

**JANUARY 2011
BUSINESS & ECONOMICS
SOCIETY INTERNATIONAL
CONFERENCE**

[<http://www.besiweb.com>](http://www.besiweb.com)

**January 11-14, 2011
St. Thomas, Virgin Islands, USA
Wyndham Sugar Bay Resort & Spa**

[<http://www.wyndham.com/hotels/STTSB/main.wnt>](http://www.wyndham.com/hotels/STTSB/main.wnt)

PROGRAM

Sessions, Panels & Roundtables

**(To find your assignments please point to “Edit” and then
“Find”; type in your last name and hit the Enter key)**

Monday, January 10, 2011

Pre-Conference Day Long Excursion
Sail to Jost Van Dyke

Registration

4:00 PM – 6:00 PM, please follow signs

Conference Orientation Session

5:15 PM – 5:45 PM, please follow signs

Welcome Reception (refreshments and horderves)

6:00 PM – 7:00 PM, please follow signs

**Tuesday, January 11, 2011
9:00 AM – 11:00 AM
Room: Orchid**

**Session [1]: PANEL I
Emerging Issues in Management Education.**

CHAIR: Charles Wankel, St. John's University, USA.

AUTHORS & TITLES:

Charles Wankel, St. John's University, USA.

New Dimensions of Networking Technologies in Management Education. ¹

Charles Wankel, St. John's University, USA.

Forms of Engagement by Learners in Courses using New Media. ²

**Cristina Giannantonio, Amy E. Hurley-Hanson & Bruce Dehning,
Chapman University, USA.**

Emerging Issues of Management Education in the 21st Century. ³

Augustin Suessmair, University of Lueneburg, Germany.

An International Perspective on Trends in Higher Education. ⁴

Peggy Daniels Lee, Indiana University, USA.

Millennials in the New Work Place: Are we prepared to teach them? ⁵

DISCUSSANTS:

1,2. **M. B. Neace**, CEO and Professor Emeritus, TheRainMakers-TBL, Mercer University, USA.

3. **Ran Lachman**, College of Management, Tel-Aviv, Israel.

4. **Zlatko Nedelko**, University of Maribor, Slovenia.

5. **Leighton Vaughan Williams**, Nottingham Trent University, UK.

Coffee Break

**Tuesday, January 11, 2011
11:15 AM – 12:45 PM
Room: Orchid**

**Session [2]: PANEL II
Management Education & Social Media.**

CHAIR: **Charles Wankel**, St. John's University, USA.

AUTHORS & TITLES:

Cristina Giannantonio & Amy E. Hurley-Hanson, Chapman University, USA.
Image Norms: An international Perspective. ¹

Leanna Lawter, Tuvana Rua & Grace Guo, Sacred Heart University, USA.
Personalizing Business Ethics Education. ²

Kyle Reinson, St. John Fisher College, USA.
The Sandbox Meets the Classroom: The Importance of Building Student Social Media
Capacity and the Personal Brand. ³

Aditi Grover, Plymouth State University, USA &
David W. Stewart, University of California, Riverside, USA.
Social Media Tools: What are our Universities doing? ⁴

DISCUSSANTS:

1,2. **Anu A. Gokhale**, Illinois State University, USA.

3,4. **Amy L. Parsons**, King's College, USA.

Light Lunch (included in registration fee): 12:45 PM – 2:00 PM

**Tuesday, January 11, 2011
2:00 PM – 4:00 PM
Room: Orchid**

**Session [3]: PANEL III
Evolving Management Education Systems.**

CHAIR: Charles Wankel, St. John's University, USA.

