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# **WELCOME MESSAGE TO THE IMDA 16<sup>TH</sup> ANNUAL WORLD BUSINESS CONGRESS PARTICIPANTS**

**Richard Alan Nelson, Congress Co-Chair and President of the International Management Development Association (IMDA)**

**Gefeliciteerd! Welkom in Maastricht. (Congratulations! Welcome to Maastricht)**

Dear colleagues and friends, on behalf of the Organizing Committee, it is my privilege to greet you. We are excited that you are here at the 16th Annual World Business Congress, hosted by the International Management Development Association (IMDA) and the Maastricht School of Management (MSM). For those of you whose only previous impression of The Netherlands was Amsterdam and The Hague, you've already been pleasantly surprised. Although steeped in history and one of continent's most beautiful cities, Maastricht is also a vibrant business center at the center of current developments in today's European Union.

The 2007 meeting will be a special one because we will celebrate 20 years of IMDA and its growth from humble beginnings in 1987. We are now one of the premiere smaller business groups, emphasizing interpersonal exchange and dialogue in an intimate atmosphere. The Association's continuing mission concerns management development through the transfer of information and knowledge, learning, cooperation and exchange of personnel.

As those of you know who have attended past Congresses, the Association provides a truly international/interdisciplinary forum for professionals and faculty in business schools, communications programs, and other social science departments to discuss common management development interests. By being here, you will experience how IMDA continues to excel in providing an interdisciplinary and global platform for the exchange of ideas in the pursuit of professional growth and opportunities for academics, practitioners, and public policy makers at all levels.

Our host, the Maastricht School of Management, is an especially progressive institution of higher learning which we are delighted to be teamed with for the second time. MSM's mission is the enhancement of performance of the private and public sector to facilitate economic development in countries in transition. MSM's International Projects Department (IPD) systematically merges management education, technical assistance and research that focus on strengthening the interface between the public and private sector. Their outstanding faculty offer a full range of graduate and executive programs on a modern campus and over 25 other locations worldwide. MSM's approach to education is a fine match for IMDA.

We are all here because these are especially exciting times to live in, study, and report about. Our theme this year of "Beyond Borders: New Global Management Development Challenges and Opportunities" is certainly appropriate for our venue. I am pleased to report the quality of submissions to the Congress is high and should prove interesting to even the most experienced among us.

The Congress will offer keynote addresses, formal paper symposia, case study presentations, special sessions, such as "Meet the Editors," and an industry leadership and public policy makers panel discussions as well as a Doctoral Research Seminar. A tour to Cologne, Germany, several dinner parties and many

other exciting social functions are planned as part of the Congress Program. To celebrate the academic and collegial successes of the Congress, a banquet dinner will also be held on Friday evening.

So please take advantage of the special atmosphere found at IMDA gatherings, rather than be an “in-and-out” presenter. We are confident that this will extend your enjoyment of the Congress, enhance dialogue with other participants, and help you better partake in the many other opportunities afforded in Maastricht.

A few additional words about our outstanding host city. The saying that many roads lead to Maastricht is reflected by the fact that year after year it is one of the top three conference cities in the country, and recently moved from number 65 to number 31 on the list of the world’s best convention destinations.

Maastricht as a destination to visit hardly needs any embellishment. Its location at a crossroads of European cultures, languages and trade routes give it intriguing charm. The city boasts unique balance of the old world and the contemporary. The special charisma of Maastricht is best expressed in its well-known hospitality, cozy Burgundian atmosphere and low crime rate.

Maastricht is the capital of the province of Limburg. The city is situated on both sides of the Meuse river (Maas in Dutch) in the south-eastern part of the Netherlands. The name of city is derived from its Latin name Trajectum Ad Mosam (Meuse-crossing), referring to the bridge built by the Romans. The city is considered to be the oldest city of the Netherlands. Dutch visitors to Maastricht find it so ‘un-Dutch’ that they feel as if they were abroad, while foreign visitors tend to feel perfectly at home in its international atmosphere.

Nestled between the borders of Belgium and Germany, Maastricht is an undoubted beneficiary of the European integration process. The Euregion surrounding Maastricht lies in the centre of north-western Europe and is an area of great scientific, technological and industrial potential, with a modern infrastructure, an internationally oriented multilingual population, a high standard of living and many cultural and recreational facilities. Walk on Roman cobblestones from 150 BC and visit the halls where the Maastricht Treaty was signed in 1992. Enjoy Maastricht’s skyline of church spires and towers and its tree-lined squares between sessions of your world-class Congress. The historic City Hall is a well known photo stop, while the Bonnefanten Museum in Maastricht has an impressive collection of old masters and contemporary fine art. The museum is housed in a building designed by the Italian architect Aldo Rossi. Together with the Cupola on the River Maas it is one of Maastricht’s most prominent landmarks.

You can see why I am delighted to be here with you. Please use me as a resource as I look forward to meeting with each of you personally.

## **WELCOME MESSAGE TO THE IMDA 16TH ANNUAL WORLD BUSINESS CONGRESS PARTICIPANTS**

**Jan Napoleon Saykiewicz, IMDA Chair of the Board of Regional Director**

Distinguished Delegates, Dear Members of the International Management Development Association and Esteemed Guests:

It is great to see all of you once again in this beautiful and historical city of Maastricht in the Netherlands. This place has its own extraordinary significance as the birthplace of the European Union in 1992 as we celebrate the 50<sup>th</sup> anniversary of the signing of the Treaty of Rome. We all know that this particular treaty set up the background for an unusual development – growth of business beyond the borders of each member state that strongly affect each member state’s fundamental growth and development. It created the situation when often the decisions influencing individual member states are made beyond the borders of particular states. The decisions however, resulting from the consensus, are welcomed.

The growth of the European Union set up an interesting sample of harmonization of an economic policy that triggered new global management development challenges and opportunities. One of the big challenges of the 21<sup>st</sup> century is a rivalry between economic blocs. Peter Drucker (The National Interest, Spring 2005) indicated that “the European Union is in the process of creating the institutions for its bloc to be effective in the world economy.” He points to the European Parliament, European Central Bank, European Cartel Office and also indicates the growing role of the European currency – euro as the world’s reserve currency. Considering the gradually emerging preferential trade agreement zone around the United States, the very active role of China as a world manufacturer and exporter, and the role of the Gulf States and Russia in energy supply, we are witnessing the rebirth of mercantilism in the global economy.

Other challenges that affect global business and its management are: protectionism, especially in relation to global agricultural policy; demographic imbalances in poorer developing countries but also in rich countries with an aging population; also resource scarcity that will strongly affect consumption aspirations of the fast growing middle class in many countries in the world. Additionally armed conflicts resulting from global political imbalances, strongly affect the flow of capital, investment, and consumption, and paralyze business growth and development in many areas.

We are operating in an information based economy today. This base should lead to a knowledge based economy and many countries, systems, and blocs should make every effort to reach that stage. In many instances, knowledge based activities and knowledge based management have already reached an impressive stage. Know-how is proliferating and many international and global companies have achieved great benefits from knowledge based management.

A closer look, however, indicates that knowledge does not necessarily mean wisdom, and that the amount of knowledge accumulated in global business is often not utilized in a wise manner. Thus, there is a need for the next stage in global management development, the stage that is much above the current knowledge base that is in vogue. This stage is wisdom based management that is so needed and that is so rare. Business needs wisdom, management needs wisdom, and the world needs wisdom since wise leadership is absolutely necessary for the future of the global society. So here is a very special and important objective for our International Management Development Association -- propagate wisdom in management and proliferate approaches leading to wise decisions.

Esteemed Delegates, Colleagues and Guests:

Welcome to the Netherlands, to the ancient city of Maastricht, to the modern and progressive Maastricht School of Management, a school with a global reach. I wish a very fruitful proceeding to all of you.



Dear Colleagues, Participants,

Welcome to Maastricht School of Management in the beautiful City of Maastricht in the Netherlands. We are delighted to be this year's host for the Sixteenth Annual World Business Congress. The Theme of this year's conference, Beyond Borders: New Global Management Development Challenges and Opportunities, is very fitting with the world we live in. It is our intention to make this conference as stimulating and comfortable as possible for you in line with the rich burgundic tradition of Limburg, the most southern province of the Netherlands. Maastricht is a safe and beautiful city providing just the perfect setting in these turbulent times. We have worked hard to provide you and your spouses with a program that matches the multi-country environment of Maastricht.

Global Business is the core business of Maastricht School of Management. We are located within an hour drive from Germany, Luxembourg, and Belgium. This places us at the heart of the European Union. Maastricht School of Management offers MBA and DBA programs in 25 countries in the world and as a result we are well aware of the many different cultures and business environments. We are looking forward to sharing this multi-cultural, multi-country experience with you.

We are impressed by the number and high quality of the papers and we hope to offer you a successful academic congress. Part of this event is also to make sure that you will have plenty of opportunity to network with each other in a more informal setting. To facilitate this we have set up a meeting place where during the day you can enjoy a cup of coffee or tea and pastries. We also arranged other opportunities for socializing with your colleagues by selecting very special dinner places. The Banquet Dinner on Friday, July 6<sup>th</sup>, will be held in the thirteenth-century castle Erenstein. On Saturday evening we dine at the Schinvelder Hoeve, a medieval mansion's farm.

We, as the local organizing committee, hope that you will enjoy the hospitality of Limburg.

Warm regards, and as we say in Dutch, "Tot ziens in Maastricht",

Prof. Dr. Ronald S.J. Tuninga  
Director Dean  
Maastricht School of Management

## **WELCOME MESSAGE FROM THE CONGRESS PROGRAM CHAIR TO THE 16<sup>TH</sup> ANNUAL WORLD BUSINESS CONGRESS PARTICIPANTS**

**Erdener Kaynak, Executive V.P. and Director of IMDA and Congress Program Chair and  
Proceedings Co-editor**

On behalf of the Executive Board of the IMDA, Program Committee, Track and Session Co-chairs, I take this great opportunity to welcome all of the delegates and the accompanying persons and guests to the beautiful and historic city of Maastricht for the Sixteenth World Business Congress of the IMDA held from July 4 through 8, 2007. Since last July, Congress Organizing Committee members both in the USA and in the Netherlands have been working very diligently to organize a diverse Congress program which will be challenging and stimulating academically and culturally enriching for all of the participants.

We are extremely pleased that a number of plenary sessions and panels with representatives from local industry, representatives of trade organizations and government have been organized. We have also developed "Meet-the-Editors" Panel, and a special panel on Global Collaborative Educational Opportunities and Networking in Teaching, Program and Course Development and Exchange Programs, city tour, and local Dutch entertainment as well as a number of interesting site visits. There will be a one-day visit to Cologne, Germany for those who have already made bookings for it on Wednesday, July 4, 2007 all day. The plenary sessions will be held on all day Thursday, July 5, 2007. All day Friday and Saturday, there will be several parallel academic sessions and special panels devoted to various contemporary management development issues. This year, as in the past IMDA congresses, we are offering full-papers, research-in-progress papers, and special panels/sessions. We are very pleased to note that a broad spectrum of papers, ideas, and research findings are being presented by scholars and practitioners coming from five continents and nearly 60 countries. As part of our IMDA tradition, we will again publish the Congress Best Papers in a future issue of the Association's premier Journal of Transnational Management (JTM).

This is our second World Business Congress organized in Maastricht. The first one we organized here in 2004 was a tremendous success and many of our members wanted to return to Maastricht again. This is the result of that plea of many. We are very pleased with the sponsorship of Maastricht School of Management and their hard work and dedication. In particular, Congress Co-chair Ronald S.J. Tuninga and Local Arrangements Co-chairs, Dragan Nikolik and Fer Somogyi were of special help to us. They all did an outstanding job at every stage of the Congress organization and development. Congress Web Page and Proceedings papers were carefully developed by our Congress Administrative Director- Talha D. Harcar of Pennsylvania State University at Beaver. Because of the excellent Congress Web site Talha has developed and improved over the years, the site facilitated the work of everyone who was involved with the Congress organization as well as the paper presenters. The work of Talha was substantiated by the work of Fer Somogyi and his assistant Oana Cipca. May I also take this opportunity to extend my warm thanks and appreciation to Congress Co-chairs, Local Arrangements Committee members and support staff in various locations for their extraordinary efforts in organizing what seems to be an excellent Congress. Special thanks and appreciation also go to 64 Track Co-chairs, numerous manuscript reviewers, and colleagues who are chairing panels and special sessions at the Congress.

I wish much success in the deliberations at the Sixteenth World Business Congress. I am certain that we will all benefit from it immensely. I encourage all of you to attend the Seventeenth World Business Congress. We have several candidate locations, and a final decision will soon be made and the membership will appropriately be informed. Please check the IMDA Web site for further information. See you all at our next year's Congress and enjoy this year's Congress in Maastricht, The Netherlands.

provincie limburg



Welcome to the Dutch Province of Limburg, where you have come from around the world to attend the 16<sup>th</sup> World Business Congress.

Our Province understands the vital importance of communication and collaboration between businesses, policy-makers and education. In fact, we have joined forces with Maastricht University and Limburg's business community to present our Acceleration Agenda, which bears the title "Limburg on its way to 2012". Our Agenda is a concrete response to the issues raised by the European Union's Lisbon and Gothenburg Agenda. It will bring about actual alliances between education, science, government and business, both in our region and beyond. The purpose of the Acceleration Agenda is to use the dynamic links between Limburg's "power clusters" to spark off a chain reaction. Those clusters are: chemicals, health care and cure, food and nutrition, energy, high-tech manufacturing and value-added logistics. Limburg is looking ahead, to the future.

