



5th
**International Interdisciplinary
Business-Economics Advancement Conference**
16 - 21 November, 2015, Ft. Lauderdale, Florida, USA



IIBA Conference Program

November 2015

Time		Activity	Place
Monday, November 16, 2015			
11:00 AM	2:30 PM	Boarding	Fort Lauderdale, Florida, USA
7:30 PM	8:30 PM	Welcome Reception	Pyramid Night Club, Deck 5
Tuesday, November 17, 2015			
8:00 AM	11:00 AM	Registration	The Conference Center Lobby
9:00 AM	11:00 AM	Session 1.1 & 1.2	Room Aruba & Jamaica
11:00 AM	11:20 AM	Coffee break	The Conference Center Lobby
11:20 AM	12:20 PM	Session 2.1 & 2.2	Room Aruba & Jamaica
12:20 PM	2:00 PM	Lunch	
2:00 PM	3:40 PM	Session 3.1 & 3.2	Room Aruba & Jamaica
3:40 PM	4:00 PM	Coffee break	The Conference Center Lobby
4:00 PM	5:40 PM	Session 4.1 & 4.2	Room Aruba & Jamaica
2:00 PM	5:40 PM	SEM 101 Workshop	Room St Thomas
Wednesday, November 18, 2015			
7:30 AM	3:30 PM	Enjoy your day @	Labadee, Haiti
Thursday, November 19, 2015			
8:30 AM	4:30 PM	Enjoy your day @	Falmouth, Jamaica
Friday, November 20, 2015			
9:00 AM	10:40 AM	Keynote Panel	Alhambra Theater
10:40 AM	11:00 AM	Coffee break	The Conference Center Lobby, Deck 3
11:00 AM	12:20 PM	Session 5.1 & 5.2	Room Aruba & Jamaica
12:20 PM	2:00 PM	Lunch	
2:00 PM	3:40 PM	Session 6.1 (Chinese Track 1.1) & 6.2	Room Aruba & Jamaica
3:40 PM	4:00 PM	Coffee break	The Conference Center Lobby
4:00 PM	5:00 PM	Session 7.1 (Chinese Track 2.1) & 7.2	Room Aruba & Jamaica
5:30 PM	6:30 PM	Closing Remarks & Award Ceremony	Room Aruba & Jamaica
7:30 PM	8:30 PM	Closing Reception	On Air Club, Deck 3
10:00 AM	4:30 PM	SEM 101 Workshop	Room St Thomas
Saturday, November 21, 2015			
7:00 AM	8:00 AM	Arriving	Fort Lauderdale, Florida, USA

Tuesday, November 17, 2015

9:00 AM

Session Chair: Ersem Karadag

11:00 AM Session 1.1: Room Aruba

Does Fama and French five factor model work well in Japan?

-Keiichi Kubota and Hitoshi Takehara, Finance & Banking

Agency Risk and Firm Valuation: An Empirical Analysis of Venture Capitalists' Private Expectations

-Thomas Hartmann-Wendels, Finance & Banking

Exchange Traded Funds: Leverage and Liquidity

-Samique March-Dallas, Robert Daigler, Suchismita Mishra and Arun Prakash, Finance & Banking

Construction of Composite Index to Assess Monetary Conditions and Stance of Multiple Indicators Approach Based Monetary Policy

-Kunal Kunal, Finance & Banking

Corporate Governance in Indian Banks post Subprime Crisis

-Sunaina Kanojia and Priya, Corporate Finance & Governance

A Study of Corporate Governance in Selected Small and Mid-Cap Companies in India

-Jai Prakash Sharma and Neha Matlani, Corporate Finance & Governance

9:00 AM

Session Chair: Katerina Berezina

11:00 AM Session 1.2: Room Jamaica

Sustainability in Cruise Ship Management

-Ruhet Genc, Management

An Analysis of a New Business Model: A Case of Alibaba-Ecosystem

-Jingyu Fan and Songai Liu, Management

The Usage of Intelligent Automat in Collecting the Packing Wastes through the Separation Method from Their Source: A Model Proposition for Turkey