AUTHORS & TITLES:

Aditi Grover, Plymouth State University, USA &
David W. Stewart, University of California, Riverside, USA.
The New Era in Higher Education: Understanding Social Media. ¹

Robyn Hulsart, Victoria McCarthy & Michael Becraft, Austin Peay State University, USA.
Student Readiness as an Important Factor in Business Ethics Education: A Study of
Business Students and Ethical Awareness. ²

Peggy Daniels Lee, Indiana University, USA.
No Texting, Cell Phones, Laptops, or other Electronic Devices Allowed in Class. ³

Mark M. Lennon, Loyola University Maryland, USA.
The Hofer Model Revisited: The Case of NTT DoCoMo and KDDI. ⁴

Mark M. Lennon, Loyola University Maryland, USA.
KDDI's Designer Fashion Mobile Phones:
Supply Chains for Phones that are Fashion Accessories. ⁵

DISCUSSANTS:

1,2. **Mine Aysen Doyran**, Fashion Institute of
Technology (FIT)/State University of New York, USA.

3. **Angela Lebbon**, Lehman College, CUNY, USA.

4,5. **Elzbieta Lepkowska-White**, Skidmore College, USA.

Coffee Break

**Tuesday, January 11, 2011
4:15 PM – 6:15 PM
Room: Orchid**

**Session [4]: PANEL IV
Management Education & Ethics.**

CHAIR: Charles Wankel, St. John's University, USA.

AUTHORS & TITLES:

Leanna Lawter, Tuvana Rua & Grace Guo, Sacred Heart University, USA.
Personalizing Business Ethics Education. ¹

**William I. Sauser, Jr., Auburn University, USA &
Ronald R. Sims, College of William and Mary, USA.**
Enabling Business Leaders to Craft an Organizational Culture of Character. ²

**Ronald R. Sims, College of William and Mary, USA.
William I. Sauser, Jr., Auburn University, USA.**
Empowering Business Students to Contribute to an
Organizational Culture of Character. ³

Maria Nathan, Lynchburg College, USA.
Emerging Issues in Management Education in the 21st Century:
A Clarion Call to Crisis Consciousness. ⁴

Victoria McCarthy & Robyn Hulsart, Austin Peay State University, USA.
A Theoretical Model for Reducing Cheating in Online Management Courses. ⁵

DISCUSSANTS:

1. **Joseph G. Nellis, Cranfield University, UK.**
 - 2,3. **Edmund H. Mantell, Pace University, USA.**
 4. **Joseph G. Nellis, Cranfield University, UK.**
 5. **Katie Flood, Ryerson University, Canada.**
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Wednesday, January 12, 2011
8:30 AM – 10:30 AM
Room: Seagrape

Session [5]: Procurement, Industry Studies & Business Systems.

CHAIR: **John M. Jermier**, University of South Florida, USA.

AUTHORS & TITLES:

Felix Wriggers, ZF Friedrichshafen AG, Germany;

Joern Eilmann & Peter Nyhuis, Leibniz Universität Hannover, Germany.

Procurement Lot Sizing within a Model-Based Approach to Evaluate Strategic Procurement Actions.¹

Mathilde Aubry, CREM, University of Caen, France.

Semiconductor Industry's Explanatory Factors.²

John M. Jermier & Tracy Roese, University of South Florida, USA.

Perils of a Plastic Planet and Non-Regulation of the Plastics Industry.³

Vojko Potocan & Zlatko Nedelko, University of Maribor, Slovenia.

Innovativeness of Business Systems: Viewpoint of Working Values.⁴

DISCUSSANTS:

1. **John M. Jermier**, University of South Florida, USA.

2. **Joern Eilmann**, Leibniz Universität Hannover, Germany.

3. **Pedro J. Gutierrez**, Universidad de Valladolid, Spain.

4. **Tracy Roese**, University of South Florida, USA.

Coffee Break

Wednesday, January 12, 2011
8:30 AM – 10:30 AM
Room: Orchid

Session [6]: Production, Globalization and Sustainability Issues.

CHAIR: **Anu A. Gokhale**, Illinois State University, USA.

AUTHORS & TITLES:

Anu A. Gokhale, Illinois State University, USA.
Sustainability in Business Makes Economic Sense:
Teaching through Project-based Learning. ¹

Tim Klemke, Leibniz Universität Hannover, Germany.
Evaluating the Systemic Changeability of Production Systems. ²

Kosta Josifidis, Novica Supic, Emilija Pucar Beker & Sladjana Srdic,
University of Novi Sad, Serbia.
The European Welfare Regimes: Education V. Poverty. ³

Katie Flood, Ryerson University, Canada.
The Enduring Economic Importance of the Fisheries in
Newfoundland and Labrador. ⁴

DISCUSSANTS:

1. **Tim Klemke**, Leibniz Universität Hannover, Germany.
2. **Angela Lebbon**, Lehman College, CUNY, USA.
3. **Anu A. Gokhale**, Illinois State University, USA.
4. **Michelle Fong**, Victoria University, Australia.