And so is the 16<sup>th</sup> World Business Congress. I hope that your event leads to many new and enduring contacts that will help you in your pursuit of progress.

Allow me to wish you an inspiring and productive congress and a pleasant stay in Limburg and Maastricht.

Léon Frissen  
Queen's Commissioner for the Province of Limburg



## **Welcome to Maastricht, the heart of Europe**

Maastricht is a truly European city. It lies in the heart of Europe, a short distance from Belgium, Germany, Luxemburg and France. The accessibility to cities such as London, Paris, Brussels, Frankfurt and Berlin is excellent. Additionally, there are more than one hundred international organizations and institutions located here, and just as many multinationals.

On top of that, Maastricht is the city where on February 7, 1992, the European Union was created by the world-renown Maastricht Treaty. That makes Maastricht the city where the Euro currency was born. We are very proud of this and are festively celebrating the 15<sup>th</sup> anniversary of the treaty this year.

Maastricht wants to expand our international identity in the coming years. Education, knowledge and innovation play a crucial role in this. The mutual strategy of Maastricht and the province of Limburg is to grow into an important European intellectual center together with the surrounding Meuse-Rhine region, the 'Euregio'. It is a plan that will surely be successful due to the central location of the Euregio, the almost 4 million inhabitants, the four first-class universities with 70.000 students and the presence of 250.000 businesses, thousands of which are already active in the field of high technology and research. The province has committed to concrete steps in order to reach this noble ambition.

The Maastricht School of Management, located since 1989 in the city, undoubtedly contributes to reaching this goal. It is a high-level educational institution that prepares students for a global, professional, multicultural and multilingual future through a variety of Masters programs and a large international network. That the Maastricht School of Management is the host and co-organizer of the 16<sup>th</sup> World Business Congress also makes the city government proud.

The International Management Development Association is committed to bringing the business world, decision makers and educational institutions from all over the world together. European-oriented Maastricht and the innovative policy of the provincial government will certainly offer the attendees enough inspiration to continue and expand their work.

The city government heartily welcomes the International Management Development Association and all congress attendees to Maastricht and wishes everyone a fruitful congress.

G.B.M. Leers  
Mayor of Maastricht



July 2007

On behalf of the Board of Trustees of the Maastricht School of Management, it is my great pleasure to welcome so many distinguished guests from all over the world to the Sixteenth Annual World Business Congress here in Maastricht.

This event promises to be a lively forum for the exchange on innovative approaches to business and business management. You will have a great opportunity to share ideas with your peers from The Netherlands and abroad, and learn more about our country and especially the historical city of Maastricht.

As delegates convene from a worldwide network to exchange, collaborate and pursue information, I send best wishes for a productive and successful congress.

Sincerely,

P.R.H.M van der Linden, M.Sc.  
Chairman of the Board  
Maastricht School of Management

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3. Local Arrangement Co-Chair, Fer J. Somogyi, Maastricht School of Management, The Netherlands

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4. Robert V. Goedegebuure, Associate Professor International Business, Maastricht School of Management
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11. Marlène H.M.A. Nauts, Travel Officer, Maastricht School of Management
12. Angelique A.J. Dijk, Executive Secretary Director's Office, Maastricht School of Management
13. Anneloes M. de Graeff, Corporate Communications Officer, Maastricht School of Management
14. Oana Cipca, Trainee Corporate Communications Department, Maastricht School of Management

## **LOCAL ARRANGEMENTS COMMITTEE IN THE USA**

1. Kip Becker, Boston University, USA
2. Talha D. Harcar, Pennsylvania State University at Beaver, USA
3. Elif S. Kaynak, Francis and Taylor , USA
4. Erdener Kaynak, Pennsylvania State University at Harrisburg, USA
5. Ovgu I. Kaynak, Safe and Sound, USA
6. Richard Alan Nelson, Louisiana State University, USA
7. Jan Napoleon Saykiewicz, Duquesne University, USA

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37. **John Hill**, University of Alabama, USA, *Global Product Development Policy and Corporate Branding*
38. **T. C. Melewar**, Brunel University, United Kingdom, *Global Product Development Policy and Corporate Branding*
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40. **F. Javier Rondan-Cataluna**, University of Seville, Spain, *Company Internationalization and Entry Strategies*
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42. **Gyongyi Bugar**, University of Pecs, Hungary, *International Accounting, Risk Management, and Finance in Global Context*
43. **Myron Kyj**, Widener University, USA, *Global Business in Russian Federation, Eastern /Central Europe and Commonwealth of Independent States*
44. **Anatoly Zhuplev**, Loyola Marymount University, USA, *Global Business in Russian Federation, Eastern /Central Europe and Commonwealth of Independent States*
45. **Kami Rwegasira**, Maastricht School of Management, The Netherlands, *Corporate Governance in a Global Context*
46. **Huibert de Man**, Open University of the Netherlands, The Netherlands, *Corporate Governance in a Global Context*
47. **Paul S. Marshall**, Widener University, USA, *Global Business Case Studies*
48. **Mohamed A.S. Latib**, DeSales University, USA, *Global Business Case Studies*
49. **Erik J. de Bruijn**, University of Twente, The Netherlands, *Global Manufacturing and Transfer of Technology*
50. **Fred Robins**, University of Adelaide, Australia, *Global Manufacturing and Transfer of Technology*
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52. **Eno Inanga**, Maastricht School of Management, The Netherlands, *International Economics, Taxation, and Public Finance*
53. **Frances Ekwulugo**, University of Westminster, United Kingdom, *Global Business in Africa*
54. **Gbolahan Gbadamosi**, University of Worcester, United Kingdom, *Global Business in Africa*
55. **Tomasz Mroczkowski**, American University, USA, *The Global Knowledge Economy and Knowledge Management*
56. **Bob de Wit**, Maastricht School of Management, The Netherlands, *The Global Knowledge Economy and Knowledge Management*
57. **Riad A. Ajami**, University of North Carolina at Greensboro, USA, *Global Health Management*
58. **Mary Lynn Briddell**, The Virginia Hospital Center, USA, *Global Health Management*

59. **Zsuzsanna Vincze**, Turku School of Economics, Finland, High-Growth Regions and Business Strategy Development in the World
60. **Peter Zetting**, Victoria University of Wellington, New Zealand, High-Growth Regions and Business Strategy Development in the World
61. **Robert W. McGee**, Barry University, USA, Social Responsibility, Ethical Concerns, and Sustainable Business
62. **Jenik Radon**, Columbia University, USA, Social Responsibility, Ethical Concerns, and Sustainable Business
63. **Erdener Kaynak**, Pennsylvania State University at Harrisburg, *Global Business (Misc.)*
64. **Talha Dogan Harcar**, Penn State University at Beaver, USA, *Global Business (Misc.)*
65. **Dragon. A. Nikolik**, Maastricht School of Management, The Netherlands, Doctoral Research Seminar

## **LIST OF TRACKS, PANELS AND SPECIAL SESSIONS**

1. Company Internationalization: Global Perspectives
2. Consumer Behavior: Cross-Cultural/National Issues
3. Country Specific Cases of Globalization
4. Cross-National/Cultural Marketing and Communication
5. Current Issues in Transition Economies
6. E-Commerce and Technology Management
7. Entrepreneurship and Small Business Development in Global Contexts
8. Global Business in Africa and the Middle East
9. Global Business in Asia
10. Global Business in Europe
11. Global Destination Tourism
12. Global E-Business Development
13. Global Business Communication
14. Global Entrepreneurship and Small Business Development
15. Global Information Technology and Innovation
16. Information Technology Management in the Information Age
17. Global Management Development
18. Global Marketing Management and Strategy
19. Global Publishing Opportunities in Business Administration
20. Global Trade Development in Transition Economies
21. Global Training and Development
22. Globalization and Development
23. Global Human Resources Development Practices
24. Impact of Global Technology
25. International Business Competitiveness
26. International Business Development in Eastern, Central Europe, and the Baltic States
27. International Business Teaching
28. International Finance, Banking, and Risk Management

29. Managing the Global Marketplace
30. Networking, International Education, and Consulting Opportunities
31. Organizational Development and Business Enterprises
32. Business Education Development
33. Social Responsibility and Turmoil in Turbulent International Business Environment
34. Technology Transfer and Foreign Direct Investment

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## CONGRESS PROGRAM SCHEDULE

### WEDNESDAY, July 4, 2007

08:00 – 18:00	<b>DAY TOUR TO COLOGNE, GERMANY (OPTIONAL PAID TOUR)</b> Please congregate at the Lobby of Maastricht School of Management at 7:50 a.m. at the latest.
10:45 – 15:00	<b>DOCTORAL RESEARCH SYMPOSIUM</b> MSM First Floor (123)
15:00 – 18:00	<b>CONGRESS REGISTRATION</b> MSM Entrance Hall
18:00 – 20:00	<b>EARLY BIRD RECEPTION WITH DINNER BUFFET</b> MSM RESTAURANT, GROUND FLOOR (008) AND TERRACE
20:00 – 23:00	<b>SPECIAL ENTERTAINMENT FUNCTION</b> MSM RESTAURANT, GROUND FLOOR (008) AND TERRACE REGISTERED DELEGATES, REGISTERED SPOUSES AND INVITED GUESTS ONLY ENTRY TICKETS ARE REQUIRED FOR ALL FUNCTIONS

## **THURSDAY, July 5, 2007**

- 08:30 – 17:00 **CONGRESS REGISTRATION** (MSM Ground Floor 048)
- 09:00 – 09:30 **OPENING CEREMONIES AND WELCOMING ADDRESSES BY DISTINGUISHED GUESTS** (Provincial Government Buildings in the Council Chamber where Maastricht Treaty was signed in 1992) You go on your own
- WELCOME MESSAGES AND INTRODUCTIONS**  
Erdener Kaynak, Executive Vice-President and Director of the IMDA and Congress Program Chair  
Jan Napoleon Saykiewicz, Chairman of the IMDA Country Board of Directors  
Ronald S.J. Tuninga, Director Dean, Maastricht School of Management and Congress Co-chair  
Richard Alan Nelson, President of the IMDA and Congress Co-chair
- 09:30 – 09:45 **Keynote Speaker**  
Mr. L.J.P.M. (Leon) Frissen  
Governor of the Province of Limburg
- 09:45- 09:55 **Keynote Speaker**  
Mr. P.R.H.M. (Rene) van der Linden  
MSM President of the Board  
Chairman of the Parliamentary Assembly of the Council of Europe, Strasbourg
- 09:55 – 10:15 **Keynote Speaker**  
Mr. A.A.M. (Dries) Van Agt  
Former Prime Minister of The Netherlands  
Former Ambassador of the European Economic Community in Washington D.C., the USA
- 10:15 – 10:45 **Coffee Break** (Sponsored by Province of Limburg)
- 10:45 – 12:30 **Keynote Addresses by Business Leaders**  
Mr. G.J.H.M. (Ger) Wagemans, Managing Director, Chemelot – Chemical and Science Park  
Mr. A.W.A.M. (Guus) Broos, President of the Board of Director, Orbis- Medical and Care Center  
Mr. G. (Gosse) Boxhoom, Chief Executive Officer, Solland Solar Energy Holding B.V.  
Mr. P.M.R. (Paul) Beck, Chief Executive Officer, Floriade 2012 – World Agriculture Exposition
- 12:30 – 14:00 **Lunch at NH-Hoteles Maastricht**  
(Lunch is sponsored by NH-Hotels and Randwyck Hotel)
- 14:00 – 15:30 **SPECIAL PANEL I: Global Business Education, Collaborative Education, Consulting Opportunities, and Networking**  
(Location: Conference Hall)

15:30 – 16:00	<b>Coffee Break</b> Business Lounge, First Floor (106) (Sponsored by EBSCO Information Services)
16:00 – 17:30	<b>SPECIAL PANEL II: Global Publishing Opportunities in Business Administration</b> (Location: Conference Hall)
18:00 – 19:30	<b>Reception at Maastricht City Hall</b> (Sponsored by the City of Maastricht) Congregate at MSM Lobby, Departure at 17:40 sharp. (Registered delegates, registered spouses and invited guests only. Entry tickets are required)
19:30 +	Visit Maastricht City Center (All shops are open on Thursday until 21:00) or return to MSM.

