



*4th*  
**International Interdisciplinary  
Business-Economics Advancement Conference**

May 26 - 29, 2015, Las Vegas, Nevada - USA



## **IIBA Conference Program**



**4th International Interdisciplinary Business-Economics Advancement Conference**  
 May 26 - 29, 2015, Las Vegas, Nevada - USA

Time		Activity	Place
<b>Tuesday, May 26, 15</b>			
10:00 AM	2:00 PM	Registration	Entrance in Ballroom 11
1:30 PM	2:00 PM	Opening Ceremony	Sierra Ballroom 8
2:00 PM	3:40 PM	Concurrent Sessions 1.1 & 1.2	Sierra Ballroom 10 and Boulder Studio A
3:40 PM	4:00 PM	Coffee break	Sierra Ballroom 9
4:00 PM	5:20 PM	Concurrent Sessions 2.1 & 2.2	Sierra Ballroom 10 and Boulder Studio A
5:30 PM	6:30 PM	Welcome Reception	Sierra Ballroom 8
<b>Wednesday, May 27, 15</b>			
8:40 AM	9:40 AM	Concurrent Sessions 3.1 & 3.2	Sierra Ballroom 10 and Boulder Studio A
9:40 AM	10:00 AM	Coffee break	Sierra Ballroom 9
10:00 AM	11:00 AM	Keynote Speaker	Sierra Ballroom 8,
11:00 AM	12:20 PM	Concurrent Sessions 4.1 & 4.2	Sierra Ballroom 10 and Boulder Studio A
12:20 PM	1:40 PM	Lunch	Sierra Ballroom 9
1:40 PM	3:20 PM	Concurrent Sessions 5.1 & 5.2	Sierra Ballroom 10 and Boulder Studio A
3:20 PM	3:40 PM	Coffee break	Sierra Ballroom 9
3:40 PM	5:00 PM	Concurrent Sessions 6.1 & 6.2	Sierra Ballroom 10 and Boulder Studio A
7:00 PM	9:00 PM	Gala & Award Dinner	Sierra Ballroom 9
<b>Thursday May 28, 15</b>			
8:40 AM	10:20 AM	Concurrent Sessions 7.1 & 7.2	Sierra Ballroom 10 and Boulder Studio A
10:20 AM	10:40 AM	Coffee break	Sierra Ballroom 9
10:40 AM	12:20 PM	Concurrent Sessions 8.1 & 8.2	Sierra Ballroom 10 and Boulder Studio A
12:20 PM	1:40 PM	Lunch	Sierra Ballroom 9
1:40 PM	3:20 PM	Concurrent Sessions 9.1	Sierra Ballroom 10 and Boulder Studio A
3:20 PM	3:40 PM	Coffee break	Sierra Ballroom 9
3:40 PM	5:00 PM	Concurrent Sessions 10.1	Sierra Ballroom 10 and Boulder Studio A
<b>Friday, May 29, 15</b>			
10:00 AM	12:00 AM	Optional Training Session: M3 AccKnowledge Accounting Software	Boulder Studio A

## May 26, Tuesday

1:30 PM  
2:00 PM  
2:00 PM  
3:40 PM

### **Opening Ceremony**

*Session Chair: Dhaval Dave*

#### **Session 1.1: Sierra Ballroom 10**

Alliances and Concentration: The Economic Consequences of Market Structure in the Liner Shipping Industry  
**John Bockrath and Michael A. Arnold**, *Transportation Economics*  
 The Outcomes of Immigration: Case Studies of Germany and Norway  
**Aida Odobasic**, *Economics*  
 It's About Time: Effects of the Affordable Care Act Dependent Coverage Mandate on Time Use among Young Adults  
**Dhaval Dave and Gregory Colman**, *Economics*  
 Social Development Index and Turkey: A Comparative Analysis by Country Examples  
**Zeynep Karacor and Rahime Hulya Ozturk**, *Economics*  
 Essays in Behavioral Economics Factors Affecting the Labor Supply of Registered Nurses 2008-2013  
**Sezin Zengin and Charles R. Link**, *Economics*