Coffee Break

Wednesday, January 12, 2011
10:45 AM – 12:15 AM
Room: Seagrape

Session [7]: Supply Chains, Logistics & SMEs in China.

CHAIR: M. B. Neace

CEO and Professor Emeritus, TheRainMakers - TBL, Mercer University, USA.

AUTHORS & TITLES:

M. B. Neace, CEO and Professor Emeritus, TheRainMakers-TBL Mercer University, USA;
Tadeusz Gospodarek, Walbrzych School of Management and Entrepreneurship, Poland; &
Xin Gao Neace, Senior Manager-China Research, TheRainMakers-TBL, Atlanta, GA, USA
Global Supply Chains: Their Macro - Micro Perspectives and Interwoven Character.¹

Ben Muenzberg, Leibniz Universität Hannover, Germany.
Model Based Logistic Monitoring of Assembly Areas.²

Michelle Fong, Victoria University, Australia.
Training in Chinese SMEs.³

DISCUSSANTS:

1. **Ben Muenzberg**, Leibniz Universität Hannover, Germany.
2. **Michelle Fong**, Victoria University, Australia.
3. **M. B. Neace**, CEO and Professor Emeritus, TheRainMakers-TBL, Mercer University, USA.

Light Lunch (included in registration fee): 12:15 PM – 1 PM

**Wednesday, January 12, 2011
10:45 AM – 12:15 AM
Room: Orchid**

**Session [8]: Roundtable I
Marketing, Social Entrepreneurship & Common Market Issues: Mexico & South America.**

CHAIR: Rajagopal, EGADE, ITESM, Mexico.

AUTHORS & TITLES:

Rajagopal, EGADE, ITESM, Mexico.

Redesigning Brands during Recovering Market after Recession. ¹

Mónica Félix González, ITESM, Mexico.

Social Entrepreneurship in Mexico: A Conceptual Analysis. ²

Raquel Castaño, Isabella A. Parra & Alba María Zavala

EGADE Business School, Mexico.

Consumer Behavior and Coping Strategies in an Economic Crisis:
Evidence from Mexico. ³

DISCUSSANTS:

1. **Sukhwinder Bagi**, Bloomsburg University of Pennsylvania, USA.

2. **Katie Flood**, Ryerson University, Canada.

3. **Amy L. Parsons**, King's College, USA.

Light Lunch (included in registration fee): 12:15 PM – 1 PM

Thursday, January 13, 2011
7:00 AM – 7:45 AM, Room: Breakfast Restaurant
Trustees & Editorial Boards Meeting (open to all Conference Participants)

Thursday, January 13, 2011
8:00 AM – 10:00 AM, Room: Seagrape

Session [9]: Monetary Shocks, Financial Markets & Development

CHAIR: Jamal Abu Rashed, Northern Michigan University, USA.

AUTHORS & TITLES:

Pedro J. Gutierrez & Carlos R. Palmero, Universidad de Valladolid, Spain.
A Note on the Real Effects of Monetary Shocks: A Parsimonious Limited Participation Model. ¹

Abdelhafid K. Belarbi, Ghaleb A. El-Refae, Al-Zaytoonah University of Jordan, Jordan & **Jamal Abu Rashed**, Northern Michigan University, USA.
Within the Global Financial Crisis. ²

David Slattery & Joseph G Nellis, Cranfield University, UK.
Rethinking the Role of Regulation in the Aftermath of the Global Financial Crisis: The Case of the UK. ³

Mine Aysen Doyran,
Fashion Institute of Technology (FIT)/State University of New York (SUNY), USA.
Financial Regulation Reform: What can Wall Street Expect from the Dodd-Frank Act? ⁴