**FRIDAY, July 6, 2007**

9:00 – 17:00	<b>CONGRESS REGISTRATION</b> (MSM Ground Floor 048)
9:00 – 10:30	Concurrent Sessions First Floor (123) (125) (147) (149) Second Floor (223) (225)
10:30 – 11:00	<b>Coffee Break</b> Business Lounge, First Floor (106) (Sponsored by Thomson Learning Publishers)
11:00 – 12:30	<b>Concurrent Sessions</b> First Floor (123) (125) (147) (149) Second Floor (223) (225)
12:30 – 14:00	<b>Lunch at NH-Hoteles Maastricht</b> (Lunch is sponsored by NH-Hoteles and Randwyck Hotel)
14:00 – 15:30	<b>Concurrent Sessions</b> First Floor (123) (125) (147) (149) Second Floor (223) (225)
15:30 – 16:00	<b>Coffee Break</b> Business Lounge, First Floor (106) (Sponsored by Maastricht School of Management)
16:00 – 17:30	<b>Concurrent Sessions</b> First Floor (123) (125) (147) (149) Second Floor (223) (225)
18:30 – 23:00	<b>Congress Banquet Dinner at Erenstein Castle in Kerkrade</b> <b>Award Ceremonies (International Business Person of the Year)</b> <b>Entertainment and Cultural Performances</b> Congregate at the MSM Entrance Hall by 18:20 at the latest. Departure is 18:30 sharp. (Registered delegates, registered spouses and invited guests only. Entry tickets are required).
23:00	ADJOURN TO MSM

## **SATURDAY, July 7, 2007**

09:00 – 17:00	<b>CONGRESS REGISTRATION</b> (MSM Ground Floor 048)
09:00 – 10:30	<b>Concurrent Sessions</b> First Floor (123) (125) (147) (149) Second Floor (223) (225)
10:30 – 11:00	<b>Coffee Break</b> Business Lounge, First Floor (106) (Sponsored by Maastricht School of Management)
11:00 – 12:30	<b>Concurrent Sessions</b> First Floor (123) (125) (147) (149) Second Floor (223) (225)
12:30 – 14:00	<b>Lunch at NH-Hoteles Maastricht</b> (Lunch is sponsored by NH-Hoteles and Randwyck Hotel)
14:00 – 15:30	<b>Concurrent Sessions</b> First Floor (123) (125) (147) (149) Second Floor (223) (225)
15:30 – 16:00	<b>Coffee Break</b> Business Lounge, First Floor (106) (Sponsored by Maastricht School of Management)
16:00 – 17:30	<b>Concurrent Sessions</b> First Floor (123) (125) (147) (149) Second Floor (223) (225)
18:30 – 23:00	<b>Dinner Reception at Schinvelder Hoove in Schinveld</b> Congregate at the MSM Entrance Hall by 18:20 at the latest. Departure is 18:30 sharp (Registered delegates, registered spouses and invited guests only. Entry tickets are required)
23:30	<b>ADJOURN TO MSM</b> For Bus Transportation, Please Meet at the MSM Lobby (For Registered Delegates, Registered Spouses and Invited Guests Only)

## **SUNDAY, July 8, 2007**

09:00 – 10:00	<b>CLOSING CEREMONY</b>
10:00 – 10:30	<b>Coffee Break</b> (MSM Restaurant, Ground Floor (008) (Sponsored by Maastricht School of Management) (Congress Hall Foyer)
10:30 – 11:00	<b>IMDA MEMBERSHIP MEETING (AGM) IN THE BUSINESS LOUNGE</b> MSM First Floor (106)

## MASTER SCHEDULE

Date	Day	Concurrent Sessions	Time	VENUE					
				Tour program (Registered IMDA Congress participants) Day Tour to Cologne, Germany (Meet at the MSM Entrance at 07:50 a.m. at the latest). Departure at 8:00 a.m. sharp.		Early Bird's Reception with Dinner Buffet (18:00-20:00) and Social Functions (20:00 – 23:00) at MSM Restaurant, Ground Floor (008) and terrace (For Registered Delegates, Spouses, and Invited Guests Only) (Sponsored by Maastricht School of Management)			
				Conference Hall	1st Floor 123	1 <sup>st</sup> Floor 125	1 <sup>st</sup> Floor 147	1 <sup>st</sup> Floor 149	
July 4, 2007	Wednesday		09:00-16:00	Doctoral Research Seminar Registration Doctoral Research Seminar Registration at MSM First Floor (123) Wednesday, July 4, 2007, 10:45- 15:00					
July 4, 2007	Wednesday		15:00-18:00	Congress Registration at MSM Entrance Hall on Wednesday, July 4, 2007, 15:00- 18:00 Congress Registration at MSM Entrance Hall on Thursday through Saturday July 5-7, 2007, 9:00-17:00					
July 5, 2007	Thursday	1	9:00-10:15	<b>C O N G R E S S</b>	1.1				
			10:45-12:30		Opening Ceremony and Keynote Addresses				
			14:00-15:30		Keynote Addresses by Business Leaders				
			16:00-17:30		I.2 Special Panel I				
		4	16:00-17:30		I.3 Special Panel II				
July 6,	Friday	5	9:00-10:30		II.1	II.2	II.3	II.4	

2007		6	11:00-12:30	<b>R E G I S T R A T I O N</b>		II.5	II.6	II.7	II.8
		7	14:00-15:30			II.9	II.10	II.11	II.12
		8	16:00-17:30			II.13	II.14	II.15	II.16
			18:30-23:00		Congress Banquet / Award Ceremonies / Entertainment at Erenstein Castle in Kerkrade (Registered Delegates, Registered Spouses, and Registered Accompanying Persons)				
July 7, 2007	Saturday	9	9:00-10:30			III.17	III.18	III.19	III.20
		10	11:00-12:30			III.21	III.22	III.23	III.24
		11	14:00-15:30			III.25	III.26	III.27	III.28
		12	16:00-17:30			III.29	III.30	III.31	III.32
			18:30-23:00		Dinner Reception at Schinveider Hoeve in Schinveld				
July 8, 2007	Sunday		10:00-13:00		Coffee Break (MSM Restaurant, Ground Floor (008))				
			10:30-11:00		IMDA Membership Meeting and Closing Ceremonies (Business Lounge, First Floor (106))				

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**Wednesday, July 4, 2004**

**TOUR**

**08:00 – 18:00**

**VISIT TO COLOGNE, GERMANY (Optional Paid Tour )**

**(Pre-paid delegates only. Please congregate at the lobby of Maastricht School of Management by 8:00 a.m. at the latest)**

**IMDA EXECUTIVE BOARD MEETING**

**14:00 – 15:00**

**Location: Maastricht School of Management**

**CONGRESS REGISTRATION**

**Location: MSM Entrance Hall**

**15:00 – 18:00**

**EARLY BIRD RECEPTION**

**Location: Maastricht School of Management**

**MSM Restaurant, Ground Floor and Terrace (008)**

**18:00 – 23:00**

**(Sponsored by Maastricht School of Management)**

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**Thursday July 5, 2007**

**CONGRESS REGISTRATION**  
**Location: MSM Ground Floor (048)**  
**9:00 – 17:00**

**OPENING CEREMONY**  
**9:00 – 9:30**  
**Location: Provincial Government Buildings**

**KEYNOTE SPEAKERS**  
**9:30 – 10:15**

**COFFEE BREAK**  
**10:15 – 10:45**  
**(Sponsored by Province of Limburg)**

**KEYNOTE ADDRESSES BY BUSINESS LEADERS**  
**10:45 – 12:30**  
**Location: Provincial Government Buildings**

**LUNCH BREAK**  
**12:30 – 14:00**  
**(Sponsored by NH Hoteles and Randwyck Hotel)**

**SPECIAL PANEL I**  
**Location: Conference Hall**  
**14:00 – 15:30**

**COFFEE BREAK**  
**15:00 – 16:00**  
**(Sponsored by EBSCO Information Services)**

**SPECIAL PANEL II**  
**Location: Conference Hall**  
**16:00 – 17:30**

**RECEPTION AT MAASTRICHT CITY HALL**  
**(Sponsored by the City of Maastricht)**  
**( For Registered Delegates, Spouses and Invited Guests)**  
**Departure is at 17:40 Sharp**  
**(Please congregate at MSM Lobby)**

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**OPENING CEREMONY AND KEYNOTE ADDRESSES**  
**Location: Provincial Government Buildings in the Council Chamber**

**Thursday, July 5, 2007**

**OPENING CEREMONIES**

09:00 – 09:30 **Welcome Messages and Introductions**

Erdener Kaynak, Pennsylvania State University at Harrisburg, Congress Program Co-chair, Executive Vice President and Director of IMDA

Jan Napoleon Saykiewicz, Duquesne University and President of International Management Development Association (IMDA)

Ronald S.J. Tuninga, Director Dean, Maastricht School of Management and Congress Co-chair

Richard Alan Nelson, Louisiana State University, Congress Program Co-chair, President of IMDA, and Master of Ceremonies

**KEYNOTE SPEAKERS**

L.J.P.M. (Leon) Frissen

Governor for the Province of Limburg

P.R.H.M. (Rene) Van der Linden

MSM President of the Borrad

Chairman of the Parliamentary Assembly of the Council of Europe, Strasbourg

A.A.M. (Dries) Van Agt

Former Ambassador of the European Economic Community in Washington D.C., the USA

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**Coffee Break: 10:15 – 10:45**

**Location: Provincial Government Building in the Council Chamber**  
**(Sponsored by Province of Limburg)**

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**1.1: KEYNOTE ADDRESSES BY BUSINESS LEADERS**

G.J.H.M. (Ger) Wagemans, Managing Director, Chemelot – Chemical and Science Park

A.W.A.M. (Guus) Broos, President of the Board of Director, Orbis- Medical and Care Center

G. (Gosse) Boxhoom, Chief Executive Officer, Solland Solar Energy Holding B.V.

P.M.R. (Paul) Beck, Chief Executive Officer, Floriade 2012 – World Agriculture Exposition

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**Lunch at NH-Hoteles Maastricht**  
**12:30–14:00**  
**(Sponsored by NH-Hoteles and Randwyck Hotel)**

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**1.2: SPECIAL PANEL**  
**Maastricht School of Management**  
**Location: Conference Hall**  
**Thursday, July 5, 2007**  
**14:00 – 15:30**

**Networking Global Business Education, Collaborative Educational and Consulting Opportunities and Networking**

**CHAIR:** Ronald Tuninga, Maastricht School of Management, The Netherlands

**PANELISTS:**

1. Mohamed A. S. Latib, DeSales University, USA
2. Jan Nowak, Central European University, Hungary
3. Robert W. McGee, Barry University, USA
4. Riad A. Ajami, University of North Carolina at Greensboro, USA
5. Jorma Larimo, University of Vaasa, Finland

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**Coffee Break**  
**15:00 – 16:00**  
**(Sponsored by EBSCO Information Services)**

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**II. Global Publishing Opportunities in Business Administration**

**16:30 – 17:30**

**CHAIR:** Erdener Kaynak, Editor-in-Chief, International Business Press (IBP), New York, London, Melbourne (Australia) and Executive Editor, The Haworth Book Series in International Business

**PANELISTS:**

1. Kip Becker, Boston University, Journal of Transnational Management
2. Yahia Zoubir, Global Business and Organizational Excellence
3. Robert W. McGee, Barry University, Journal of Accounting, Ethics & Public Policy; Commentaries on Law & Public Policy; Commentaries on the Law of Accounting & Finance; and Commentaries on Law & Economics

4. Riad A. Ajami, Asia-Pacific Journal of Business
  5. Richard Alan Nelson, Louisiana State University, Journal of Promotion Management and Journal of Website Promotion
  6. Erdener Kaynak, Pennsylvania State University at Harrisburg, Journal of Global Marketing, Journal of International Consumer Marketing, Journal of Teaching in International Business, Journal of International Food and Agribusiness Marketing, Journal of Euro-Marketing, Journal of East-West Business
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**RECEPTION AT MAASTRICHT CITY HALL**

**18:00 – 19:30**

**(Sponsored by the City of Maastricht)**

**Congregate at MSM Lobby at 17:40**

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**Friday, July 6, 2007**

**CONGRESS REGISTRATION**

**Location: MSM Ground Floor (048)**

**9:00 – 17:00**

**CONCURRENT SESSIONS**

**9:00 – 10:30**

**11:00 – 12:30**

**14:00 – 15:30**

**16:00 – 17:30**

**Sessions are Held at**

First Floor (123) (125) (147) (149)

Second Floor (223) (225)

**COFFEE BREAKS**

**10:30 – 11:00**

**15:30 – 16:00**

**(Sponsored by Thomson Learning Publishers and Maastricht School of Management)**

**LUNCH BREAK**

**12:30 – 14:00**

**(NH-Hoteles Maastricht)**

**CONGRESS BANQUET/AWARD CEREMONIES**

**Location: Erenstein Castle in Kerkrade**

**18:30 – 23:00**

**MASTER OF CEREMONIES  
Richard Alan Nelson**

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**AWARD CEREMONIES  
BEST PAPER AWARDS  
IMDA INTERNATIONAL BUSINESSPERSON OF THE YEAR AWARD  
DOOR PRICES AND BOOK DRAWS  
ENTERTAINMENT AND CULTURAL PERFORMANCES**

**STATE OF THE ASSOCIATION ADDRESS  
Presented by Richard Alan Nelson, President of the IMDA**

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**CONCURRENT SESSIONS  
Location: Maastricht School of Management  
Friday, July 6, 2007  
9:00 – 10:30**

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**II.1: Company Internationalization: Global Perspectives  
Location: MSM First Floor (123)**

**CHAIR :** Anatoly Zhuplev, Loyola Marymount University, U.S.A.

**SPEAKERS :**

Globalization of Research and Development

*Salih Çevikarslan, Istanbul Technical University, Turkey*

Internationalization and The Use of ICTs

*Gerard L. Danford, Helia University of Applied Sciences, Finland*

Internationalization of Menus: The Case of Lebanese Restaurant

*Said Ladki, Lebanese American University, Lebanon*

*Georges Tamer, Lebanese American University, Lebanon*

*Amer Madi, Lebanese American University, Lebanon*

Transferability of the Japanese Management Systems Overseas: A Theoretical Jungle

*Kodo Yokozawa, Twente University, The Netherlands*

*Erik J. de Bruijn, Twente University, The Netherlands*  
*Harm-Jan Steenhuis, Twente University, The Netherlands*  
*Sirp de Boer, Twente University, The Netherlands*

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**II.2: Consumer Behavior: Cross-Cultural/National Issues**  
**Location: MSM First Floor (125)**

**CHAIR :** Patrick Poon, Lingnan University, Hong Kong

**SPEAKERS :**

Behavior Patterns and Ownership in Youth Segment: An Investigation on Mobile Phone Technology Sector in Turkey

*Elvin Yelgeçen, Istanbul Bilgi University, Turkey*  
*Burcu Keskin, Istanbul Bilgi University, Turkey*

Consumer Susceptibility to Interpersonal Influences and Shopping Involvement - A Correlation Analysis Study

*Sio-Wang Ng, Macao Polytechnic Institute, Macau*

Consumers in Search of Their Cultural Heritage

*Dale W. Russell, Auckland University of Technology, New Zealand*

Content Analysis of Web Site as the Communication Medium: Does the Culture Matter?