3:40 PM  
4:00 PM  
4:00 PM  
5:20 PM

### **Coffee Break**

*Session Chair: Suleyman Karacor*

#### **Session 2.1: Sierra Ballroom 10**

Determinants of Adoption of Clean Energy Source: The Case of Biogas in India  
**Saundarjya Borbora, Daisy Das and Ratul Mahanta**, *Energy Economics*  
 Social Security in the Urban Informal Manufacturing Sector: An Empirical Study in Assam, India  
**Saundarjya Borbora and Ashima Majumdar**, *Labor Economics*

A Model Presenting Factors Influencing Purchase Intention to Use Modern Retail Stores In Bangkok

**Wornchanok Chaiyasoonthorn and Watanyoo Suksa-Ngiam**, *Consumer Behavior*

Organizational Health in Service Industries

**Suleyman Karacor and Betul Garda**, *Marketing*

5:30 PM

## **Welcome Reception**

6:30 PM

2:00 PM

**Session Chair: Abdullah Tanrisevdi**

3:40 PM

### **Session 1.2: Boulder Studio A**

Re-examining the Impact of Hotel Complimentary Offers with Spatial Panel Approach

**Ji Hye Min, Harold Lee and Jessica Yuan**, *Hospitality / Tourism / Smart Tourism*

Risks, Crisis and Time Losses Caused by Technology: A Case Study in Seasonal and Year - round Hotels

**Abdullah Tanrisevdi, Ceren Isci, Gulseren Yurcu and H. John Yilmaz**, *Hospitality / Tourism / Smart Tourism*

Developing Sustainable Township Tourism: A Collaborative Stakeholder Approach

**Paul Nkemngu Acha-Anyi**, *Hospitality / Tourism / Smart Tourism*

Network Characteristics of Collaborative Marketing Efforts at Hospitality Business

**Deniz Yuncu and Hilmi Rafet Yuncu**, *Hospitality / Tourism / Smart Tourism*

Exploring the Boutique Hotel Guest Experience

**Zeynep Kurtulay, Ozlem Taskiran, Gurel Cetin, Ismail Kizilirmak, Ozan Atsiz and Eyup Karayilan**, *Hospitality / Tourism / Smart Tourism*

3:40 PM

## **Coffee Break**

4:00 PM

4:00 PM

**Session Chair: Ihsan Isik**

5:20 PM

### **Session 2.2: Boulder Studio A**

Can accounting ratios differentiate between Islamic banks and conventional banks? A Study on the Dhaka Stock Exchange Listed Private Commercial Banks of Bangladesh

**Sumaiya Zaman**, *Finance & Banking*

An Empirical Critique of Regulatory and Managerial Inefficiency Behind the Bank Failures in Turkey

**Ihsan Isik, Hulusi C. Uysal and Daniel Folkinshteyn**, *Finance & Banking*

Financial Literacy and Retirement Planning: A Survey Analysis Among College Students

**Leonie Karkoviata and John Paskelian**, *Behavioral Finance*

The Analysis of Traffic Accidents with a Business Intelligence Approach: An Application in Turkey

**Gulin Ulker and Erman Coskun**, *Economics*

5:30 PM

## **Welcome Reception**

6:30 PM

# **May 27, Wednesday**

8:40 AM

**Session Chair: Abraham K. Brown**

9:40 AM

### **Session 3.1: Sierra Ballroom 10**

How the Hiring of Stigmatized Populations Can Lead to A CSR Backfire Effect with Consumers

**Jingzhi Shang and John Peloza**, *Consumer Behavior*

Moroccan Human Ecological Behavior: Grounded Theory Approach

**Dalal Tarfaoui and Salah Zkim**, *Consumer Behavior*

Levels and Correlates of Awareness of Point-of-purchase Tobacco Displays and Advertising

**Abraham K. Brown, Gera E. Nagelhout, Bas van den Putte and Marc C. Willemsen**, *Consumer Behavior*

9:40 AM

## **Coffee Break**

10:00 AM

10:00 AM

## **Keynote Speaker: Prof. Dr. Paul Louis Iske**

11:00 AM

**Session Chair: Natasa Christodoulidou**

11:00 AM

12:20 PM

### **Session 4.1: Sierra Ballroom 10**

Factors for a Customer Satisfaction Index Applied to the Mexican Restaurant Industry: A Partial Least Squares-Path Modeling Approach

