Turolla, ESPM Sao Paulo

Paper 3: “Economic Value Added and Ecology Value Added as a Measure for Disaster Preparedness Linked to Corporate Social Responsibility: Japan as a Test-Bed Bridging Asia and North America”
Salil Sen, Sripatum University
Junya Pookayaporn, Sripatum University

Elham Jaferzadeh, Huazhong University of Science and Technology
G.4       PEDAGOGY ISSUES I

**Date and Time:** Thursday, June 23, 2016, 11:20am-12:35pm
**Room:** SBUS 025
**Session Chair:** Nicole B. Koppel
**Discussants:** Jyldyz Aknazarova, Anton Edtmeier

**Paper 1:** “Bologna Process as one of the Tools of Innovation in Higher Education in the Post-Soviet Kyrgyzstan”
Jyldyz Aknazarova, Osh State University

**Paper 2:** “Application of a Competence Monitoring Tool to Raise Awareness on Future Skills and Competences for Individuals and Organizations”
Anton Edtmeier, University of Applied Sciences - Upper Austria

**Paper 3:** “Intellectual Capital in Public Universities: Comparative Analysis, University of Guadalajara and University of Guayaquil”
Antonio De Jesus Vizcaino, University of Guadalajara
Jose Sanchez-Gutierrez, University of Guadalajara
Manuel Alfredo Ortiz-Barrera, University De Guadalajara
Felix Chang Ramos

**Paper 4:** “International Study Trips: Exposing MBA Students to Global Cultures and Companies”
Nicole B. Koppel, Montclair State University
Jonida Dervishi, Montclair State University
G.5  BLOOMBERG’S SESSION:

**Date and Time:**  Thursday, June 23, 2016, 11:20am-12:35pm

**Room:**  SBUS 001

**Presentation Title:** “Getting the Best Out of the Finance Lab”

**Presenter:**  Mr. Rob Langrick

Mr. Langrick is the Head of Bloomberg Institute and designer of the Bloomberg Market Concepts module. He began his career as a banker at Morgan Stanley and an Equity Analyst at HSBC and Cazenove in London. He moved to the US in 2004 for business school and joined Bloomberg after three years as a Case Team Leader at Bain & Co in New York. He founded and wrote the business plan for Bloomberg Institute in 2009. He holds a Law degree from The University of Nottingham, an MBA from the Tuck School of Business at Dartmouth and is a CFA charter holder.

**Description:**  Today, Bloomberg Terminals are present on 805 campuses worldwide. Rob Langrick, the Head of Bloomberg Institute, will be sharing some of the best tips and tricks that he has observed to measure and maximize value from finance laboratories. He will also be providing an overview of a forthcoming enhancement to Bloomberg Market Concepts (BMC) for the next academic year.
H.1 ACCOUNTING ISSUES III

Date and Time: Thursday, June 23, 2016, 3:15pm-4:30pm
Room: SBUS 011
Session Chair: Wing Poon
Discussants: Shifei Chung, James G.S. Yang

**Paper 1:** “The Impact of the New Revenue Standard on Real Estate Sales”
Wing Poon, Montclair State University

**Paper 2:** “Characteristics of U.S. Public Companies Adopting Pension Accounting Changes for Defined Benefit Plans”
Shifei Chung, Rowan University
Ramesh Narasimhan, Montclair State University

**Paper 3:** “Abuses and Penalties of a Corporate Tax Inversion”
James G.S. Yang, Montclair State University
Leonard J. Lauricella, Montclair State University
H.2 MARKETING ISSUES VI

Date and Time: Thursday, June 23, 2016, 3:15p -4:30pm
Room: SBUS 015
Session Chair: Jared Wolfe
Discussants: Valerio Temperini, Pia Hautamaki

Paper 1: “Social Norms (and Market Norms) in Social Media: The Relationship Between Ad Placement on User-Generated Content and Viewers’ Attitudes Towards the Content”
Jared Wolfe, Long Island University

Paper 2: “When (and Where) It Is Cool To Lose Your Cool: The Role of Culture In the Relationship Between Online Review Valence and Reader Feedback”
Jared Wolfe, Long Island University

Valerio Temperini, Polytechnic University of Marche
Gian Luca Gregori, Polytechnic University of Marche

Paper 4: “The Buyers’ Pre-Buying Phase -A View From the Personality Perspective”
Pia Hautamaki, Haaga-Helia University of Applied Sciences
H.3 SUSTAINABILITY ISSUES I