-Mehmet Ali Canbolat and Hakan Candan, Management

Empowering Working Women with Information and Communication Technologies in Turkey

-Ozlem Atay and Fatih Cetin, Management

Managing Community Development Projects: An Interdisciplinary Approach to Implementing Organizational Change in a Norwegian Public Health Organization

-Hans Martin Kunnikoff, Alette Knudsen and Mette M. Aanes, Management

Using GIS-Based Multi-Criteria Analysis for Optimal Site Selection for a Freight Village in Germany's Bremen City

-Caner Cebeci, Management

11:00 AM

Coffee Break

11:20 AM

11:20 AM

Session Chair: Ersem Karadag

12:20 PM

Session 2.1: Room Aruba

What it means to be a monetarist?

-Ozlen Hic, Economics

The Relationship between Fiscal Policies and Economic Growth: Is it asymmetric for the case of UK?

-Aysen Arac, Economics

Paternalism and the Evolution of Knowledge

-Greg Clydesdale, Economics

11:20 AM

Session Chair: Katerina Berezina

12:20 PM

Session 2.2: Room Jamaica

The Italian Food Sector Future Growth in Thai's Market

-Edel Lemus, Marketing

The Roles of Customer Risk Perceptions, Satisfaction and Word-of-Mouth in Predicting Revisit Intentions for Online Buying and E-Commerce

-Katerina Berezina, Aleksandr Mafusalov, Cihan Cobanoglu and Anil Bilgihan, IT & E-Business & Business Ethics

Incorporating Interdisciplinary Research and Practice in the Development of BDFAB (Big Data Framework for Agile Business) Framework

-Bhuvan Unhelkar and Sunita Lodwig, IT & E-Business & Business Ethics

12:20 PM

Lunch

2:00 PM

2:00 PM

Session Chair: Bhuvan Unhelkar

3:40 PM

Session 3.1: Room Aruba

Entrepreneurial Orientation in Namibia: The Dolam Community in Windhoek

-Wilfred Isak April and Barnabas Mukumbo, Innovation & Entrepreneurship

Capturing Movements and Making Prediction for Banks' Stocks: An Investigation via Box-Jenkins Approach

-Mudassar Hasan, Muhammad Yasir Rafiq and Muhammad Ishfaq, Finance & Banking

The Effect of Technology Innovation on Firm Performance through Business Models: From an Ambidexterity Perspective

-Suqin Liao and Zhiying Liu, Innovation & Entrepreneurship

The Empirical Evidence of Human & Environmental Impact of Entrepreneurship Development in Zhejiang China

-Xiaohong He and Xi Chen, Innovation & Entrepreneurship

Implementation of Lean Manufacturing Philosophy and Techniques in a Textile Business

-Mahmut Tekin, Tolga Yalcintekin, Ozdal Koyuncuoglu and Ertugrul Tekin, Innovation & Entrepreneurship

2:00 PM

Session Chair: Susan Gordon

3:40 PM

Session 3.2: Room Jamaica

Review of Service Dominant Logic in Service Management Research

-Shuyue Huang and Chris Choi, Hospitality & Tourism

Key Factors That Differentiate Primary Niche Tourism Markets

-Melissa Jeanette Lotter, Sue Geldenhuys and Marius Potgieter, Hospitality & Tourism

Segmenting the Market for Better Occupancies: A Tool for Gaining Competitive Advantage IIN Kenya's Town Hotels

-Moses Miricho, Dorcas Mbithe and Damary Sikalieh, Hospitality & Tourism

Medical Tourism: An Empirical Analysis of the Services and Applications

-Ozcan Asilkan, Edina Ajanovic, Kemal Oral, and Jonilda Bahja, Hospitality & Tourism

The Effect of Subjective Wellbeing on Turnover Intention of Hospitality Managers: An Empirical Study