**Luis Chavez-Diaz, Omar Rojas and Francisco Orozco**, *Marketing*

The Exploration of One University Uses English as the Default Homepage Language in a Non-English-Native Country: The case of Asian students

**Han Chiang Ho and Lingling Lee**, *Marketing*

Examining Relationship between Employee Satisfaction and Customer Satisfaction: The Case of Food and Beverage Establishments

**Fahriye Genc, Abdullah Tanrisevdi and Can Olgun**, *Marketing*

Social Media Messages on Facebook: An Analysis of Five-Star Hotels-to-Consumer Communications

**Mereli Mitropoulou, Ivan Ninov and Natasa Christodoulidou**, *E-Business*

12:20 PM	<b>Lunch</b>	
1:40 PM		
1:40 PM		<i>Session Chair: J. J. Arias</i>
3:20 PM	<b>Session 5.1: Sierra Ballroom 10</b>	
	Trends and Future Prospects of Indian and Chinese Software Industry: Aspects Before Indo-China Diaspora <b>Dolly Sunny and Carneiro Alphonso Ablin</b> , <i>Economics</i>	
	Distortions in Oil Contract Allocation and Environmental Outcomes in the Presence of Corrupt Behavior <b>Henry Akaeze</b> , <i>Economics</i>	
	The Economists Strike Back: Keeping Economics in the Core Curriculum <b>J. J. Arias, Chris Clark and Brooke Conaway</b> , <i>Economics</i>	
	Transforming India in the Gujarat Way: An Introspection Through Data Envelopment Analysis <b>Dolly Sunny</b> , <i>Economics</i>	
	The Analysis of Impact of the Rating Scores of Firms in Borsa Istanbul Corporate Governance Index on Brand Value <b>Ramazan Aktas, Mehmet Mete Doganay and Ozan Kararlioglu</b> , <i>Finance &amp; Banking</i>	
3:20 PM	<b>Coffee Break</b>	
3:40 PM		
3:40 PM		<i>Session Chair: Lena Tran</i>
5:00 PM	<b>Session 6.1: Sierra Ballroom 10</b>	
	Challenges to Innovation in Small Business Enterprise Sector in India <b>Manohar Rao Janga</b> , <i>Entrepreneurship</i>	
	National Culture and Leadership Practices: Vietnamese American Entrepreneurs Perspectives <b>Lena Tran</b> , <i>Entrepreneurship</i>	
	Serious Optimism to Boost Combinatoric Innovation <b>Paul Louis Iske</b> , <i>Innovation &amp; Entrepreneurship</i>	
	Performance Based Logistics and Applications in Turkey <b>Ferhat Yilmaz</b> , <i>Supply Chain Management</i>	
7:00 PM	<b>Gala &amp; Award Dinner</b>	
9:00 PM		
8:40 AM		<i>Session Chair: Mehmet Sencicek</i>
9:40 AM	<b>Session 3.2: Boulder Studio A</b>	
	Improving Undergraduate Supply Chain Management Programs to Prepare Students for Supply Chain Management Positions in Industry <b>Gurram Gopal</b> , <i>Supply Chain Management</i>	
	The Impact of Risk Management on the Financial Performance of SMEs in Resource Constrained Countries <b>Walusimbi Moses</b> , <i>Risk Management</i>	
	The Effects of Devaluation on Trade Balance: Evidence from Turkey <b>Mehmet Sencicek</b> , <i>International Trade</i>	
9:40 AM	<b>Coffee Break</b>	
10:00 AM		
10:00 AM	<b>Keynote Speaker: Prof. Dr. Paul Louis Iske</b>	
11:00 AM		
11:00 AM		<i>Session Chair: Steven Tam</i>
12:20 PM	<b>Session 4.2: Boulder Studio A</b>	
	South Africa's Broad Based Black Economic Empowerment Initiative: A Tool for Fostering Diversity or Not <b>Ese Ijasan and Christoph Maier</b> , <i>Human Resource Management</i>	
	Commuting in Organizational Context <b>Onur Emre</b> , <i>Human Resource Management</i>	
	The Impact of Revised Wage Rate on firm's Competitiveness in the Ready Made Garment Sector of Bangladesh: Case Study Comparison between Large Companies vs SME Garment Manufacturers <b>Md. Mamoon-Al- Bashir, Mehadi Mansur, Nishikant Mishra and Md. Rezaul Kabir</b> , <i>Management</i>	
	Good or Bad? Questioning the Effect of Guanxi on Firm Performance for Multinational Corporations (MNCs) in China <b>Steven Tam</b> , <i>Management</i>	
12:20 PM	<b>Lunch</b>	
1:40 PM		
1:40 PM		<i>Session Chair: Carole Ann Creque</i>
3:20 PM	<b>Session 5.2: Boulder Studio A</b>	
	Celebrations in Emergence Consumer Culture in Saudi Arabia <b>Theeb Aldossry</b> , <i>Social Science Studies</i>	
	Physical Activity Behavior in a Psycho-social Viewpoint <b>Soojin Kang and Youngho Kim</b> , <i>Social Science Studies</i>	
	A Study of Faculty Burnout among Tourism and Hospitality Faculty at U.S. Universities <b>Ersem Karadag</b> , <i>Social Science Studies</i>	