Date and Time: Thursday, June 23, 2016, 3:15pm-4:30pm
Room: SBUS 021
Session Chair: Robert W. Taylor
Discussants: Charles Cheng-Lung Wang, Etka Topaloglu

**Paper 1:** “Branding a Transnational Educational Strategy for Sustainable Development”
Robert W. Taylor, Montclair State University
Thi Van Ha Nguyen, Ho Chi Minh City University of Natural Resources and Environment
Phuc Hua Nguyen, Ho Chi Minh City University of Natural Resources and Environment

**Paper 2:** “Board Characteristics and Voluntary Corporate Social Responsibility Disclosure – Evidences from Listed Companies in Singapore (2011-2014)”
Charles Cheng-Lung Wang, Curtin University

**Paper 3:** “The Drivers of Success in Developing Business Sustainability Standards: Evidence from the LEED Certification of the USGBC”
Etka Topaloglu, Montclair State University
Omer Topaloglu, Eastern Illinois University
H.4 INFORMATION TECHNOLOGY ISSUES II

Date and Time: Thursday, June 23, 2016, 3:15pm-4:30pm
Room: SBUS 025
Session Chair: Vasanthi M. Peter
Discussants: Ruben Xing, Ram B. Misra

Ram B. Misra, Montclair State University
Yezy Lim, Cornell University

Paper 2: “A Special Review for the Wave of Big-Data Development”
Ruben Xing, Montclair State University

Paper 3: “Solar Based Technology: A Case Study of Challenges in a Developing Economy”
Raja Peter, Massey University
Vasanthi M. Peter, Holmesglen Institute
H.5 MANAGEMENT ISSUES V

Date and Time: Thursday, June 23, 2016, 3:15pm-4:30pm
Room: SBUS 114
Session Chair: Jan Rudy
Discussants: Yanli Zhang, Yu Zhu

Wei Liu, The University of Manchester
Claudio De Mattos, The University of Manchester
Nitin Sanghavi, The University of Manchester

Paper 2: “Sell” Canada for Less: the Motives and Success for Business Immigrants from the Evidence in Manitoba”
Yu Zhu, University of Manitoba
Fang Wan, University of Manitoba

Paper 3: “Racing to the Top – A Case on Competition and Strategy in Crowd Equity Platforms”
Yanli Zhang, Montclair State University
Ross Malaga, Montclair State University
Enrique Nunez, Ramapo University

Paper 4: “Impact of Employees Performance Appraisal on Job Outcomes with the Moderation of Distributive Justice”
Muhammad Arif Khattak, Bahria University
Syeda Faiza Urooj, Federal Urdu University
I.1 ACCOUNTING ISSUES IV

Date and Time: Thursday, June 23, 2016, 5:00pm-6:15pm
Room: SBUS 011
Session Chair: Ramesh Narasimhan
Discussants: James A. DiGabriele, Betsy Lin

**Paper 1:** “Sustainability Practices in European Versus U.S. Corporations - Is the Divide Getting Closer?”
Silvia Romero, Montclair State University
Betsy Lin, Montclair State University
Agatha Jeffers, Montclair State University
Laurence DeGaetano, Montclair State University

**Paper 2:** “International Taxation: Tax Equity Concerns”
Vasanthi M. Peter, Holmesglen Institute

**Paper 3:** “A Risk Assessment of Intangible Asset Valuation: The Post-Hoc Association between Goodwill Impairments and Risk Hazards in Mergers and Acquisitions”
James A. DiGabriele, Montclair State University
Peter L. Lohrey, Montclair State University
I.2 SUSTAINABILITY ISSUES II

Date and Time: Thursday, June 23, 2016, 5:00pm - 6:15pm
Room: SBUS 015
Session Chair: Christine Cunningham
Discussants: Harbans Singh, Mark J. Kay

Harbans Singh, Montclair State University

Paper 2: “Sustainability Integration: A Model for Developing Corporate Responsibility Commitment Through Effective Sustainability Programs, Reporting, and Governance”
Mark J. Kay, Montclair State University

Frederico Araujo Turolla, ESPM Sao Paulo
Eliane Franco, ESPM Sao Paulo
Marcia Rujner Guimaraes, Intellectualpro