Khawaja Amjad Saeed, University of the Punjab, Allama Iqbal Campus, Lahore, Pakistan
Economic Development - A Case Study from Pakistan. ⁵

DISCUSSANTS:

1. **Jamal Abu Rashed**, Northern Michigan University, USA.
 2. **Mine Aysen Doyran**, (FIT)/State University of New York (SUNY), USA.
 3. **Pedro J. Gutierrez**, Universidad de Valladolid, Spain.
 4. **Thomas Berry**, DePaul University, USA.
 5. **Jamal Abu Rashed**, Northern Michigan University, USA.
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Thursday, January 13, 2011
7:00 AM – 7:45 AM, Room: Breakfast Restaurant
Trustees & Editorial Boards Meeting (open to all Conference Participants)

Thursday, January 13, 2011
8:00 AM – 10:00 AM, Room: Orchid

Session [10]: Management & Industry Evolution: Human Resources, Health & Advertising.

CHAIR: Rajagopal, EGADE, ITESM, Mexico.

AUTHORS & TITLES:

Angela Lebbon, Lehman College, CUNY, USA &
John Austin, Western Michigan University, USA.
Work Sampling: How it affects individuals' Safety Behavior.¹

Mark S. Teachout, University of the Incarnate Word, USA;
Thomas R. Carretta, Wright-Patterson Air Force Base, USA &
Malcolm James Ree, Our Lady of the Lake University, USA.
The Structure of Personality Tests used for Management and Employee Selection.²

Daniel G. Dominguez, Mark S. Teachout & Kevin G. LaFrance
University of the Incarnate Word, USA.
Globalization of Graduate Health Administration Programs in North America:
Emerging Trends and Future Directions.³

Amy L. Parsons, King's College, USA &
Elzbieta Lepkowska-White, Skidmore College, USA.
Evaluating Website Information in Print Advertising: An Analysis of Calls to Action.⁴

Sukhwinder Bagi, Bloomsburg University of Pennsylvania, USA.
Which Globalization is Important for Human Development: A Cross-Country Analysis?⁵

DISCUSSANTS:

1. **Mark S. Teachout**, University of the Incarnate Word, USA.
 2. **Angela Lebbon**, Lehman College, CUNY, USA.
 3. **Rajagopal**, EGADE, ITESM, Mexico.
 4. **Rajagopal**, EGADE, ITESM, Mexico.
 5. **Novica Supic**, University of Novi Sad, Serbia.
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Friday, January 14, 2011
8:30 AM – 10:30 AM
Room: Seagrape

Session [11]: Social, Corporate & Welfare Responsibilities.

CHAIR: Thomas Berry, DePaul University, USA.

AUTHORS & TITLES:

Joan C. Junkus & Thomas Berry, DePaul University, USA.
Socially Responsible Investing: An Investor Perspective.¹

Basheer A. Al-alak & Ghaleb A. Elrefae, Al-Zaytoonah University of Jordan, Jordan.
The Impact of Career Orientation, Work Values and Cognitive Style on Turnover of R&D Experts in Pharmaceutical Companies in Jordan (An Empirical Study)²

Larissa S. Shakhovskaya, Irina A. Morozova & Alex V. Troshin, Volgograd State Technical University, Russia.
Social Responsibility of Business as the Factor of Innovative Development in Russia.³

Michelle Fong, Victoria University, USA.
Compensation of Directors in Chinese Listed Companies.⁴

DISCUSSANTS:

1. **Alex V. Troshin, Volgograd State Technical University, Russia.**
2. **Sukhwinder Bagi, Bloomsburg University of Pennsylvania, USA.**
3. **Basheer A. Al-alak, Al-Zaytoonah University of Jordan, Jordan.**
4. **Thomas Berry, DePaul University, USA.**

Coffee Break

Friday, January 14, 2011
8:30 AM – 10:30 AM
Room: Orchid

Session [12]: Irish Budget, Finance, Prediction Markets & Judicial Decisions.

CHAIR: Leighton Vaughan Williams
Nottingham Trent University, UK.