An Examination of Cultural Intelligence and its Implications for Managers  
**Carole Ann Creque, Claudette Chin-Loy and Doreen Gooden**, *International Business-Economics*  
An Investigation of Investor Sentiment and Speculative Bond Yield Spreads  
**Gozde Cerci, Serkan Yilmaz Kandir and Yildirim Beyazit Onal**, *Behavioral Finance*

3:20 PM

### Coffee Break

3:40 PM

3:40 PM

Session Chair: Feng Wang

5:00 PM

### Session 6.2: Boulder Studio A

Wood Load Workers in Rubber Plantations: A Study of Informal Sector of Kerala, India

**Dolly Sunny**, *Economics*

Carbon Emission Flow in Power Industry and Provincial CO2 Emissions in China

**Feng Wang, Xin Liu and Jun Wu**, *Energy Economics*

Assessment of Willingness to Pay for Benefits of Improved Air Quality Using Contingent Valuation Method: A Study of Delhi, India

**Reetika Rana and Akshat Kholia**, *Environmental Economics*

Innovation and Entrepreneurship – The Driving Force for the Search of Software Talent: Evidence from the City of Mumbai

**Dolly Sunny and Carneiro-Alphonso Ablin**, *Economics*

7:00 PM

### Gala & Award Dinner

9:00 PM

## May 28, Thursday

8:40 AM

Session Chair: Dolly Sunny

10:20 AM

### Session 7.1: Sierra Ballroom 10

The Effects of Economic Policy Uncertainty Indexes on Stock Market Returns: Case of Borsa Istanbul

**Güven Sevil, Serap Kamisli and Melik Kamisli**, *Financial Econometrics*

The Risk Structure of Travel and Leisure Sector in Turkey: Before and After the Global Crisis

**Tuba Sevil and Güven Sevil**, *Financial Econometrics*

Impact of FDI on Domestic Investment in Six South Asian Countries: An Econometric Outlook

**Dolly Sunny**, *Financial Econometrics*

Physical Self-Perception of Female Students at Faculty of Sport Sciences, Anadolu University

**Sema Celiksoy and Mehmet Ali Celiksoy**, *Social Science Studies*

Sexual Habits and Attitudes of University Handball Players in Turkey

**Mehmet Ali Celiksoy and Sema Celiksoy**, *Social Science Studies*

10:20 AM

### Coffee Break

10:40 AM

10:40 AM

Session Chair: Danqing Young

12:20 PM

### Session 8.1: Sierra Ballroom 10

Multidimensional Approach to the Role of Internal Business Factors in Internationalization of Manufacturing SMEs

**Mihaela Mikic**, *Entrepreneurship*

An Empirical Evaluation of the Impact of M-Commerce on Saudi Banks

**Wafi Albalawi and Imdadullah Hidayat-Ur-Rehman**, *International Business-Economics*

The Role of Gateway Drugs among Adolescents

**Chris Clark, Jessie Folk and John Perry**, *Health Economics*

Food and Beverage Cost Control Process of Hotel Enterprises: The Case of Orlando, Florida