Paper 4: “Advanced Bioscience Sustainable Solutions Bio Sensing and Monitoring of Plants and Fish for all Ag Biotech Growing Environments”
Christine Cunningham, Youngstown State University
I.3 ISSUES ON ENTREPRENEURSHIP, SMES AND NGO, AND SUPPLY CHAIN V

Date and Time: Thursday, June 23, 2016, 5:00pm -6:15pm
Room: SBUS 021
Session Chair: Josanco Floreani
Discussants: Jose Sanchez-Gutierrez, Paddy Mugambe

**Paper 1:** “Collateral, Mutual Guarantees, and Entrepreneur Characteristics: Evidence from Austrian and Italian Small Business Loans”
Josanco Floreani, University of Udine
Stefano Miani, University of Udine
Federico Beltrame, University of Udine
Luca Grassetti, University of Udine

**Paper 2:** “CSR strategies to improve Competitiveness Development: Manufacturing Industry in Mexico”
Jose Sanchez-Gutierrez, University of Guadalajara
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Tania Elena Gonzalez-Alvarado, University of Guadalajara
Juan Mejia-Trejo, University of Guadalajara

**Paper 3:** “Using the UTAUT Model to explain the adoption of Mobile Money Usage by MSMEs’ Customers in Uganda”
Paddy Mugambe, Uganda Management Institute
I.4 FINANCE ISSUES IV

Date and Time: Thursday, June 23, 2016, 5:00pm - 6:15pm
Room: SBUS 025
Session Chair: A. Seddik Meziani
Discussants: Yudan Zheng, Siwaporn Fongthong

Paper 1: “Does FDI Make the World More Convergent or Divergent?”
Yuanyuan Li, Rutgers Business School

Paper 2: “Heterogeneous Institutional Investors and Earnings Smoothing”
Yudan Zheng, Long Island University

Paper 3: “Do Local Communities Always Benefit from MICE Activities?”
Siwaporn Fongthong, Khon Kaen University

A. Seddik Meziani, Montclair State University
I.5 INTERNATIONAL BUSINESS ISSUES V

Date and Time: Thursday, June 23, 2016, 5:00pm -6:15pm
Room: SBUS 114
Session Chair: Raghunadha Reddy, Sri Venkateswara University
Discussant: Matheus Baldo Cordeiro,

Paper 1: “The Impact of Internal and External Aspects on Foreign Subsidiaries’ Performance during Economic Crisis”
Matheus Baldo Cordeiro, ESPM Sao Paulo
Mario Henrique Ogasavara, ESPM Sao Paulo
Gilmar Masiero, University of Sao Paulo

Paper 2: “Family Business Groups in Mexico and its Financial Performance”
Jorge Pelayo-Maciel, University De Guadalajara
Manuel Alfredo Otriz-Barrera, University De Guadalajara
Georgina Gonzalez-Urbe, University De Guadalajara

Paper 3: “The Impact of Institutional Distance on Survival of Foreign Subsidiaries”
Fabio Cassio De Souza, ESPM Sao Paulo
Mario Henrique Ogasavara, ESPM Sao Paulo

Paper 4: “Employing Social Networking Media as a Marketing Tool in Large Emerging Markets: The Case of India”
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Mohit Tandon, The University of Manchester
J.1 ACCOUNTING ISSUES V

Date and Time: Friday, June 24, 2016, 9:00am-10:15am
Room: SBUS 011
Session Chair: Leo Previti
Discussants: Michael A. Seda, Arnold Schneider

**Paper 1:** “The Sustainability of the U.S. Corporate Income Tax System”
Leo Previti, Stockton University
Barry R. Palatnik, Stockton University
Michael A. Seda, Stockton University

**Paper 2:** “Financial Expertise ON Audit Committees of Loan Applicants: An Experiment to Test the Effects on Lending Decisions”
Arnold Schneider, Georgia Institute of Technology
J.2 MARKETING ISSUES VII

Date and Time: Friday, June 24, 2016, 9:00am-10:15am
Room: SBUS 015
Session Chair: Ruchika Sharma
Discussants: Muhammad Ishfaq Khan, Muhammad Arif Khattak

Paper 1: “A Study of Advertising Language as Antecedent to Children’s Brand Recall and Ad Recognition”
Ruchika Sharma, BITS Pilani

Paper 2: “Impact of Humor in Advertising on Purchase Intent”
Muhammad Arif Khattak, Bahria University
Maliha Baig, Bahria University

