



## TWENTY FIRST ANNUAL WORLD BUSINESS CONGRESS

July 4-8, 2012

HAAGA-HELIA University of Applied Sciences, Helsinki, Finland

### Call for Papers

## GLOBAL COMPETITIVENESS IN A TIME OF ECONOMIC UNCERTAINTY AND SOCIAL CHANGE: CURRENT ISSUES AND FUTURE EXPECTATIONS

### OBJECTIVES

The 21<sup>st</sup> World Business Congress of the International Management Development Association (IMDA) will be held in Helsinki, Finland, in July 2012 and is hosted jointly by HAAGA-HELIA University of Applied Sciences. Scholarly papers, panel/special session proposals, and case study exercises for presentation and subsequent publication in the award winning refereed congress proceedings are invited. In addition to sharing scholarship regarding global business issues, the congress offers an excellent opportunity to meet colleagues from around the world and enables participants to exchange information and ideas on a variety of global business topics.

### VENUE

Finland is bordered by Sweden in the west, Norway in the north and Russian Federation in the east, while Estonia lies to its south across the Gulf of Finland. Around 5.4 million people reside in Finland and it is the eighth largest country in Europe in terms of area. Finland is an exciting and somewhat mysterious country. The cycle of the year is marked by huge contrasts, such as the polar night in winter, with its dramatic northern lights, and by the midnight sun in summer. Finland is famous for its innovations, technological development and competitiveness. The World Competitiveness Report ranked Finland 7th overall in 2011.

Helsinki is the capital and the largest city of Finland. It is Finland's major political, educational, financial, cultural and research center as well as one of northern Europe's major cities. Approximately 70% of foreign companies operating in Finland have settled in the greater Helsinki region. The City of Helsinki is an active supporter of art and culture. In 2009, Helsinki was chosen to be the World Design Capital for 2012 by the International Council of Societies of Industrial Design.

### HOST: HAAGA-HELIA UNIVERSITY OF APPLIED SCIENCES

HAAGA-HELIA is an international university of applied sciences that prepares professionals for business and services. It offers students great opportunities for a versatile choice of studies including specializations, high-quality education in Finnish, Swedish and English. The approximately 10,500 students and 700 employees at HAAGA-HELIA base their activities on highly advanced national and international expertise. The fields of education are business administration, hotel-restaurant-tourism management, information technology, journalism, management training programs, sports management and vocational teacher education. Haaga-Helia cooperates with more than 170 partner universities throughout the world. International degree programs of HAAGA-HELIA have over 1000 foreign students enrolled in more than 80 countries. Furthermore, some 360 foreign exchange students visit Haaga-Helia every year.

### CONGRESS PROGRAM

Business people, public policy makers, consultants and academics can choose from the wide range of topics within global business development. The Congress offers 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. We are also planning a day tour to Tallinn, Estonia on July 4 and a two-day tour by a ferryboat to St. Petersburg, Russian Federation during July 8 and July 9, 2012.

### PROGRAM

A city of Helsinki tour, visits to several museums, and a variety of attractive sightseeing tours to the scenic, historical, and architectural sites. To celebrate the academic and collegial successes of the Congress, a banquet dinner along with award ceremonies will also be held on Friday evening, July 6, 2012. For more information about Helsinki, visit <http://www.hel.fi/hki/Helsinki/en/Etusivu>



## TOPICS

Each paper submitted for consideration should have a global/international orientation and must be scholarly in content. Manuscripts submitted must be complete papers, ready for blind review and to be included in the congress proceedings. A work-in-process may be reviewed and considered for presentation, and included in the program even though not published in the congress proceedings. For style guidelines, please visit IMDA website at [www.imda.cc](http://www.imda.cc)

## INSTRUCTIONS AND DATES

Three types of papers are acceptable for consideration: refereed, work-in-progress, and special session/panel papers. There will be a doctoral research symposium in the afternoon of Thursday, July 5, 2012, for which we only require a five-page abstract. Doctoral research symposium proposals must be submitted to either to Dr. Ajay K. Manrai at [manraja@udel.edu](mailto:manraja@udel.edu) or Dr. Kip Becker at [kbecker@bu.edu](mailto:kbecker@bu.edu) by June 1st, 2012. All other submissions must adhere to the following guidelines:

- If you wish to have your paper published in the refereed Congress proceedings, submit an electronic copy of your complete manuscript, not exceeding 25 pages, double spaced, to only one track co-chair on or before April 2, 2012, though earlier submissions are strongly encouraged. Please cc your submission to the other track co-chair as well as to Dr. Talha D. Harcar-Congress Administrative Director at [tdh13@psu.edu](mailto:tdh13@psu.edu). Papers will be reviewed and final decisions will be communicated no later than May 2, 2012. Revisions should be expected. Final manuscripts, in required format with changes consistent with requested revisions, must be received by Dr. Talha D. Harcar by May 18, 2012 at the latest. If submitted late or published guidelines are not followed, it will not be included in the congress proceedings. No objection will be entertained by the Congress organizers.
- Submit an electronic copy of an abstract of works-in-progress to the appropriate track co-chair by April 2, 2012. None of these documents will be published in the congress proceedings. They will, however, be included in the Congress program and are for presentation only. You may bring enough copies of your full paper for circulation at the Congress. Submit your appropriate congress registration fee and completed registration form along with the abstract.
- Receipt of all electronic submissions will be acknowledged as soon as received. If you do not hear from the track co-chair within one week of your paper submission, please contact the appropriate track co-chair and inform Dr. Talha D. Harcar at once via [tdh13@psu.edu](mailto:tdh13@psu.edu). On a separate page, please provide the title of your paper, your full address, telephone, facsimile, and e-mail numbers clearly written. If there are multiple authors, this information is to be provided by all authors. We will include this information in IMDA data bank and you will also receive complimentary copies one of the Association's quarterly Journals.
- Complete the attached congress registration form and send it to the Executive Vice-President and Director in Pennsylvania, USA address as soon as possible and no later than May 2, 2012. If your paper is not accepted either for presentation or publication in the congress proceedings, your registration fee will be refunded to you immediately. At least one author must commit to attending before a manuscript will be reviewed. In the case of multiple author attendance, all authors must pre-register.
- Each registered delegate is entitled to have a maximum of two accepted manuscripts included in the Congress proceedings and/or program. In the case of more than two papers being accepted, the participant must inform Dr. Talha D Harcar of the titles of the two papers to be included in the proceedings or program. Otherwise, the selection decision will be made by the Congress organizers.
- Manuscript submissions should include a separate title page on each copy, listing all authors, their affiliations, addresses, telephone/fax numbers and e-mail addresses, if available. For papers with multiple authors, indicate the author with whom we should correspond. List only the manuscript title in the main body of the paper, abstract, or proposal to allow for blind review.
- All papers will be subjected to a blind review process. They will be judged primarily on the basis of original contribution to scholarship, overall quality, and interest to the Association's membership. Reviewers' comments will be provided to authors when notified of the Program Committee's decisions.
- The final copy of manuscripts to be published in the Congress proceedings may not exceed 8 pages, single-spaced, 10-point font, including tables, figures, and references. All of the references cited in the body of the paper must be presented under references at the end of the paper. There will be an extra page charge of US\$50 per page which must be sent along with the final camera-ready version of the manuscript. There are no exceptions to this rule. Manuscripts that do not conform to the guidelines or do not include extra-page charges where applicable will not be published. In the counting of the number of pages, IMDA executives make use of 8 ½ by 11 page size, not that of A4 size.
- Accepted manuscripts will be published in the Congress proceedings only if at least one author registers and attends the Congress. Registration fees are non-refundable, though a substitute person is acceptable in emergencies, provided that the Association is informed prior to the start of the Congress in writing. In case of no attendance, the delegate forfeits her/his right for a refund. When payment of full postal charges and cost of the proceedings is received, a registered delegate is entitled to receive a copy of the published proceedings.
- Whether attending partially or in full, all congress attendees must pay the appropriate registration fees in full. At least one author must have paid appropriate registration fees or made appropriate arrangements by May 2, 2012. If a paper is accepted either for proceedings publication and/or Congress presentation, each author of the paper accepts equal responsibility of payment of the full late registration fees upon demand in case of no-show at the Congress. The Association's Executive Director will bill such individuals after the congress. Receipts for the Congress registration fees and other charges will be provided at the start of the congress. Please do not request receipts in advance of the Congress as we do not have the facilities to meet such demands.
- International Management Development Association is a not-for-profit professional organization. As such, it does not provide any funding for travel, accommodation, and congress attendance. Such requests will not be responded. The Association can only provide visa support letters to those individuals whose papers are accepted and included in the Congress program and they should pay the appropriate congress registration fees in advance. All other requests are not acceptable.
- MDA 2012 will offer an exclusive post conference trips to the cultural capital of Russia – St. Petersburg and a day-cruise to capital of Estonia – Tallinn. The trip to St. Petersburg will be organized individually based on a visa-free cruise for two to three days.