*Nimet Uray, Istanbul Technical University, Turkey*  
*Ozge Eldas, Istanbul Technical University, Turkey*  
*Sebnem Burnaz, Istanbul Technical University, Turkey*

The Influence of Gender in the Acquisition of Cellular Products and Services on Tertiary Students

*Gap Drotsky, Tshwane University of Technology, South Africa*

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**II.4: Cross National/Cultural Marketing and Communication**  
**Location: MSM First Floor (149)**

**CHAIR :** Kamal George Darouni, University of Notre Dame, Lebanon

**SPEAKERS :**

Cross-Cultural Analysis of Online Shopping Behaviors

*Ugur Yucelt, Penn State University at Harrisburg, U. S. A.*  
*Talha Harcar, Penn State University at Beaver, U. S. A.*

Cultural Analysis of Thailand and Its Implications for Implementation of Balanced Scorecard

*Budsakorn Watcharasriroj, National Institute of Development Administration,*

Cultural Impacts on Global Business: Cultural Differences as Communication Resources  
*Tuğba Kalafatoğlu, Tuğba Kalafatoğlu & Associates, Turkey*

Culture Shift at Ducati Motorcycles: A Qualitative Case Study  
*Marc Porter, IPAG Business School, France*  
*Maktoba Omar, Napier University Business School, United Kingdom*

The influence of Reference Groups on Food Purchase Decision-Making by Child Consumers of 6, 8 and 12 Years From Different Social Classes in Emerging Markets: The Case of  
*Aartie A. Rambaran, FHR Institute for Social Studies, Suriname*  
*Arthur Sybrandy Arthur Sybrandy, Maastricht School of Management, The Netherlands*  
*Ronald S. J. Tuninga, Maastricht School of Management, The Netherlands*

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**Coffee Break: 10:30 – 11:00 At Business Lounge, First Floor (106)**

**CONCURRENT SESSIONS**

**Friday, July 6, 2007**

**11:00 – 12:30**

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**II.5: Current Issues in Transition Economies**

**Location: MSM First Floor (123)**

**CHAIR :** Dana Nicoleta Lascu, University of Richmond, U.S.A

**SPEAKERS :**

Children's Attitude toward TV Advertisements in Pakistan

*Muhammad Shahbaz Shabbir, University Malaya Kuala Lumpur, Malaysia*

*Mohd Nazari Ismail, University Malaya Kuala Lumpur, Malaysia*

*Hafiz Faiz-ul-Hassan, University Malaya Kuala Lumpur, Malaysia*

*Shabana Irfan, University Malaya Kuala Lumpur, Malaysia*

Comparison of Salary System in International Companies, and Polish Companies of Traditional Industry

*Michael Teczke, AGH University of Science and Technology, Poland*

*Monika Sady, Cracow Universty, Poland*

Determinants of Corporate Pricing Strategies: A Case from Suriname

*Baptist F. Dynaida, United Suriname Steel Company, Suriname*

*Eno L. Inanga, Maastricht School of Management, The Netherlands*

Diversification and Corporate Performance in China: An agency Theory Perspective  
*Xiaorong Li, Nanjing University, People's Republic of China*  
*Kami Rwegasira, Maastricht School of Management, The Netherlands*

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**II.6:E-Commerce and Technology Management**  
**Location: MSM First Floor (125)**

**CHAIR :** Riad A. Ajami, University of North Carolina at Greensboro, U.S.A

**SPEAKERS :**

Analysis of Online Information Source Usage: A Comparison of Light users and Heavy Users  
*Gonca Ulubasoglu, Istanbul Technical University, Turkey*  
*Nimet Uray, Istanbul Technical University, Turkey*

Auditors and IT Support

*Mohamed A. Wahdan, Menoufia University, Egypt*  
*Pieter Spronck, Universiteit Maastricht, The Netherlands*  
*Hamdi F. Ali, Maastricht School of Management, The Netherlands*  
*Eddy Vaassen, Universiteit Maastricht, The Netherlands*  
*van den Herik H. Jaap, Universiteit Maastricht, The Netherlands*

Customers Perceptions towards the Adoption of Electronic Banking in Pakistan

*Muhammad Shahbaz Shabbir, University Malaya Kuala Lumpur, Malaysia*  
*Ahmad Kaleem, University Malaya Kuala Lumpur, Malaysia*  
*Mohd Nazari Ismail, University Malaya Kuala Lumpur, Malaysia*  
*Shabana Irfan, University Malaya Kuala Lumpur, Malaysia*

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**II.7:Entrepreneurship and Small Business Development in Global Contexts**  
**Location: MSM First Floor (147)**

**CHAIR :** Jan Nowak, Central European University, Hungary

**SPEAKERS :**

Manufacturing Practices and Performance: A Comparative Study of European SMEs  
*Seán de Búrca, University College Dublin, Ireland*  
*Brian Fynes, University College Dublin, Ireland*  
*Evelyn Roche, Waterford Institute of Technology, Ireland*

Micro-Financing

*Mehdi Hojjat, Neumann College, U.S.A.*

Offshore IT Outsourcing Proposition: Malta and its IT SME Vendors

*Keith Cilia De Bono, Maastricht School of Management, The Netherlands*  
*Dragan Nikolic, Maastricht School of Management, The Netherlands*

Planning To Plan

*Nikolai Wasilewski, Pepperdine University, U. S. A.*

*Kurt Motamedi, Pepperdine University, U. S. A.*

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## **II.8:Global Business in Africa and the Middle East**

**Location: MSM First Floor (149)**

**CHAIR :** Marios I. Katsioloudes, American University of Sharjah, United Arab Emirates

**SPEAKERS :**

The Competitive Positions of the 1000 Major Industrial Enterprises in Turkey

*Tuğba A. Karabulut, Istanbul Commerce University, Turkey*

Turkey's Machinery and Equipment Sector from the Perspective of Finnish Investors

*Valtteri Kaartemo, Turku School of Economics, Finland*

Involvement in Technological Convergence of Information and Communication Technologies (ICT)

*Arzu Karaman, Yildiz Technical University, Turkey*

A Study About the Relationships between Being Market Maven and Buying Decision Difficulty Factors

*Ömer Torlak, Eskişehir Osmangazi University, Turkey*

*Müjdat Özmen, Eskişehir Osmangazi University, Turkey*

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**Lunch Break at NH-Hoteles Maastricht**

**12:30 – 14:00**

**CONCURRENT SESSIONS**

**Friday, July 6, 2007**

**14:00 – 15:30**

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## **II.9:Global Business in Asia**

**Location: MSM First Floor (123)**

**CHAIR :** My-van Tran, University of South Australia, Australia

**SPEAKERS :**

Objectives and Obstacles to Innovation in Chinese Manufacturing Firms

*Ludovico Alcorta, Maastricht School of Management, The Netherlands*

*Branka Urem, UNU-MERIT, The Netherlands*  
*An Tongliang, Nanjing University, People's Republic of China*

Perceived Quality Level of Locally Branded Computers versus Foreign Branded Computers:  
Study Notebook Computers in Bangkok  
*Sanpet Panusbordee, Bangkok University, Thailand*

Survey Participation and Response Rates: A Cross-Cultural Comparison  
*Patrick Poon, Lingnan University, Hong Kong*  
*Felicitas Evangelista, University of Western Sydney, Australia*  
*Gerald Albaum, The University of New Mexico, U. S. A.*

The Adoption of 3G Mobile Services: An Exploratory Study in France and China  
*Lei Tang, ESC Rennes School of Business, France*

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## **II.10:Global Business in Europe**

### **Location: MSM First Floor (125)**

**CHAIR :** Nimet Uray, Istanbul Technical University, Turkey  
**SPEAKERS :**

SME Export Performance: Does Ownership Matter?  
*Jorma Larimo, University of Vaasa, Finland*

Sustainable Green Marketing in SMEs  
*Maarit Pallari, MTT, Finland*

The Biological and Business Systems- Methodological Problems of Comparison  
*Dominika Salwa, Cracow University of Economics, Poland*

The Ethics of Tax Evasion: A Survey of Estonian Opinion  
*Robert W. McGee, Barry University, U. S. A.*  
*Jaan Alver, Tallinn University of Technology, Estonia*  
*Lehte Alver, Tallinn University of Technology, Estonia*

The Role of Experience and Perceived Uncertainty in Operation Mode Choice: Case of  
Finnish Firms in Asia.  
*Minnie Kontkanen, University of Vaasa, Finland*

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**II.11:Global Destination Tourism**  
**Location: MSM First Floor (147)**

**CHAIR :** Said Ladki , Lebanese American University , Lebanon

**SPEAKERS :**

Constructing the Country Brand Equity Model for Tourism Development

*Erdener Kaynak, Lingnan University, Hong Kong*

*Simon Kwai-ming Mak, City University of Hong Kong, Hong Kong*

Increasing the Performance of the Hotels by Considering Their Supply Chain Activities:  
Evidence from North Cyprus Tourism Sector

*Ali Ozturen, Cyprus International University, North Cyprus*

*Güven Sevil, Anadolu University, Turkey*

Restraints on Business Management: Government Intrusion by Way of Socio-Political  
Engineering

*Johan D. Coetzer, Tshwane University of Technology, South Africa*

The Relation between Government Expenditures and Economic Growth in Thailand

*Tantatape Brahmasrene, Purdue University North Central, U. S. A.*

*Komain Jiranyakul, National Institute of Development Administration, Thailand*

The Role of Communication Channels on Students' Destination Choice

*Hakan Yilmaz, Anadolu University, Turkey*

*Bülent Batmaz, Anadolu University, Turkey*

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**II.12:Consumer Behavior and Relationship Marketing**  
**Location: MSM First Floor (149)**

**CHAIR :** Budsakorn Watchasriroj, National Institute of Development Administration,

**SPEAKERS :**

Brand Equity and Culture: A Multinational Study

*Erdener Kaynak, Pennsylvania State University at Harrisburg, U. S. A.*

*Ulla Hakala, Turku School of Economics, Finland*

*Zsuzsanna Vincze, Turku School of Economics, Finland*

Main Drivers for Consumer Loyalty to the Egyptian Mobile Service Providers

*Ghada Adel Zaki, Vodafone Egypt, Egypt*

Power and Dependence Perspectives on Outsourcing Decisions

*Marjole Caniels, Open University of the Netherlands, The Netherlands*

*Adriaan Roeveld, NS Commercie, Business Development, The Netherlands*  
*Semeijn Janjaap, Open University of the Netherlands, The Netherlands*

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**Coffee Break: 15:30 – 16:00**  
**Business Lounge, First Floor (106)**

**CONCURRENT SESSIONS**  
**Friday, July 6, 2007**  
**16:00 – 17:30**

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**II.13:Global Business Communication**  
**Location: MSM First Floor (123)**

**CHAIR :** Carol Ann Hackley, University of the Pacific, U.S.A.

**SPEAKERS :**

Advertising Media Planning, Buying and Selling in an Open Economy  
*Rotimi Williams Olatunji, Lagos State University, Nigeria*

Anti-Americanism and Movie Consumption: An Empirical Investigation in France  
*Dale W. Russell, Auckland University of Technology, New Zealand*

Decision Styles of Pakistani Managers in Telecommunication Sector  
*Muhammad Shahbaz Shabbir, University Malaya, Malaysia*

Embeddedness in Network Organizations in Television Content Production Industry: An Empirical Study in Turkey  
*Fatih Semerciöz, Istanbul University, Turkey*  
*Özgür Kökalan, Istanbul Bilgi University, Turkey*  
*Karmen Muratoglu, Istanbul Bilgi University, Turkey*

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**II.14:Global Entrepreneurship and Small Business Development**  
**Location: MSM First Floor (125)**

**CHAIR :** Michael V. Laric, University of Baltimore, U.S.A

**SPEAKERS :**

An Empirical Approach for Determining and Evaluating Risks Inherent to Project Management

*Ahmed Al Badah, Kuwait Oil Tanker Company, Kuwait*

*Hassan Al Zubaidi, Kuwait Maastricht Business School, Kuwait*

Effect of the Application of Extranet Systems on Competitive Advantage of Enterprises in

Poland

*Michal Patkaniowski, Cracow University of Economics, Poland*

*Janusz Teczek, Cracow University of Economics, Poland*

The Effects of Technological Innovations on Strategic Human Resources Practices

*Nazlihan Ugur, Istanbul Technical University, Turkey*

*İdil V. Evcimen, Istanbul Technical University, Turkey*

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## **II.15:Information and Communications Technologies (ICT's) in the**