Muhammad Ishfaq Khan, Capital University of Science & Technology
Mehmood Rehmani, Capital University of Science and Technology
Farhan Humanyun, Capital University of Science and Technology
Muhammad Mubushar, Capital University of Science & Technology
J.3 PEDAGOGY ISSUES II (SKYPE SESSION)

Date and Time: Friday, June 24, 2016, 9:00am-10:15am
Room: SBUS 021
Session Chair: Juan Mejia-Trejo
Discussants: Shipra Sharma
Ghanendra Fago, Kathmandu University Pokhara University

Paper 1: “How Innovation Interacts with Mobile Learning in Guadalajara, Mexico”
Juan Mejia-Trejo, Universidad De Guadalajara
Jose Sanchez-Gutierrez, Universidad De Guadalajara
Guillermo Vazquez-Avila, Universidad De Guadalajara

Andrea Quintiliani, Pegaso Telematic University

Paper 3 (Virtual presentation): “Towards a Perspective Focusing on the Factors and Practices to Fight the Entrepreneurial Burnout”
Amina Omrane, FSEG
Amal Kammoun, FSEG
Claire Seaman, Queen Margaret University

Paper 4: “Importance, Role and Impact of E-Training on Employees in Workplace”
Shipra Sharma, GGSIP University
Shalini Garg, GGSIP University
S.K. Mittal, GGSIP University
J.4 SPORTS AND TOURISM ISSUES II

Date and Time: Friday, June 24, 2016, 9:00am-10:15am
Room: SBUS 025
Session Chair: Ma Zhen
Discussants: Jack Samuels, Montclair State University

Paper 1: “Analysis on Kun Opera Performing Art Products for Tourism - Taking the Peony Pavilion staged at Kezhi Garden as an example”
Ma Zhen, Shanghai Jianqiao University

Paper 2: “Did the World Watch the 2015 FIFA Women’s World Cup? A Comparative Analysis of TV Viewing Trends in the USA and Globally”
Richard Jensen, Montclair State University

Paper 3: “Who Traveled to Canada for the Women’s World Cup? A Discussion of the Power of Sports Events to Increase Tourism”
Richard Jensen, Montclair State University
**J.5 INFORMATION TECHNOLOGY ISSUES III**

**Date and Time:** Friday, June 24, 2016, 9:00am-10:15am  
**Room:** SBUS 114  
**Session Chair:** Stephan Kudyba  
**Discussants:** Elena Maggio, European University of Rome  
Thomas Ott, Rapid Miner Inc.  
**Session Topic:** Technologies and Analytics to Leverage Digital Assets including Big Data for Sustainable Business Solutions

**Paper 1:** “Engineering Systems for Big Data Processing”  
David Belanger, Stevens Institute of Technology

**Paper 2:** “Mining Methods for Information Extraction from Structured and Unstructured Data”  
Thomas Ott, Rapid Miner Inc.

**Paper 3:** “Managing the Internet of Thing through a Combination of Processing Techniques and Analytics Approaches to Produce”  
Steven Barber, Tibco Inc. USA

**Paper 4:** “Event Stream Analytics for Fault Prediction and Optimization”  
Jerry Baulier, SAS Institute
J.6 ISSUES ON ENTREPRENEURSHIP, SMES AND NGO, AND SUPPLY CHAIN VI

Date and Time: Friday, June 24, 2016, 9:00am -10:15am
Room: SBUS 124
Session Chair: Duc Ngoc Nguyen
Discussants: Isaac Wanasika, University of Northern Colorado
Gustave M. Kankisingi, Durban University of Technology

Paper 1: “Cultural Effects and Perceptions of CSR”
Isaac Wanasika, University of Northern Colorado
Ing Zuzana Kreckova Kroupova, University of Economics in Prague

Paper 2: “Factors Influencing the Use of HRIS: Case Study from SMEs in Vietnam”
Duc Ngoc Nguyen, Ho Chi Minh University of Technology Minh
Hoang Nguyen, Ho Chi Minh University of Technology