AUTHORS & TITLES:

Nancy Bertaux & Timothy White, Xavier University, USA.
Prospects for Irish Macroeconomic Recovery and Stability:
The 2011 Budget. ¹

Enrique R. Carrasco, University of Iowa, USA.
The Global Financial Crisis and Emerging Economies:
A New International Economic Order? ²

Leighton Vaughan Williams, Nottingham Trent University, UK.
Can Prediction Markets Help Defend the Nation? ³

Edmund H. Mantell, Pace University, USA.
Economic Signaling and Distributive Efficiency of Judicial Decisions. ⁴

DISCUSSANTS:

1. **Leighton Vaughan Williams**, Nottingham Trent University, UK.
2. **Nancy Bertaux**, Xavier University, USA.
3. **Pedro J. Gutierrez**, Universidad de Valladolid, Spain.
4. **Enrique R. Carrasco**, University of Iowa, USA.

Coffee Break

**Friday, January 14, 2011
10:45 AM – 12:15 PM
Room: Seagrape**

**Session [13]: Industry Analysis (Music, Building & Construction),
Social Networking & Public Policy.**

CHAIR: Katie Flood, Ryerson University, Canada.

AUTHORS & TITLES:

Kaleel Skeirik, Xavier University, USA.

Art Music in Business and the Economy:
Patronage, the Music Business, and Music as a Public Good. ¹

Jamal Abu-Rashed, Northern Michigan University, USA;

Thilini Ariyachandra & Nancy Bertaux, Xavier University, USA.

Testing a Comprehensive Model Online Social Networking use among
Native American Students. ²

Sonja Petrovic-Lazarevic, Felix Movado & Chung Hsing Yeh,

Monash University, Australia.

If Australia is a Sustainable Nation, what is the Influence of the Building and
Construction Industry? The Case of Residential Housing. ³

Samir Amine, Université du Québec en Outaouais, Université Laval, Canada.

The Labour Market Inequalities and Public Policies. ⁴

DISCUSSANTS:

1. **Cristina Giannantonio**, Chapman University, USA.

2. **Aditi Grover**, Plymouth State University, USA.

3. **Jamal Abu-Rashed**, Northern Michigan University, USA.

4. **Demetri Kantarelis**, Assumption college, USA.

Light Lunch (included in registration fee): 12:15 PM – 1 PM

**Friday, January 14, 2011
10:45 AM – 12:15 AM
Room: Orchid**

**Session [14]: Roundtable II
The Impact of Emerging Technologies
(How do Social Media and Green Technologies, among
other, affect Industries and Trade?)**

**ROUNDTABLE MODERATOR:
Mark S. Teachout
University of the Incarnate Word, USA.**

Augustin Suessmair, University of Lueneburg, Germany.

Mark M. Lennon, Loyola University Maryland, USA.

Joseph G. Nellis, Cranfield University, UK.

Amy E. Hurley-Hanson, Chapman University, USA.

Enrique R. Carrasco, University of Iowa, USA.

OBSERVERS:

John Benson, University of Guelph, Ontario, Canada

Ran Lachman, College of Management, Tel-Aviv, Israel

James T. Perry, University of San Diego, USA

Light Lunch (included in registration fee): 12:15 PM – 1 PM

Saturday, January 15, 2011

Post-Conference Day Long Excursion
Cruise to British Virgin Islands

Have a safe trip back home !

See you all in a future B&ESI event:

JULY 2011 B&ESI CONFERENCE – SPLIT, CROATIA
Le Meridien Lav Hotel, July 6-9, 2011

Deadline for abstract submission and participation: March 15, 2011

JANUARY 2012 B&ESI CONFERENCE – QUEENSTOWN, NEW ZEALAND
Rydges Lakeland Resort Hotel, January 7-10, 2012

Deadline for abstract submission and participation: September 30, 2011

JULY 2012 B&ESI CONFERENCE – SALZBURG, AUSTRIA
Crowne Plaza Salzburg - The Pitter Hotel, July 6-9, 2012

Deadline for abstract submission and participation: March 15, 2012

The End !