**Location: MSM First Floor (147)**

**Special Panel**

**CHAIR :** Gerard Danford, HAAGA-HELIA University, Finland

**SPEAKERS :**

Information and Communications Technologies (ICTs) in the Netherlands: Connecting Knowledge and Business

*Alard Weisscher, Vodafone Group R&D Center, The Netherlands*

*Jan Baggen, CADAC Group, The Netherlands*

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## **II.16:International Banking and Commerce**

**Location: MSM First Floor (149)**

**CHAIR :** Geoff A. Goldman , University of Johannesburg, South Africa

**SPEAKERS :**

Analysis of Noise-Traders (A CAPM Approach) Karachi Stock Exchange(1999-2004)

*Nasir Mahmood, Quaid-I-Azam University, Pakistan*

*Muhammad Shahbaz Shabbir, University Malaya, Malaysia*

*Ahmed Kaleem, Lahore School of Economics, Pakistan*

Efficient Market Hypothesis and Concentration of Investment (A CAPM Approach) Karachi Stock Exchange(1999-2004)

*Nasir Mahmood, Quaid-I-Azam University, Pakistan*

*Muhammad Shahbaz Shabbir, University Malaya, Malaysia*

Identifying Critical Time-Overrun and Cost-Overrun Risk Factors in Kuwait's Construction Projects

*Srou Al Otaibi, Kuwait Maastricht Business School KMBS, Kuwait*

*Hassan Al Zubaidi, Kuwait Maastricht Business School KMBS, Kuwait*

Modelling Equity Shares of LQ45 Companies Quoted at the Jakarta Stock Exchange  
*Totok Sugiharto, Maastricht School of Management, The Netherlands*  
*Eno L. Inanga, Maastricht School of Management, The Netherlands*  
*Roy Sembel, Christian University of Indonesia, Indonesia*

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**Saturday, July 7, 2007**

**CONGRESS REGISTRATION**

**Location: MSM Ground Floor (048)**

**9:00 – 17:00**

**CONCURRENT SESSIONS**

**9:00 – 10:30**

**11:00 – 12:30**

**14:00 – 15:30**

**16:00 – 17:30**

**Sessions at Held at**

First Floor (123) (125) (147) (149)

Second Floor (223) (225)

**COFFEE BREAKS**

**10:30 – 11:00**

**15:30 – 16:00**

**(Sponsored by Maastricht School of Management)**

**Location: Business Lounge, First Floor (106)**

**LUNCH BREAK**

**12:30 – 14:00**

**(NH-Hoteles Maastricht)**

**EVENING PROGRAM**

**DINNER RECEPTION AT SCHINVEIDER HOEVE IN SCHINVEID**

**18:30 – 23:00**

**CONCURRENT SESSIONS**

**Location: Maastricht School of Management**

**Saturday, July 7, 2007**

**9:00 – 10:30**

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### **III.17:Global Management Development**

**Location: MSM First Floor (123)**

**CHAIR :** Fred Robins, University of Adelaide, Australia

**SPEAKERS :**

A Conceptual Framework for Business Incubators' Performance Assessment: Incorporating Effectiveness with Development Efficiency

*Michael V. Laric, University of Baltimore, U. S. A.*

Currency Risk Management in the Public Sector: A Study of the U.S. Agency for International Development

*Anand Krishnamoorthy, Troy University Atlantic, U. S. A.*

*David Shetterly, Troy University Atlantic, U. S. A.*

Development of New Supply Chains: Insights from Strategic Niche Management

*Marjolein Caniels, Open University of the Netherlands, The Netherlands*

*Janske van Eijck, Diligent Tanzania Ltd., Tanzania*

*Henny A. Romijn, Eindhoven University of Technology (TUE), The Netherlands*

Strategic Reorientation of Industrial R&D towards Commercial Objectives

*Jacques W. Brook, Maastricht School of Management, The Netherlands*

*Erik J. de Bruijn, Twente University, The Netherlands*

*Edward F. McDonough III, Northeastern University, U. S. A.*

The African Union: Pipe Dream or Pragmatism?

*Geoff A. Goldman, University of Johannesburg, South Africa*

*Mohammed Kara, University of Johannesburg, South Africa*

*Anoosha Makka, University of Johannesburg, South Africa*

*John Luiz, University of Johannesburg, South Africa*

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### **III.18:Global Marketing Management and Strategy**

**Location: MSM First Floor (125)**

**CHAIR :** Peter Zettinig, Victoria University of Wellington, New Zealand

**SPEAKERS :**

An Exploratory Study About Consumers' Responses to Functional Foods in Turkey

*Sevgi Ayse Ozturk, Anadolu University, Turkey*

*Tugba Kilicer, Anadolu University, Turkey*

*Burak Taylan, Anadolu University, Turkey*

Brand Origin Recognition Accuracy: Perspectives from Emerging Markets

*Dana Lascu, University of Richmond, U. S. A.*

*Zeynep F. Bilgin, Marmara University, Turkey*  
*Gerhard A. Wührer, Johannes Kepler University, Austria*

Branding in an International Market

*Oded Lowengart, Ben Gurion University, Israel*  
*S. Ghose, Ben Gurion University, Israel*

Combining Advertising and Promotions: Recent Research in Promotional Products

*Richard Alan Nelson, Louisiana State University, U. S. A.*

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### **III.19: Models for Preparing Globally Competent Graduates**

**Location: MSM First Floor (147)**

**Special Panel**

**CHAIR :** Mohamed S. Latib, DeSales, U.S.A

**SPEAKERS :**

Models for Preparing Globally Competent Graduates

*Mohamed Latib, Desales University, U. S. A.*  
*Galen Godbey, Desales University, U. S. A.*  
*Tahereh Alavi Hojjat, Desales University, U. S. A.*  
*Mihaela Dinu, Romanian American University, Romania*

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### **III.20: Global Trade Development in Transition Economies**

**Location: MSM First Floor (149)**

**CHAIR :** Jan Napoleon Saykiewicz, Duquesne University, U.S.A

**SPEAKERS :**

Gaining Competitive Advantage by Technological Innovation in Emerging Countries; Nature or Nurture for Suriname?

*W. Jansze, FHR Institute of Social Studies, Suriname*  
*D. Lahiri, Maastricht School of Management, The Netherlands*  
*Ronald S. J. Tuninga, Maastricht School of Management, The Netherlands*

Real Estate Market in Russia: Factors, Trends and European Comparisons

*Elizaveta Silvestrova, Academy of National Economy Named after Plekhanov,*  
*Anatoly Zhuplev, Loyola Marymount University, U. S. A.*

Strategies of Companies in the Conditions of Globalization and Economic Transformation - the Example of Poland

*Halina Łyszczarz, Cracow University of Economics, Poland*  
*Piotr Bula, Cracow University of Economics, Poland*

The Agreement on Technical Barriers to Trade: Is It Working for Business?

*David Hanson, Duquesne University, U. S. A.*

*Jan Napoleon Saykiewicz, Duquesne University, U. S. A.*

Transition and the Evolution of Distribution Channels in Poland

*Grzegorz Karasiewicz, Warsaw University, Poland*

*Jan Nowak, Central European University, Hungary*

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**Coffee Break: 10:30 – 11:00**  
**Business Lounge, First Floor (106)**

**CONCURRENT SESSIONS**

**Saturday, July 7, 2007**

**11:00 – 12:30**

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**III.21:Global Training and Development**

**Location: MSM First Floor (123)**

**CHAIR :** Berrin Guner, Rowan University, U.S.A

**SPEAKERS :**

A Down to Earth Needs Assessment of International Managers for Global Sourcing and Global Effectiveness

*Abdul Hamid Khan, Our Lady of the Lake University, U. S. A.*

Assessing Program and Image Issues in Higher Education

*Werner Soontiens, Curtin University of Technology, U. S. A.*

Assessing Program and Image Issues in Higher Education: a South-African United States Perspective

*Johan de Jager, Tshwane University of Technology, South Africa*

*Thérèse du Plooy, Tshwane University of Technology, South Africa*

Intention of Student Attrition and Retention in Distance Learning in the Kingdom of Saudi Arabia

*Manal Ibrahim, Maastricht School of Management, The Netherlands*

*Kami Rwegasira, Maastricht School of Management, The Netherlands*

*Ahmed Taher, The American University in Cairo, Egypt*

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**III.22:Globalization and Development**  
**Location: MSM First Floor (125)**

**CHAIR :** Yahia Zoubir, EUROMED Marseille, France

**SPEAKERS :**

Business, State and Market in the Greater Caribbean

*Samson Igbinosa, Pace Charles International Company, Nigeria*

*Aisha Abdussalam, Pace Charles International Company, Nigeria*

Global Integration and Human Resource Management in Vietnam

*Quang Truong, Maastricht School of Management, The Netherlands*

*Beatrice van der Heijden, Maastricht School of Management, The Netherlands*

Global Public Relations Faces Challenges and Opportunities

*Carol Ann Hackley, University of the Pacific, U. S .A.*

*Qingwen Dong, University of the Pacific, U. S. A.*

*Timothy L. Howard, California State University, U. S. A.*

Petrodollars, Globalization and US Inflation

*Tahereh Alavi Hojjat, Desales University, U. S. A.*

Virtual Global Teams: Trends and Challenges

*Dalia Rachman-Moore, The School of Business Administration, Israel*

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**III.23:Global Human Resources Development Practices**  
**Location: MSM First Floor (147)**

**CHAIR :** Beatrice van der Heijden, Maastricht School of Management, The Netherlands

**SPEAKERS :**

Managing Strategic Logistics Partnerships with Total Relationship Management (TRM)

*Idil Altiparmakogullari, Celal Bayar University, Turkey*

*Cengiz Yilmaz, Celal Bayar University, Turkey*

*Zumrut Sati, Celal Bayar University, Turkey*

Racial Inequalities in Reliability and Responsive Health Care Services in South-Africa

*Johan de Jager, Tshwane University of Technology, South Africa*

*Thérèse du Plooy, Tshwane University of Technology, South Africa*

Strategies for Entering and Competing in the Emerging Phase of the Industry Life Cycle: A Three-Factor Model

*Dimitris Manolopoulos, American College of Greece, Greece*

*Christodoulos Soulis, Erasmus University Rotterdam, The Netherlands*

Testing the Importance of Flexible Working Arrangements and Barriers to Their Use

*Katie Ziemer, Eagle's Flight, Guelph, Canada*

*Elliot Wood, The University of Western Australia, Australia*

The Nature of Engineering Work in Innovation Activities

*Salih Çevikarslan, Istanbul Technical University, Turkey*

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### **III.24:Export Performance and Development**

**Location: MSM First Floor (149)**

**CHAIR :** Kami Rwegasira, Maastricht School of Management, The Netherlands

**SPEAKERS :**

Application of Kraljic's purchasing portfolio matrix in an undeveloped logistics infrastructure  
- the Staatsolie Suriname Case

*Cees J. Gelderman, Open University of the Netherlands, The Netherlands*

*Dennis Richenel Mac Donald, State Oil Company of Suriname (, Suriname*

Patent Management in Open Innovation Systems

*A.J. Snyman, Tshwane University of Technology, South Africa*

*J. P. Grundling, Tshwane University of Technology, South Africa*

*Lizl Steynberg, Tshwane University of Technology, South Africa*

The Effects of Expert Support on Farmers' Income: A Survey Analysis

*Abdulkadir Civan, Fatih University, Turkey*

*Nizamettin Bayyurt, Fatih University, Turkey*

*Vildan Serin, Fatih University, Turkey*

The Impact of Industry Characteristics on Export Performance: A Three Country Study of  
Manufacturing Firms

*Berrin Guner, Rowan University, U. S. A.*

*JooH Lee, Rowan University, U. S. A.*

*Harold Lucius, Rowan University, U. S. A.*

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**Lunch Break at NH-Hoteles Maastricht**

**12:30 – 14:00**

**CONCURRENT SESSIONS**

**Saturday, July 7, 2007**

**14:00 – 15:30**

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### **III.25:International Business Competitiveness**

**Location: MSM First Floor (123)**

**CHAIR :** Hamdi F. Ali, Maastricht School of Management, The Netherlands

**SPEAKERS :**

Does Industry Structure Created by Industrial Policies Matter on Firms Performance?