**Emre Cengiz and Funda Cengiz**, *Accounting*

IFRS Regulation and M&A Synergy

**Rita Wing Yue Yip, Danqing Young and Zili Zhuang**, *Accounting*

12:20 PM

### Lunch

1:40 PM

1:40 PM

Session Chair: Katerina Berezina

3:20 PM

### Session 9.1: Sierra Ballroom 10

Using Kano's Model to Explore the Minimum-demand of LCC Airline Service

**Chih-Fu Hsu**, *Hospitality / Tourism / Smart Tourism*

Leadership Orientations of Turkish Tourist Guides

**Vedat Acar and Abdullah Tanrisevdi**, *Hospitality / Tourism / Smart Tourism*

Using Local Food in Istanbul's Marketing as a Tourist Destination

**Bendegul Okumus and Gurel Cetin**, *Hospitality / Tourism / Smart Tourism*

E-marketing Adoption in Tourism and Hospitality Industry in London: Industry Analysis and Some Narratives

**Azizul Hassan and Neda Shabani**, *Hospitality / Tourism / Smart Tourism*

The Role of Psychographic Characteristics in Predicting Hotel Guest In-House Expenditures

**Katerina Berezina, Aleksandr Mafusalov and Kelly Semrad**, *Hospitality / Tourism / Smart Tourism*



3:20 PM

**Coffee Break**

3:40 PM

3:40 PM

*Session Chair: Byoungseon Choi*

5:00 PM

**Session 10.1: Sierra Ballroom 10**

Comparative Analysis of Hedge Funds

**Jason Gurtovoy**, *Finance & Banking*

A Computational Comparison of Double Barrier Option Prices

**Byoungseon Choi and Dongwoo Sheen**, *Finance & Banking*

Spillover Effects of the U.S. Financial Crisis on Asian Equity Markets

**Jae-Kwang Hwang**, *Financial Marketing*

Management's Delusion? Creating Caring and Compassionate Organizations

**Rubina Mahsud and Russell Lebert**, *Management*

8:40 AM

*Session Chair: Ranbir Singh*

10:20 AM

**Session 7.2: Boulder Studio A**

E-Complaints in Fast Food Sectors in Turkey: Social Network Analysis on a Website as Virtual Complaint Environment

**Hilmi Rafet Yuncu and Deniz Yuncu**, *Hospitality / Tourism / Smart Tourism*

Research on Tourism in India: Analysis of Journal Publications

**Ranbir Singh**, *Hospitality / Tourism / Smart Tourism*

The Moderator Effect of Consumers' Regulatory Focus on the Relationship between e-Servicescapes, Satisfaction and Behavioral Intention

**Deniz Yuncu**, *Hospitality / Tourism / Smart Tourism*

The Role of Employability and Nepotism on Frontline Employees Service Sabotage

**Huseyin Arasli, Nazanin Naderiadib Alpler and Winifred L.Doh**, *Hospitality / Tourism / Smart Tourism*

Cross Contamination Effects in Sports Marketing

**David Martin, Kyle Townsend and Gopikrishna Deshpande**, *Sports Management*

10:20 AM

**Coffee Break**

10:40 AM

10:40 AM

*Session Chair: Spence Tower*

12:20 PM

**Session 8.2: Sierra Ballroom 10**

Reluctant Professors: Why are we avoiding the teaching-tech web parade?

**Spence Tower**, *Management*

Engaging Faculty in Accreditation and Assessment: Insights from the Organizational Change Literature

**Mary Calegari, Marlene Turner and Robert Sibley**, *Management*

Waste Minimisation at Retailer End in Beef Supply Chain

**Akshit Singh and Nishikant Mishra**, *Supply Chain Management*

The Business Plan Competition Schemes as a Trend Marker of the Innovative Start-Up Companies' Market: The Case of the "Premio Nazionale Innovazione" and of the "Start Cup Sardegna"

**Gavino Balata and Alessio Tola**, *Innovation & Entrepreneurship*

Maturity Effect in Futures Contracts on the SAFEX Market

**Chris Motengwe and Angel Pardo**, *Derivatives & Financial Engineering*

12:20 PM

**Lunch**

1:40 PM

**May 29, Friday**

10:00 AM

12:00 PM

**Optional Training Sessions: M3 AccKnowledge Accounting Software**