Paper 3: “Management, Organizational Behavior, Corporate Governance, Legal Issues, Human Resources”
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Yawei Wang, Montclair State University F.2, F.2, G.2
Bruce Weber, University of Delaware G.5
Jared Wolfe, Long Island University H.2, H.2
Di Wu, Shanghai Normal University C.3
Bojie Xie, Beijing Union University C.6
Ruben Xing, Montclair State University H.4
Xiaoqiang Wing, UIBE -
Chuan Hua Xu, Hubei University of Economics D.5
Natenapha Wailerdsak Yabushita, Thammasat University G.3, E.2
Wengang Yan, Shanghai University of Sports C.3
Zhang Yan, Beijing Normal University H.5
Zhou Yan, Macau University of Science and Technology C.2
James G.S. Yang, Montclair State University H.1
Cui Hong Ye, Hubei University of Economics D.5
Zheng Yong, Beijing Normal University D.2
Guohong Yu, Hofstra University C.1
Susana Yu, Montclair State University -
Xiao Yujie, Nanjing University of Finance and Economics E.1
Iris Zepeda-Gutierrez, Universidad de Guadalajara C.1
Cuiping Zhang, UIBE -
Yanli Zhang, Montclair State University E.3
Fan Zhao, Rizhao Jinhaian Primary School C.3
Chunai Zhao, Shanghai Normal University C.3, F.2, J.4
Ma Zhen, Shanghai Jianqiao University J.4
Yudan Zheng, Long Island University I.4
Wencang Zhou, Montclair State University D.6
Yu Zhu, University of Manitoba H.5
Maria Zifaro, Università di Pisa F.4
"Understanding Global Value Chains: How to Prepare Students for Success in an Increasingly Interconnected World"

Thursday, June 23, 2016 9AM – 5PM
SBUS 124

Program Schedule

9:00am - 10:30am  “Global Value Chains for the Business Curriculum”
Dr. Ram Mudambi - Professor and Perelman Senior Research Fellow at the Fox School of Business, Temple University.

10:30am - 10:40am  Coffee Break

10:40am - 12:00pm  “Global Value Chains for the Social Science Curriculum”
Dr. Elizabeth Mack - Assistant Professor of Geography: Michigan State University

12:00noon - 12:30pm  Box Lunch

12:30pm – 1:30 pm  “Incorporating IB content into the Curriculum”
Moderator: Dr. Sarah Singer - Assistant Director – Michigan State University CIBER

Panelists:
Linda Durkin Professor, Business, Computing, and Social Science Division, Delaware County Community College, PA
Kevin Bechard Instructor of Management, Entrepreneurship, and Marketing, Manchester Community College, CT
1:45 PM Keynote address to SGBED Conference:
Common Fallacies in International Business Practice: Insights From Research
Dr. Ram Mudambi

3:00pm – 3:15 Ppm Coffee Break

3:15- 5:00pm “Bridging the Gap Between Theory and Practice”
Mr. Sivaraman Anbarasan CEO & Executive Director New Jersey Community College Consortium for Workforce and Economic Development
Dennis Bone- Director, Feliciano Center for Entrepreneurship, Montclair State University, Former President and CEO of Verizon New Jersey Inc.
John Reynolds, VP of Service, Haier America
Feliciano School of Business Floor Plan
It is my honor to present to you all the 14th SGBED conference organized at the beautiful facilities of the Feliciano School of Business in June 21-24, 2016. We are grateful to Montclair State University President Dr. Susan A. Cole for her interest in SGBED activities as reflected in her participation and presentation of keynote addresses in several of our conferences. Dr. Cole’s continued support and encouragement to engage in international collaboration that advance research and teaching had a significant impact on our accomplishments. Our Provost Dr. Willard Gingerich, Feliciano School of Business Dean Dr. A. Gregory Cant and Vice- Dean Dr. Kimberly Hollister, and Dr. Robert Prezant, Dean, College of Science and Mathematics have enthusiastically supported the idea of bringing the SGBED 14th conference to Montclair and helped in crafting a theme that reflects the interdisciplinary nature of the conference. They have provided generous support in terms of financial, physical and above all the encouragement to make this possible. Almost two decades ago, thanks to a US Federal grant Dr. Philip LeBel, former dean of the MSU Business School and myself had an opportunity to meet with President Dr. Sun Weiyan and Dean Dr. Lin Guijun at the University of International Business and Economics (UIBE) in 1995 in Beijing and developed a collaborative proposal to advance academic research and scholarship at an international level and today I am happy that this initiative had matured over the years.