*Feng-Jyh Lin, Feng Chia University, Taiwan*

*Yi-Hsin Lin, National Cheng Kung University, Taiwan*

Effectiveness of Consultancy Services: A Study in the Turkish Manufacturing Companies

*Sitki Gozlu, Istanbul Technical University, Turkey*

*Secil Guvel, Istanbul Technical University, Turkey*

*Oksan Imamoglu, Istanbul Technical University, Turkey*

Measuring Risk for Asset Allocation: The Influence of Higher Moments of the Return Distribution on CVaR

*Gyöngyi Bugár, University of Pécs, Hungary*

Network Structure of International Technology Diffusion: A Network Analysis Approach

*Hsin-Yu Shih, National Chi Nan University, Taiwan*

*Steven Tung-lung Chang, Long Island University, U. S. A*

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### **III.26:International Business Development in Eastern, Central Europe, and**

**Location: MSM First Floor (125)**

**CHAIR :** Jorma Antero Larimo , University of Vaasa, Finland

**SPEAKERS :**

Georgian Consumers' Evaluation of Products Sourced from European Union Member Countries

*Ali Riza Apil, International Black Sea University, Georgia*

*Erdener Kaynak, The Pennsylvania State University at Harrisburg, U. S. A.*

Pan Arab Advertising-Practices for Better Communications in the Mena Region

*Kamal G. Darouni, Notre Dame University, Lebanon*

Poland's Investment Development Path and Industry Structure of FDI Inflows and Outflows

*Marian Gorynia, Poznan University of Economics, Poland*

*Jan Nowak, Central European University, Hungary*

*Slawomir Wolniak, Warsaw University, Poland*

Taiwanese Strategies for Motivating Russian Distributors: Manipulating Channel Power and Channel Conflicts

*Soo-May Cheng, Institute For Tourism Studies, Macau*

*Wen-Shinn Low, Ching Yun University, Taiwan*

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### **III.27:International Business Teaching**

**Location: MSM First Floor (147)**

**CHAIR :** Ronald Tuninga, Maastricht School of Management, The Netherlands, The

**SPEAKERS :**

Does Education Improve Ethical Attitudes?

*Ece Erdener, Izmir University of Economics, Turkey*

*Yasemin Zengin, Izmir University of Economics, Turkey*

*Turgut Var, Izmir University of Economics, Turkey*

Individual Experiences of A Merger: The Case of The University of Johannesburg

*Geoff A. Goldman, University of Johannesburg, South Africa*

Neo-Liberalism and Neo-Islamism: Critical Analysis of Demagogue

*Sheila Osmanovic, The Muslim College, United Kingdom*

Selecting an Institution of Higher Education: A South African Case

*J. P. Grundling, Tshwane University of Technology, South Africa*

*Lizl Steynberg, Tshwane University of Technology, South Africa*

*J. W. de Jager, Tshwane University of Technology, South Africa*

*F. Ekwulugo, Tshwane University of Technology, United Kingdom*

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### **III.28:International Finance, Banking, and Risk Management**

**Location: MSM First Floor (149)**

**CHAIR :** Gyongyi Bugar, University of Pecs, Hungary

**SPEAKERS :**

Reducing Risk in Foreign Market Entry Strategies: Standardisation versus Modification

*Maktoba Omar, Napier University Business School, United Kingdom*

*Marc Porter, IPAG Business School, France*

Reforms of Corporate Governance in Malaysia

*LooSee Beh, University of Malaya, Malaysia*

The Role of Venture Capital in International New Ventures

*Peter Zettinig, Victoria University of Wellington, New Zealand*

Towards Explaining Nigerian Banking Financial Failure  
*Jonathan Njoku, Nigeria*

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**CONCURRENT SESSIONS**  
**Saturday, July 7, 2007**  
**16:00 – 17:30**

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**III.29: Managing the Global Marketplace**  
**Location: MSM First Floor (123)**

**CHAIR :** Jaan Alver, Tallinn University of Technology, Estonia

**SPEAKERS :**

The Implications of Postmodern Paradigm in Global Management and International Strategies

*Dimitris Manolopoulos, American College of Greece, Greece*

*Michael Chasiotis, American College of Greece, Greece*

The Investigation of Side-Bet Theory With Organizational Commitment

*Sebnem Aslan, Selçuk University, Turkey*

*Ahmet Diken, Selçuk University, Turkey*

Theoretical Framework for Incubator Performance Assessment: Incorporating Effectiveness with Development Efficiency

*Michael V. Laric, University of Baltimore, U. S. A.*

Vietnam and WTO Membership Implications

*Tran My Van, University of South Australia, Australia*

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**III.30: Global Investment**  
**Location: MSM First Floor (125)**

**CHAIR :** Richard Alan Nelson, Louisiana State University, U.S.A

**SPEAKERS :**

Evaluating Country Decision Factors of Global Sourcing of Textile and Clothing Industry in Post-Quota Era: Analytic Hierarchy Process Approach

*Man-chong Wong, The Hong Kong Polytechnic University, Hong Kong*

*Au Kin Fan, The Hong Kong Polytechnic University, Hong Kong*

Foreign Direct Investment and Associated Trade: Ethanol From Latin America to Asia Pacific

*Jorge Torres-Zorrilla, Pontificia Universidad Catolica del Peru, Peru*

*Arnoldo Rozenberg, Pontificia Universidad Catolica del Peru, Peru*

Foreign Parent Strategies, Control, and International Joint Venture Performance  
*Huu Le Nguyen, University of Vaasa, Finland*  
*Jorma Larimo, University of Vaasa, Finland*

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**III.31:Organizational Development and Business Enterprises**  
**Location: MSM First Floor (147)**

**CHAIR :** Tugba Kalafatoglu, Tugba Kalafatoglu & Associates, Turkey  
**SPEAKERS :**

Dialogue, Stakeholder Engagement and the BOP Message  
*Joop Remme, Maastricht School of Management, The Netherlands*

Gender and Social Capital: Emerging Publics and Practitioner Preferences  
*William W. Kennan, Radford University, U. S. A.*  
*Vincent Hazleton, Radford University, U. S. A.*  
*Hillary Fussell, University of South Carolina, U. S. A.*  
*Jill Harrison-Rexrode, Virginia Technological University, U. S. A.*

How Do Extra-Role Behaviors Affect Salespeople Performance? An Empirical Examination  
*Umut Koc, Eskişehir Osmangazi University, Turkey*  
*Mahmut Paksoy, Istanbul University, Turkey*  
*Ömer Torlak, Eskişehir Osmangazi University, Turkey*

The Challenge of Low-cost Competitors  
*Fred Robins, University of Adelaide, Australia*

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**III.32:International Services Business**  
**Location: MSM First Floor (149)**

**CHAIR :** Ludo Alcorta, Maastricht School of Management, The Netherlands  
**SPEAKERS :**

Importance of Solid Waste Recycling for Organizations  
*Hakan Er, Akdeniz University, Turkey*  
*Sevgi Aydin Herguner, Akdeniz University, Turkey*

Service Quality in the Health Care Sector in an Emerging Market: The Case of Kuwaiti Hospitals  
*Hadi Salah Eddin Al Ghoul, Merck Sharp and Dohme, Kuwait*

*Nabil El-Hilali, Kuwait Maastricht Business School, Kuwait*  
*Ronald S. J. Tuninga, Maastricht School of Management, The Netherlands*

Skepticism Toward Health Claims in Advertisement: A Turkish Case

*Mine Oyman, Anadolu University, Turkey*

*Omer Kutlu, Anadolu University, Turkey*

*Hakan Yilmaz, Anadolu Univeristy, Turkey*

The Political Economy of Financial Systems

*Samson Igbiosa, Pace Charles International Company, Nigeria*

*Aisha Abdussallam, Pace Charles International Company, Nigeria*

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### **III.33: Social Responsibility and Turmoil in Turbulent International Location: MSM Second Floor (223)**

**CHAIR :** Eno Inanga, Maastricht School of Management, The Netherlands

**SPEAKERS :**

Capturing Behavioral Indicators for the Multiple-Jobs Competency Model of Egyptian Diplomats

*Nada Megahed Megahed, Maastricht School of Management, The Netherlands*

*Khaled Wahba, Regional IT Institute, Egypt*

*Beatrice I.J.M. van der Heijden, Maastricht School of Management, The*

*Mohamed Shaker, Regional IT Institute, Egypt*

Changing Motivation Patterns amongst Turkish Managers

*Gokhan N. Torlak, Fatih University, Turkey*

*Mustafa Dilber, Fatih University, Turkey*

*Can Balaban, Istanbul University, Turkey*

Corporate Governance in the Banking Sector- The Case of Commercial Banks in Rwanda

*Uwizeye Odette, School of Finance & Banking, Rwanda*

*Rwegasira Kami, Maastricht School of Management, The Netherlands*

*Hamdi Ali, Maastricht School of Management, The Netherlands*

Corporate Social Responsibility in the Middle East: The Case of the United Arab Emirates

*Marios I. Katsiolouides, American University of Sharjah, United Arab Emirates*

*Tor Brodtkorb, American University of Sharjah, United Arab Emirates*

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**III.34:Technology Transfer and Foreign Direct Investment**  
**Location: MSM Second Floor (225)**

**CHAIR :** Robert W. McGee, Barry University, U.S.A.

**SPEAKERS :**

Organizational Citizenship Behaviors in Relation to Perceived Supervisory Support and Job Performance

*Hülya Gündüz Çekmecelioğlu, Kocaeli University, Turkey*

Organizational Citizenship: A New Paradigm of Organizational Culture

*Victoria Miroshnik, University of Glasgow, Scotland*

Organizational Culture and Corporate Performance of Japanese Companies: A Theoretical Model

*Victoria Miroshnik, University of Glasgow, Scotland*

Positive Employee Attitudes in Sub-Saharan Africa: A Cross-cultural Empirical Study in South Africa, Nigeria, Kenya and Cameroon

*Serap Yanuz, Middlesex University Business School, United Kingdom*

*Terence Jackson, Middlesex University Business School, United Kingdom*

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**Sunday, July 8, 2007**

**Location: Business Lounge, First Floor (008)**

**09:00 – 10:00**

**COFFEE BREAKS**

**09:30 – 10:00**

**(Sponsored by Maastricht School of Management)**

**IMDA MEMBERSHIP MEETING (AGM)**

**Business Lounge, First Floor (106)**

**10:00 – 11:00**

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# **The Seventeenth Annual World Business Congress**

Preparations for the Seventeenth Annual World Business Congress have already started. The Congress is to be held either in early January of 2008 or mid-summer of 2008.

As in other Congresses, we are developing a number of interesting conference tracks and look forward to your contributions with papers, research-in-progress proposals and presentations, and special panels. If you are interested in becoming part of the 2008 Program as a Track Co-chair or would like to offer advice, please contact the IMDA Secretariat at [execdirector@imda.cc](mailto:execdirector@imda.cc)

## **IMDA HONORS**

**G. (GOSSE) BOXHOORN  
CHIEF EXECUTIVE OFFICER OF  
SOLLAND SOLAR ENERGY HOLDING B.V.**

**AS IMDA INTERNATIONAL BUSINESS PERSON OF THE YEAR RECIPIENT  
FOR THE YEAR 2007**

THE JOURNAL OF TRANSNATIONAL MANAGEMENT  
Editor: Kip Becker ([kbecker@bu.edu](mailto:kbecker@bu.edu))

The *Journal of Transactional Management* is the official journal of the International Management Development Association. In addition to receiving submissions from authors in nations with strong research records and abilities, the journal has, and will continue, to distinguish itself as a leader in providing editorial assistance to authors from developing nations. The journal has a dedicated editorial board that is multi-national in scope and prepared to provide the assistance needed to encourage authors from nations that are not the traditional contributors with their submissions in order to optimize the opportunity to authors in developing nations to present their management articles to an international audience. The journal, in addition to research publications, is interested in receiving media/book reviews. Information concerning the JTM relating to past volumes and submission information is available on the web site of the IMDA [www.imda.cc](http://www.imda.cc). Please feel free to contact me with questions concerning the JTM.

Over the past year and a half the journal has received articles from authors representing 16 different nations. In line with one of the journal's mission, that of assisting authors from developing nations, the IMDA should be proud that during this time frame articles have been published from turkey, China, , Hungary, Poland, Hong Kong, Fiji, Lebanon, Taiwan, Greece, Jordan and Qatar in addition to USA, Canada, Australia, UK, France, Spain, Italy, Netherlands, Germany, Italy and Greece which are more frequently represented. I have provided the title, country discussed, author and his/her nation of residence to provide a broad picture of the Journal's scope over the past year and a half.