-Susan Gordon, Hospitality & Tourism

3:40 PM

Coffee Break

4:00 PM

4:00 PM

Session Chair: *Bhuvan Unhelkar*

5:40 PM **Session 4.1: Aruba**

Determinants of Microenterprise Success in the Addis Ababa's Urban Informal Sector: A Multidimensional Analysis

-**Belay File Garoma and Meine Pieter Van Dijk**, *Innovation & Entrepreneurship*

Does Innovation enhance the TFP growth? New Evidence from Indian Manufacturing

-**Seenaiah K and Badri Narayan Rath**, *Innovation & Entrepreneurship*

A Review on Grant Mechanisms Provided for Entrepreneurs and SMEs in Turkey

- **Mehmet Ali Canbolat and Abdurrahman Gumrah**, *Innovation & Entrepreneurship*

Customer-Centric Business as an Interdisciplinary Affair

-**Bhuvan Unhelkar**, *Innovation & Entrepreneurship*

The Trans Pacific Partnership Act's Effect on U.S. Employment Laws

-**John Moran**, *International Trade*

4:00 PM

Session Chair: *Susan Gordon*

5:40 PM **Session 4.2: Jamaica**

Creative Tourists' Experience: Does it Predict Satisfaction, Nostalgia Intensity and Behavioural Intentions

-**Faizan Ali and Woody G Kim**, *Hospitality & Tourism*

Can international tourism be leveraged to boost growth in Sub-Saharan Africa?

-**Pat Obi**, *Hospitality & Tourism*

Inventory of U.S. on Campus Hotels Used in the Curriculum

-**Kirsten Tripodi and Miguel Baltazar**, *Hospitality & Tourism*

Digital Distraction: What does multitasking with socially interactive technologies take away from the tourist experience?

-**Julian K. Ayeh**, *Hospitality & Tourism*

New Form of Tourist Commodities Information System: Nonlinear Shopping Experience

-**Chieh Jen Chen, Chia Hung Kao, and Shao Huan Chen**, *Hospitality & Tourism*

Friday, November 20, 2015

9:00 AM

Keynote Panel: Dr. Charles A. Rarick, Dr. Bhuvanesh Unhelkar and Dr. Lingqiang Zhou

10:40 AM

10:40 AM
11:00 AM **Coffee Break**

11:00 AM

Session Chair: *John Mellon*

12:20 PM

Session 5.1: Room Aruba

Understanding Consumer-Brand Relationship Theory from Value Perspective in Online Community: Using Netnography and Content Analysis

-**Shuyue Huang and Chris Choi**, *Consumer Behavior*

Visionary Hospitality Industry Marketing to Achieve Customers' Desires

-**John Mellon**, *Marketing*

Brand Touch Point Management for Creating a Unique Brand-Customer Experience

-**Mehmet Cihan Yavuz and Zafer Buzcu**, *Marketing*

Media Multitasking Using Multiple Screens: A Case Study in Turkey

-**Dilek Penpece and Selen Savas**, *Marketing*

11:00 AM

Session Chair: *Mette M. Aanes*

12:20 PM

Session 5.2: Jamaica

Perception of Wrongdoing and Villianization: Effects of Police and Minority Group Socialization

-**L. Jeff Seaton**, *Social Science Studies*

Masking Social Relationships and Psychological Distress in Norwegian Leaders: The Mediating Role of Suppressed Social Expressions

-**Mette M. Aanes, Stig B. Mattiesen and Lars Glaso**, *Social Science Studies*

The Role of Increased Emotional Intelligence and an Individual's Preference for Applying More Adaptive Decision Making Strategies

-**Bree Morrison and Ranjna Patel**, *Social Science Studies*

Using Procedural Justice Theory as a Framework to Identify & Address Students' Concerns regarding Fairness in Post-Secondary Grading