Driven by the above objective, SGBED had successfully implemented 13 major conferences in Beijing (1997, 1999, 2000), Guangdong (1998), Chennai (1998), Bratislava (2001, 2009), Bangkok (2003), Guadalajara (2004), Seoul (2005), Kyoto (2007), Singapore (2011), Ancona, Italy (2014). Five research symposia were implemented in Nanjing (2015), IIM Bangalore (2012), Barcelona (2010), Dubai (2009) and Bangkok (2006). These conferences and research symposiums have attracted more than 4,000 academics and generated peer reviewed publications in 20 volumes of proceedings containing more than 2,000 research papers and several special issues of peer reviewed journals, and five books of readings.

Highlights of the 14th Conference held at the Feliciano School of Business: The SGBED conference presented at the brand new facility of the Feliciano School of Business reflects a feeling of home coming and an accomplishment which started with an informal relationship between Montclair State Center for International Business (CIB) and UIBE, had now
matured with a global reach to advance interdisciplinary research that focus on international business and development issues. The 14th conference is jointly presented by Feliciano School of Business and Montclair State PSEG Institute for Sustainability Studies along with UIBE, Curtin School of Business, EADA Business School, FOX School of Business, IIMB, Comenius University in Bratislava, University of Guadalajara, VIT University, and other partner institutions.

Unlike the earlier conferences, the 14th conference is presented in a four day format to facilitate pre-conference workshops: doctoral symposium for Ph.D. scholars and a workshop on manuscript development; besides the conference facilitates a full-day event, “Understanding Global Value Chains: How to Prepare Students for Success in an Increasingly Interconnected World” for Community College faculty and administrators from the Northeast. This event is presented by the Centers for International Business Education & Research (CIBERS) of Temple Fox School of Business, University of Connecticut and Michigan State. The main conference is organized into plenary sessions, multiple concurrent sessions and a poster session to facilitate discussion of more than 150 research submissions from 30+ countries. For the first time, the 14th conference will use Skype to facilitate such of those participants who cannot participate in person. Besides publishing the conference proceedings, the conference will facilitate publication of selected papers in five peer reviewed journals. The conference will end with a gala dinner, awards distribution and a cultural tour of New York City.

Most importantly, this conference wouldn’t have been possible without the dedicated work of several colleagues. Our Co-Chairs, Drs. Yam B. Limbu and Susana Yu, proceedings editors Drs. Vidya Atal and Ram Dubey, and Dr. Amy Tuninga, Director, PSEG Institute of Sustainability Studies, along with a committed group of 50+ regional coordinators, Phil Mattia at Feliciano School of Business and Ms. Martina Brogliotti at Universita Politecnica delle Marche, Italy who managed the web support have been instrumental in making this conference possible.

**Making the Academic Conferences Affordable & Impactful:** Unlike other academic organizations, SGBED does not collect annual membership fee and largely depend on institutional support, sponsorships and the support provided by a large network of coordinators make these conferences affordable and also global. Besides our participants like the SGBED format as it provides a balance between academic scholarship and practice by presenting leaders from government and business.

**Notable Government Leaders:** Government officials who spoke at the SGBED conferences include: China: The Vice-Premier Hon. Li Lanqing, Madame Wu Yi, Ministry of Foreign Trade and Economic Cooperation, Hon. Chen Yuan, Dy. Governor of Peoples’ Bank of China, Hon. Wang Guangxian, Dy. Governor of Guizhou Province; India: Her Excellency Justice Fathima Beevi, Governor of Tamil Nadu, The Tamil Nadu Hon. K.
Anbazhagan, Minister of Education, The US Consulate General Ms. Michele J. Sison, Slovakia; The Charge D’Affairs of the USA in Slovakia, Mr. Douglas C. Hengel, Hon. Ivan Miklos, Deputy Prime Minister of Slovakia for Economic Affairs, Hon. Lumomir Fogas, Deputy Prime Minister of Slovakia for Legislation and Maria Kadlecikova, Deputy Prime Minister of Slovakia for European Integration.

**Nobel Laureates & Leaders from Academia:** Former President of Montclair State University Dr. Irvin Reid, and President Dr. Susan A. Cole have delivered keynote at different conferences in China, Mexico, Bratisvala and Bangkok; Dr. Edmund Phelps, Nobel Laureate in Economics delivered a keynote in Bangkok; and Dr. Ferid Murad, Nobel Laureate gave a keynote on science and development in Mexico. Dr. Peter Buckley, former President, Academy of International Business (AIB) delivered in keynote in Beijing; Dr. Howard Thomas, former AACSB President and Dean of the Singapore Management University, Provost & Professor Dr. Raj. Srivastava and Dr. G. Viswanathan, Chancellor, VIT University delivered a keynote in Singapore.