## Presentation Schedule by Authors

Abdussalam	Aisha	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (125)
Abdussallam	Aisha	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (149)
Ajami	Riad A.	Thursday, July 5, 2007	14:00 PM	15:30 PM	MSM Conference Hall
Ajami	Riad A.	Thursday, July 5, 2007	16:00 PM	17:30 PM	MSM Conference Hall
Al Badah	Ahmed	Friday, July 6, 2007	16:00 PM	17:30 PM	MSM First Floor (125)
Al Ghouli	Hadi Salah Eddin	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (149)
Al Otaibi	Srouf	Friday, July 6, 2007	16:00 PM	17:30 PM	MSM First Floor (149)
Al Zubaidi	Hassan	Friday, July 6, 2007	16:00 PM	17:30 PM	MSM First Floor (125)
Al Zubaidi	Hassan	Friday, July 6, 2007	16:00 PM	17:30 PM	MSM First Floor (149)
Albaum	Gerald	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (123)
Alcorta	Ludovico	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (123)
Ali	Hamdi	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (125)
Ali	Hamdi	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM Second Floor (223)
Altiparmakogullari	Idil	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (147)
Alver	Lehte	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (125)
Alver	Jaan	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (125)
Apil	Ali Riza	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (125)
Arthur Sybrandy	Arthur Sybrandy	Friday, July 6, 2007	9:00 AM	10:30 PM	MSM First Floor (149)
Aslan	Sebnem	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (123)
Baggen	Jan	Friday, July 6, 2007	16:00 PM	17:30 PM	MSM First Floor (147)
Balaban	Can	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM Second Floor (223)
Batmaz	Bülent	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (147)
Bayyurt	Nizamettin	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (149)
Beck	Paul	Thursday, July 5, 2007	10:45 AM	12:30 PM	Provincial Government Buildings the Council Chamber
Becker	Kip	Thursday, July 5, 2007	16:00 PM	17:30 PM	MSM Conference Hall
Beh	LooSee	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (149)
Bilgin	Zeynep	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (125)
Boxhoorn,	Gosse	Thursday, July 5, 2007	10:45 AM	12:30 PM	Provincial Government Buildings the Council Chamber
Brahmasrene	Tantatape	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (147)
Brodtkorb	Tor	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM Second Floor (223)
Brook	Jacques	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (123)
Broos	Guus	Thursday, July 5, 2007	10:45 AM	12:30 PM	Provincial Government Buildings the Council Chamber
Bugár	Gyöngyi	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (123)
Bula	Piotr	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (149)
Burnaz	Sebnem	Friday, July 6, 2007	9:00 AM	10:30 PM	MSM First Floor (125)
Caniels	Marjolein	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (123)
Caniels	Marjole	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (149)
Çekmecelioğlu	Hülya Gündüz	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM Second Floor (225)
Çevikarslan	Salih	Friday, July 6, 2007	9:00 AM	10:30 PM	MSM First Floor (123)
Çevikarslan	Salih	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (147)
Chang	Steven Tung-lung	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (123)
Chasiotis	Michael	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (123)
Cheng	Soo-May	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (125)
Civan	Abdulkadir	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (149)

Coetzer	Johan	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (147)
Danford	Gerard	Friday, July 6, 2007	9:00 AM	10:30 PM	MSM First Floor (123)
Darouni	Kamal	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (125)
de Boer	Sirp	Friday, July 6, 2007	9:00 AM	10:30 PM	MSM First Floor (123)
De Bono	Keith Cilia	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (147)
de Bruijn	Erik	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (123)
de Bruijn	Erik	Friday, July 6, 2007	9:00 AM	10:30 PM	MSM First Floor (123)
de Búrca	Seán	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (147)
de Jager	Johan	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (123)
de Jager	Johan	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (147)
de Jager	J. W.	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (147)
Diken	Ahmet	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (123)
Dilber	Mustafa	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM Second Floor (223)
Dinu	Mihaela	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (147)
Dong	Qingwen	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (125)
Drotsky	Gap	Friday, July 6, 2007	9:00 AM	10:30 PM	MSM First Floor (125)
du Plooy	Thérèse	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (147)
du Plooy	Thérèse	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (123)
Dynaida	Baptist	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (123)
Ekwulugo	F.	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (147)
Eldas	Ozge	Friday, July 6, 2007	9:00 AM	10:30 PM	MSM First Floor (125)
El-Hilali	Nabil	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (149)
Er	Hakan	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (149)
Erdener	Ece	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (147)
Evangelista	Felicitas	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (123)
Evcimen	İdil	Friday, July 6, 2007	16:00 PM	17:30 PM	MSM First Floor (125)
Faiz-ul-Hassan	Hafiz	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (123)
Fan	Au Kin	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (125)
Fussell	Hillary	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (147)
Fynes	Brian	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (147)
Gelderman	Cees	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (149)
Ghose	S.	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (125)
Godbey	Galen	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (147)
Goldman	Geoff	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (123)
Goldman	Geoff	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (147)
Gorynia	Marian	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (125)
Gozlu	Sitki	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (123)
Grundling	J. P.	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (149)
Grundling	J. P.	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (147)
Guner	Berrin	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (149)
Guvel	Secil	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (123)
Hackley	Carol Ann	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (125)
Hakala	Ulla	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (149)
Hanson	David	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (149)
Harcar	Talha	Friday, July 6, 2007	9:00 AM	10:30 PM	MSM First Floor (149)
Harrison-Rexrode	Jill	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (147)
Hazleton	Vincent	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (147)
Herguner	Sevgi Aydin	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (149)
Hojjat	Tahereh Alavi	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (147)
Hojjat	Tahereh Alavi	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (125)

Hojjat	Mehdi	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (147)
Howard	Timothy	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (125)
Ibrahim	Manal	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (123)
Igbinosa	Samson	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (125)
Igbinosa	Samson	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (149)
Imamoglu	Oksan	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (123)
Inanga	Eno	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (123)
Inanga	Eno	Friday, July 6, 2007	16:00 PM	17:30 PM	MSM First Floor (149)
Irfan	Shabana	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (123)
Irfan	Shabana	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (125)
Ismail	Mohd Nazari	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (123)
Ismail	Mohd Nazari	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (125)
Jaap	van den Herik	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (125)
Jackson	Terence	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM Second Floor (225)
Janjaap	Semeijn	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (149)
Jansze	W.	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (149)
Jiranyakul	Komain	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (147)
Kaartemo	Valtteri	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (123)
Kalafatoğlu	Tuğba	Friday, July 6, 2007	9:00 AM	10:30 PM	MSM First Floor (149)
Kaleem	Ahmad	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (125)
Kaleem	Ahmed	Friday, July 6, 2007	16:00 PM	17:30 PM	MSM First Floor (149)
Kami	Rwegasira	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM Second Floor (223)
Kara	Mohammed	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (123)
Karabulut	Tuğba	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (149)
Karaman	Arzu	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (125)
Karasiewicz	Grzegorz	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (149)
Katsioloudes	Marios	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM Second Floor (223)
Kaynak	Erdener	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (149)
Kaynak	Erdener	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (147)
Kaynak	Erdener	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (125)
Kaynak	Erdener	Thursday, July 5, 2007	16:00 PM	17:30 PM	MSM Conference Hall
Kennan	William	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (147)
Keskin	Burcu	Friday, July 6, 2007	9:00 AM	10:30 PM	MSM First Floor (125)
Khan	Abdul Hamid	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (123)
Kilicer	Tugba	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (125)
Koc	Umut	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (147)
Kökalan	Özgür	Friday, July 6, 2007	16:00 PM	17:30 PM	MSM First Floor (123)
Kontkanen	Minnie	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (125)
Krishnamoorthy	Anand	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (123)
Kutlu	Omer	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (149)
Ladki	Said	Friday, July 6, 2007	9:00 AM	10:30 PM	MSM First Floor (123)
Lahiri	D.	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (149)
Laric	Michael	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (123)
Laric	Michael	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (123)
Larimo	Jorma	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (125)
Larimo	Jorma	Thursday, July 5, 2007	14:00 PM	15:30 PM	MSM Conference Hall
Larimo	Jorma	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (125)
Lascu	Dana	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (125)
Latib	Mohamed	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (147)
Latib	Mohamed A. S	Thursday, July 5, 2007	14:00 PM	15:30 PM	MSM Conference Hall

Lee	Jooh	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (149)
Li	Xiaorong	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (123)
Lin	Yi-Hsin	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (123)
Lin	Feng-Jyh	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (123)
Low	Wen-Shinn	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (125)
Lowengart	Oded	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (125)
Lucius	Harold	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (149)
Luiz	John	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (123)
Łyszczarz	Halina	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (149)
Mac Donald	Dennis	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (149)
Madi	Amer	Friday, July 6, 2007	9:00 AM	10:30 PM	MSM First Floor (123)
Mahmood	Nasir	Friday, July 6, 2007	16:00 PM	17:30 PM	MSM First Floor (149)
Mahmood	Nasir	Friday, July 6, 2007	16:00 PM	17:30 PM	MSM First Floor (149)
Mak	Simon Kwai-ming	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (147)
Makka	Anoosha	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (123)
Manolopoulos	Dimitris	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (147)
Manolopoulos	Dimitris	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (123)
McDonough III	Edward	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (123)
McGee	Robert W.	Thursday, July 5, 2007	14:00 PM	15:30 PM	MSM Conference Hall
McGee	Robert	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (125)
McGee	Robert W	Thursday, July 5, 2007	16:00 PM	17:30 PM	MSM Conference Hall
Megahed	Nada Megahed	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM Second Floor (223)
Miroshnik	Victoria	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM Second Floor (225)
Miroshnik	Victoria	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM Second Floor (225)
Motamedi	Kurt	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (147)
Muratoglu	Karmen	Friday, July 6, 2007	16:00 PM	17:30 PM	MSM First Floor (123)
My Van	Tran	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (123)
Nelson	Richard Alan	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (125)
Nelson	Richard Alan	Thursday, July 5, 2007	16:00 PM	17:30 PM	MSM Conference Hall
Ng	Sio-Wang	Friday, July 6, 2007	9:00 AM	10:30 PM	MSM First Floor (125)
Nguyen	Huu Le	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (125)
Nikolik	Dragan	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (147)
Nowak	Jan	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (149)
Nowak	Jan	Thursday, July 5, 2007	14:00 PM	15:30 PM	MSM Conference Hall
Nowak	Jan	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (125)
Odette	Uwizeye	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM Second Floor (223)
Olatunji	Rotimi Williams	Friday, July 6, 2007	16:00 PM	17:30 PM	MSM First Floor (123)
Omar	Maktoba	Friday, July 6, 2007	9:00 AM	10:30 PM	MSM First Floor (149)
Omar	Maktoba	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (149)
Osmanovic	Sheila	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (147)
Oyman	Mine	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (149)
Özmen	Müjdat	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (147)
Ozturen	Ali	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (147)
Ozturk	Sevgi Ayse	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (125)
Paksoy	Mahmut	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (147)
Pallari	Maarit	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (125)
Panusbordee	Sanpet	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (123)
Patkaniowski	Michal	Friday, July 6, 2007	16:00 PM	17:30 PM	MSM First Floor (125)
Poon	Patrick	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (123)
Porter	Marc	Friday, July 6, 2007	9:00 AM	10:30 PM	MSM First Floor (149)

Porter	Marc	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (149)
Rachman-Moore	Dalia	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (125)
Rambaran	Aartie	Friday, July 6, 2007	9:00 AM	10:30 PM	MSM First Floor (149)
Remme	Joop	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (147)
Robins	Fred	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (147)
Roche	Evelyn	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (147)
Roeveld	Adriaan	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (149)
Romijn	Henny	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (123)
Rozenberg	Arnoldo	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (125)
Russell	Dale	Friday, July 6, 2007	9:00 AM	10:30 PM	MSM First Floor (125)
Russell	Dale	Friday, July 6, 2007	16:00 PM	17:30 PM	MSM First Floor (123)
Rwegasira	Kami	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (123)
Rwegasira	Kami	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (123)
Sady	Monika	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (123)
Salwa	Dominika	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (125)
Sati	Zumrut	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (147)
Saykiewicz	Jan Napoleon	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (149)
Sembel	Roy	Friday, July 6, 2007	16:00 PM	17:30 PM	MSM First Floor (149)
Semerciöz	Fatih	Friday, July 6, 2007	16:00 PM	17:30 PM	MSM First Floor (123)
Serin	Vildan	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (149)
Sevil	Güven	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (147)
Shabbir	Muhammad Shahbaz	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (123)
Shabbir	Muhammad Shahbaz	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (125)
Shabbir	Muhammad Shahbaz	Friday, July 6, 2007	16:00 PM	17:30 PM	MSM First Floor (123)
Shabbir	Muhammad Shahbaz	Friday, July 6, 2007	16:00 PM	17:30 PM	MSM First Floor (149)
Shabbir	Muhammad Shahbaz	Friday, July 6, 2007	16:00 PM	17:30 PM	MSM First Floor (149)
Shaker	Mohamed	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM Second Floor (223)
Shetterly	David	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (123)
Shih	Hsin-Yu	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (123)
Silvestrova	Elizaveta	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (149)
Snyman	A.J.	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (149)
Soontiens	Werner	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (123)
Soulis	Christodoulos	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (147)
Spronck	Pieter	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (125)
Steenhuis	Harm-Jan	Friday, July 6, 2007	9:00 AM	10:30 PM	MSM First Floor (123)
Steynberg	Lizl	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (149)
Steynberg	Lizl	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (147)
Sugiharto	Totok	Friday, July 6, 2007	16:00 PM	17:30 PM	MSM First Floor (149)
Taher	Ahmed	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (123)
Tamer	Georges	Friday, July 6, 2007	9:00 AM	10:30 PM	MSM First Floor (123)
Tang	Lei	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (123)
Taylan	Burak	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (125)
Teczke	Michael	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (123)
Teczke	Janusz	Friday, July 6, 2007	16:00 PM	17:30 PM	MSM First Floor (125)
Tongliang	An	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (123)
Torlak	Ömer	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (147)
Torlak	Gokhan	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM Second Floor (223)
Torlak	Ömer	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (147)
Torres-Zorrilla	Jorge	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (125)
Truong	Quang	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (125)