-**Christine Cooper Grace**, *Social Science Studies*

12:20 PM

Lunch

2:00 PM

2:00 PM		<i>Session Chair: Mehmet Cihan Yavuz</i>
3:40 PM	Session 6.1: Room Aruba	
	The Financial Collapse of the Enron Corporation and Its Impact in the United States Capital Market	
	- Edel Lemus , <i>Accounting</i>	
	Unfair "Fair Value" in an Opaque Credit Default Swap Market: How Marking-to-Market Pushed the International Credit Crunch	
	- Alex Dontoh, Fayez A. Elayan, Joshua Ronen and Tavy Ronen , <i>Accounting</i>	
	An Assessment of the Effect of Independent Regulation on Audit Quality	
	- Alexander Olabode Akinduko , <i>Accounting</i>	
	The Relationship between Corporate Social Responsibility and Organisation Performance: Evidence from Nigeria	
	- Inalegwu Ode-Ichakpa , <i>Accounting</i>	
	The Leading Financial Changed of Revenue Recognition by Business Enterprises under FASB vs. IASB	
	- Edel Lemus , <i>Accounting</i>	
2:00 PM		<i>Session Chair: Ben Wu</i>
3:40 PM	Session 6.2: Room Jamaica (Chinese Track: 1.1)	
	Extreme Learning Machine based a Three Dimensional Wavelet Co-Movement Analysis with Applications in the Financial Time Series Volatility Prediction	
	- Rui Nian, Chi-Wei Su and Heng-Guo Zhang , <i>IT & E-Business & Business Ethics</i>	
	Research on Business Strategies of Travel Agency Based on Tourist Behavior	
	- Wang Xinping , <i>Hospitality & Tourism</i>	
	Application of Smart Tourism	
	- Lingqiang Zhou , <i>Hospitality & Tourism</i>	
	A Study of Transformational Leadership, Strategic Flexibility and Firm Performance: The Moderating Role of Environmental Dynamism	
	- Li Weining, Zhan Jingyu and Lu Yuan , <i>Management</i>	
	The Effect of Abusive Supervision on Employee Silence: The Mediating Effect of Perceptions of Organizational Politics	
	- Huang Ai-Hua, Guo Guo-Tao and Li Zi-Sen , <i>Management</i>	
3:40 PM		
4:00 PM	<i>Coffee Break</i>	
4:00 PM		<i>Session Chair: Mehmet Cihan Yavuz</i>
5:00 PM	Session 7.1: Room Aruba	
	The Impact of Learning Styles on Managerial Job Performance: The Application of a Personality-Based Model among Hotel Managers	
	- Gunce Malan-Rush and Robert D. Waldo , <i>Human Resource Management</i>	
	Customer (in) Justice, Emotional Labor and Job Satisfaction in the Hospitality Industry	
	- Valeriya Shapoval and Abraham Pizam , <i>Human Resource Management</i>	
	The Analysis of Product Categories and Sales Relationships among Valuable Customers through Data Mining and Its Application to a National Retailer through Association Rules and Cluster Analysis	
	- Mahmut Tekin, Yunus Kose, Ozdal Koyuncuoglu and Ertugrul Tekin , <i>Consumer Behavior</i>	
4:00 PM		<i>Session Chair: Ben Wu</i>
5:00 PM	Session 7.2: Room Jamaica (Chinese Track: 2.1)	
	The Influence of Grooming Behavior of Female Salesperson on Perceptual Competency Characteristics	
	- Chein-Huang Lin and Chao-Chih Liu , <i>Marketing</i>	
	Exploring the Massive Entrepreneurship Path and Future Prospects from Makers' Co-operation Perspective: Based on the Grounded Theory	
	- Qunying Fu , <i>Innovation & Entrepreneurship</i>	
	Is exchange rate stability beneficial for stabilizing consumer prices in China?	
	- Heng-Guo Zhang and Chi Wei Su , <i>Econometrics</i>	
5:30 PM		
6:30 PM	Closing Remarks & Award Ceremony	