**Notable Business Leaders:** Dr. Raja Mitra of World Bank, Mr. Max Qu, Chairman & CEO of HI Sun Technology Ltd, Mr. Steven Carroll, China Group Controller of Motorola, Mr. Bill Bowers, VP & Controller of Motorola, Mr. Peter O’Connor, CEO, Asia Pacific Region for CIGNA International, Dr. Michael Zipp, MD, Henkel Investment CO. Ltd, Mr. David Alstrom, VP, Ericsson (China) Company Ltd, Mr. Andy Lai, Greater China Marketing Director for HP, Mr. John Parker, Chairman, American Business Council, and Mr. Ron Sommers, CEO, Mangalore Power Co, Mr. Slomimir Hatina, Chairman of the Board of Directors of Slovnoft, Mr. Jozef Uhrik, General Manager of Volkswagen, Mr. Stefenc, President, Coca-Cola Beverages, Mr. Marian Nemec, President, National Bank and Mr. Ludomir Slahor, President, EXIMBank were invited to deliver keynote in Beijing, Chennai, Bangkok, Seoul, Kyoto and Bratislava.

**Notable Corporate Sponsors:** Ford Operations Ltd (Thailand); Sony Corporation Ltd; Fuji Zerox Ltd; Slovnoft, a.s. Bratislava; ProCS s.r.o (Slovakia); US Steel Corporation Ltd (Slovakia); Cigna Corporation Ltd; Ericsson, China; Motorola (China) Electronic Ltd; Henkel China Investment Corporation Ltd; China Cotton Industries Ltd; Hi-Sun Technology Ltd; Hendan Iron & Steel Group Co. Ltd, China; Sealed Air Corporation, NJ; Precision Custom Coatings LLC, NJ; Shinawatra Corporation Ltd (Thailand); PTT Exploration and Production Plc (Thailand); Konica Minolta, Rohlm Corp; Murata Machinery Corp; Kyocera (Japan); Sun Microsystems (Korea), S.K. Telecom (Korea), Omni Life, Sophia Laboratories, InterAmerican Investment Corp (Guadalajara), and others sponsored our conferences in different locations.
Co-Chairs & Hosts of SGBED Conferences (most recent, first):
Dr. Yam B. Limbu & Susana Yu: Feliciano School of Business, Montclair State University, NJ (2016)
Dr. Silvio Cardinali: Universita Politecnica delle Marche, Ancona, Italy (2014)
Dr. Sudhi Seshadri: Lee Kong Chian School of Business, Singapore Management University (2011)
Dr. Jan Rudy: Faculty of Management, Comenius University in Slovakia (2009)
Dr. Okachi Katsuji: Ryukoku University, Kyoto (2007)
Dr. Namjae Cho: Hanyang University, Seoul (2005)
Dr. Silvia Dorantes Gonzales: Universidad delle Valle de Atemajec (UNIVA), Guadalajara (2004)
Dr. Paul Himangshu: Asian Institute of Technology, Bangkok (2003)
Dr. Jan Rudy, Faculty of Management, Comenius University in Slovakia (2001)
Dr. Lin Guijun: University of International Business & Economics (UIBE) Beijing (1999, 2000)
Dr. Lin Guijun: University of International Business & Economics (UIBE) Beijing (1997, 1998)

Co-chairs & Institutional Sponsors of Research Symposia: (most recent, first)
Dr. Sherriff Luk: Nanjing University of Finance & Economics (2015)
Dr. Martin Rahe (Late): Dean of Research, EADA Business School, Barcelona, Spain (2010)
Dr. Michael Thorpe: The Wallongong University in Dubai (2009)
Dr. Paul Himangshu: Asian Institute of Technology, Bangkok (2006)

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Dr. Yam B. Limbu, Montclair State University, NJ

**Some thoughts for the Future:**
SGBED is soliciting institutions to sponsor the 6th research symposium in the summer of 2017 and the 15th International conference in the summer of 2018. Interested institutions or coordinators can submit a proposal. SGBED also invites proposals to establish a journal, either online or in print. Any scholar interested in taking a leadership towards this effort is invited to submit a proposal.

Thank you for your continued support and cooperation.