Tuninga	Ronald	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (149)
Tuninga	Ronald	Friday, July 6, 2007	9:00 AM	10:30 PM	MSM First Floor (149)
Tuninga	Ronald	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (149)
Ugur	Nazlihan	Friday, July 6, 2007	16:00 PM	17:30 PM	MSM First Floor (125)
Ulubasoglu	Gonca	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (125)
Uray	Nimet	Friday, July 6, 2007	9:00 AM	10:30 PM	MSM First Floor (125)
Uray	Nimet	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (125)
Urem	Branka	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (123)
Vaassen	Eddy	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (125)
van den Herik	H.Jaap	Friday, July 6, 2007	16:00 PM	17:30 PM	MSM First Floor (147)
van der Heijden	Beatrice	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (125)
van der Heijden	Beatrice I.J.M.	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM Second Floor (223)
van Eijck	Janske	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (123)
Var	Turgut	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (147)
Vincze	Zsuzsanna	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (149)
					Provincial Government Buildings
Wagemans	Ger	Thursday, July 5, 2007	10:45 AM	12:30 PM	the Council Chamber
Wahba	Khaled	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM Second Floor (223)
Wahdan	Mohamed	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (125)
Wasilewski	Nikolai	Friday, July 6, 2007	11:00 AM	12:30 PM	MSM First Floor (147)
Watcharasriroj	Budsakorn	Friday, July 6, 2007	9:00 AM	10:30 PM	MSM First Floor (149)
Weisscher	Alard	Friday, July 6, 2007	16:00 PM	17:30 PM	MSM First Floor (147)
Wolniak	Slawomir	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (125)
Wong	Man-chong	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (125)
Wood	Elliot	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (147)
Wührer	Gerhard A.	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (125)
Yanuz	Serap	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM Second Floor (225)
Yelgeçen	Elvin	Friday, July 6, 2007	9:00 AM	10:30 PM	MSM First Floor (125)
Yilmaz	Cengiz	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (147)
Yilmaz	Hakan	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (147)
Yilmaz	Hakan	Saturday, July 7, 2007	16:00 PM	17:30 PM	MSM First Floor (149)
Yokozawa	Kodo	Friday, July 6, 2007	9:00 AM	10:30 PM	MSM First Floor (123)
Yucelt	Ugur	Friday, July 6, 2007	9:00 AM	10:30 PM	MSM First Floor (149)
Zaki	Ghada Adel	Friday, July 6, 2007	14:00 PM	15:30 PM	MSM First Floor (149)
Zengin	Yasemin	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (147)
Zettinig	Peter	Saturday, July 7, 2007	14:00 PM	15:30 PM	MSM First Floor (149)
Zhuplev	Anatoly	Saturday, July 7, 2007	9:00 AM	10:30 PM	MSM First Floor (149)
Ziemer	Katie	Saturday, July 7, 2007	11:00 AM	12:30 PM	MSM First Floor (147)
Zoubir	Yahia	Thursday, July 5, 2007	16:00 PM	17:30 PM	MSM Conference Hall

**LIST OF COUNTRIES REPRESENTED  
IN THE IMDA SIXTEENTH WORLD BUSINESS CONGRESS**

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Australia	Ireland	Romania
Austria	Israel	Russian Federation
Belgium	Italy	Rwanda
Canada	Kazakhstan	Scotland
China	Kuwait	South Africa
Egypt	Lebanon	Suriname
Estonia	Macau	Sweden
Finland	Malaysia	Taiwan
France	New Zealand	Tanzania
Georgia	Nigeria	Thailand
Germany	North Cyprus	The Netherlands
Greece	Pakistan	Turkey
Hong Kong	People's Republic of	U .S. A.
Hungary	China	United Arab Emirates
India	Peru	United Kingdom
Indonesia	Poland	



**INTERNATIONAL MANAGEMENT DEVELOPMENT ASSOCIATION (IMDA)**

**NEWSLETTER INFORMATION**

Please provide us with information concerning your academic and professional activities. We would like to use this information in our forthcoming IMDA Newsletter.

Title and full name: \_\_\_\_\_

Institutional affiliation: \_\_\_\_\_

Business address: \_\_\_\_\_

\_\_\_\_\_

Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Research interests: \_\_\_\_\_

Teaching specialization: \_\_\_\_\_

\_\_\_\_\_

Consulting/Research experience: \_\_\_\_\_

\_\_\_\_\_

Recent consulting / Research assignments: \_\_\_\_\_

\_\_\_\_\_

Recent publications: \_\_\_\_\_

\_\_\_\_\_

Are your publications available free of charge? Yes \_\_\_\_\_ No \_\_\_\_\_

If there is a charge, what is the amount? \_\_\_\_\_

How can our members obtain a copy of your publications? \_\_\_\_\_

\_\_\_\_\_

Noteworthy recent achievements and accomplishments: \_\_\_\_\_

\_\_\_\_\_

Collaboration desired: \_\_\_\_\_

\_\_\_\_\_

Position openings: \_\_\_\_\_

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Other information: \_\_\_\_\_

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Please return this form to:

Dr. Talha D. Harcar, Department of Business Administration, Pennsylvania State University at Beaver, 100 University Drive, Monaca, PA 15061, USA.

Tel: (724) 773-3892, Fax: (724) 773-3557, E-mail: [tdh13@psu.edu](mailto:tdh13@psu.edu)



**INTERNATIONAL MANAGEMENT DEVELOPMENT ASSOCIATION**

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Seventeenth Annual World Business Congress

<http://www.imda.cc>

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WANT TO BE INVOLVED IN THE 2008 IMDA PROGRAM?  
OR  
HAVE ANY IDEA FOR A SESSION OR TRACK?

Name: \_\_\_\_\_

Affiliation: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

I would like to participate in the 2008 IMDA Program as:

\_\_\_\_\_ Track chair \_\_\_\_\_ Track

\_\_\_\_\_ Reviewer \_\_\_\_\_ Track

\_\_\_\_\_ Special session/Panel organizer \_\_\_\_\_

Suggestions for session, track or paper:

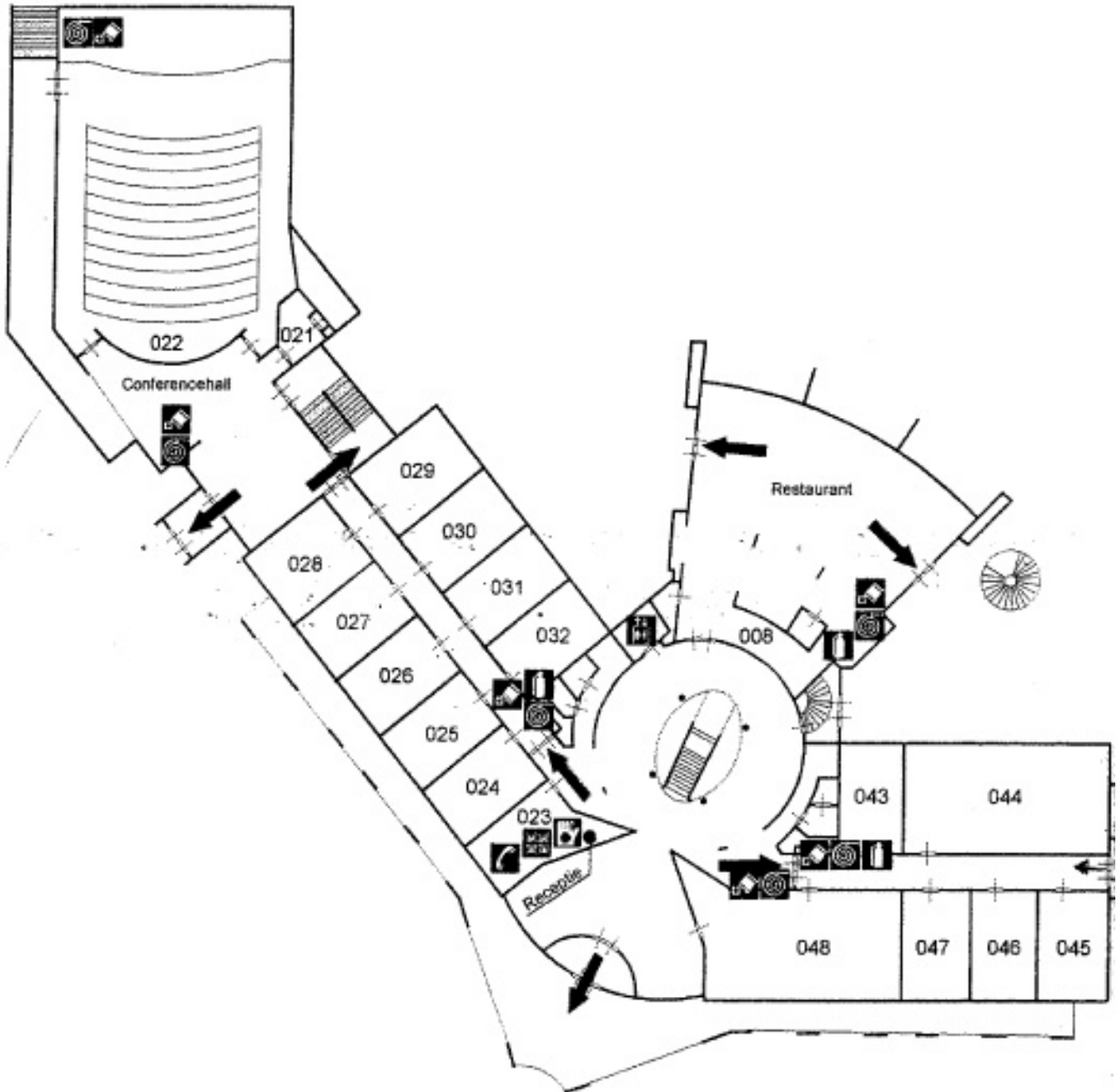
\_\_\_\_\_

Any other suggestions: \_\_\_\_\_

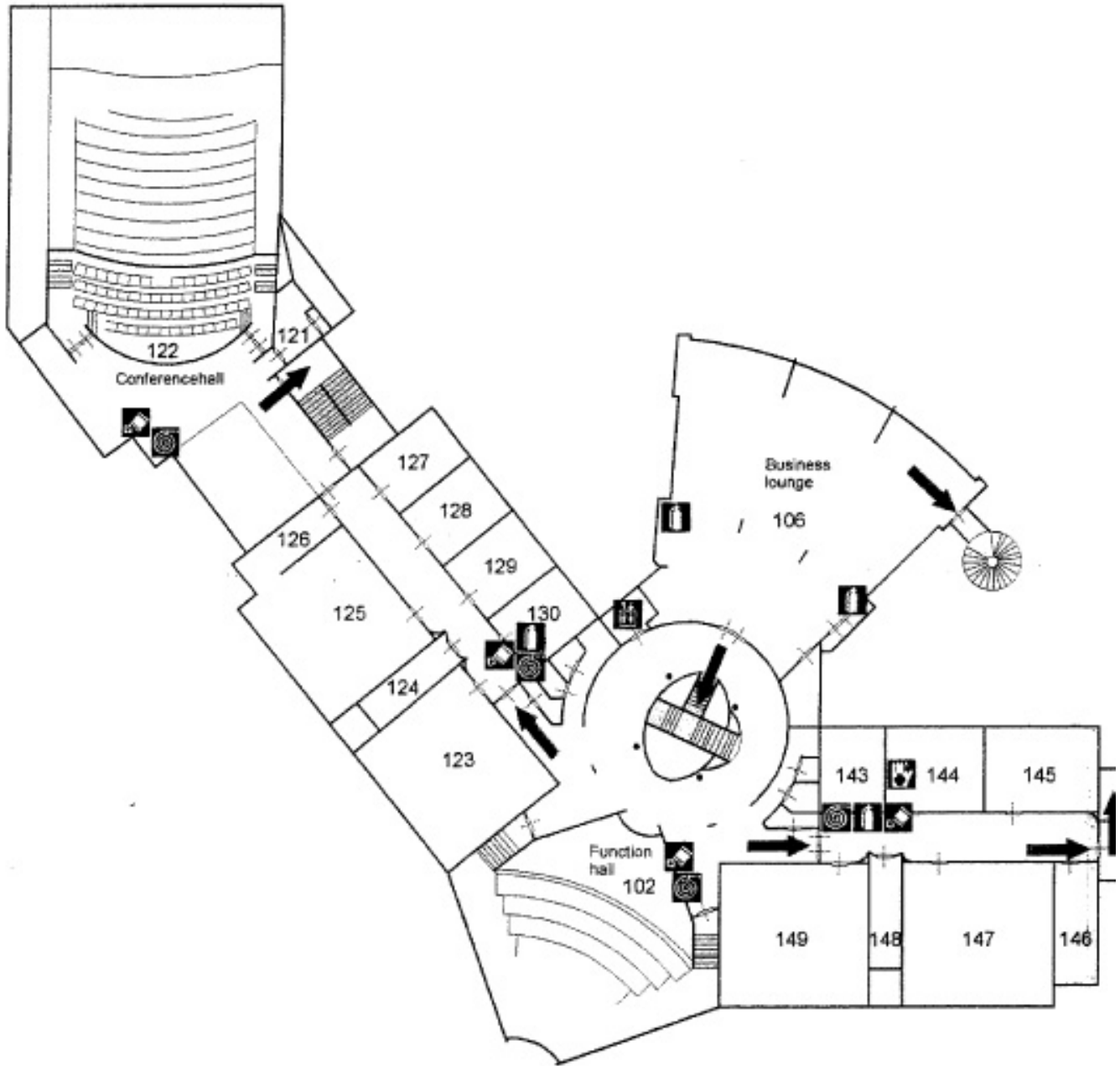
Please send this to: Professor Erdener Kaynak, School of Business Administration, Pennsylvania State University at Harrisburg, 777 West Harrisburg Pike, Middletown, PA 17057, USA, Tel: (717) 948-6343, (717) 566-3054, Fax: (717) 566-8589, E-mail: [execdirector@imda.cc](mailto:execdirector@imda.cc) or [ek9@comcast.net](mailto:ek9@comcast.net)

# CONFERENCE AND MEETING FACILITIES

Begane grond  
Ground floor



Eerste verdieping  
First floor



Tweede verdieping  
Second floor