## SPECIAL SESSIONS AND PANELS

Proposals for special sessions and/or panels are invited and must include: a) a short summary of the issues to be discussed, b) rationale for inclusion of the topic in a special session/panel, c) names, addresses, and qualifications of participants, and d) a letter indicating that session/panel participants' approval has been obtained. Special session/panel presentation papers will not be published in the congress proceedings unless they go through the usual blind review process. Submit your proposals by April 2, 2012, to either Dr. Ajay K. Manrai, Department of Business Administration, University of Delaware, Newark, DE 19716, USA, Tel: (302) 831-1770, Fax: (302) 831-4196, E-mail: [manraia@udel.edu](mailto:manraia@udel.edu) or Dr. Barry Unger, Department of Administrative Sciences, Boston University, 808 Commonwealth Avenue, Boston, MA 02215, USA, Tel: (617) 353-0940, Fax: (617) 353-6840, E-mail: [unger@bu.edu](mailto:unger@bu.edu)

## INTERNATIONAL BUSINESS DEAN/ADMINISTRATOR AWARD AND PRESENTATION

One award is made each year to a business dean/high ranking administrator who has made outstanding contributions to education related to global business. A nomination letter outlining the qualifications of the nominee to receive the award should be sent electronically only by June 1, 2012, to Dr. Kip Becker, Chair, Department of Administrative Sciences, Boston University, 808 Commonwealth Avenue, Boston, MA 02215, USA, Tel: (617) 353-3016, Fax: (617) 353-6840, E-mail: [kbecker@bu.edu](mailto:kbecker@bu.edu) or Dr. Gerard Danford, Business and Information Systems, Haaga-Helia, Ratapihantie 13, FI-00520 Helsinki, Finland, Tel: +358-9-148901, Fax: +358-9-22965310, E-mail: [Gerard.Danford@haaga-helia.fi](mailto:Gerard.Danford@haaga-helia.fi)

The awardee will be expected to make a presentation to the Congress on international business education issues. Selections will be made by the Executive Board of the IMDA.

## IMDA OUTSTANDING INTERNATIONAL BUSINESS PERSON OF THE YEAR AWARD

One award is made each year to an international business person who is widely recognized as having made outstanding contributions to international business practice or policy in the region or country in which the Congress is held. A nomination letter outlining the qualifications of the nominee should be sent electronically only by May 2, 2011, to Ms. Paula Kinnunen, Director & Vice President, Business Programs, Haaga-Helia University of Applied Sciences, Ratapihantie 13, FI-00520 Helsinki, Finland, Tel: +358-50-5612786, E-mail: [paula.kinnunen@haaga-helia.fi](mailto:paula.kinnunen@haaga-helia.fi) or Dr. Erdener Kaynak, School of Business Administration, The Pennsylvania State University at Harrisburg, 777 West Harrisburg Pike, Middletown, PA 17057, USA, Tel: (717) 948-6343, Fax: (717) 566-1191, E-mail: [ek9@comcast.net](mailto:ek9@comcast.net)

The awardee will be expected to make a presentation to the congress on international business issues. Selection will be made by the Executive Board of the IMDA.

## CONGRESS CO-CHAIR AND PRESIDENT OF HAAGA-HELIA UNIVERSITY OF APPLIED SCIENCES

Dr. Ritva Laakso-Manninen, President, Haaga-Helia University of Applied Sciences, Ratapihantie 13 FI-00520 Helsinki, Finland, Tel. + 358 50 364 7839, E-Mail: [ritva.laakso-manninen@haaga-helia.fi](mailto:ritva.laakso-manninen@haaga-helia.fi)

Ritva Laakso-Manninen will attend to all local details, including keynote speakers, local business panels, handles special awards, recruitment of local participation from Helsinki, and the surrounding regions, social activities, receptions, and fundraising activities in Finland.

## CONGRESS CO-CHAIR AND PRESIDENT OF IMDA

Dr. Ajay K. Manrai, Department of Business Administration, University of Delaware, Newark, DE 19716, USA, Tel: (302) 831-1770, Fax: (302) 831-4196, E-mail: [manraia@udel.edu](mailto:manraia@udel.edu)

Ajay Manrai is responsible for coordinating special awards and presentations. He will be responsible for arrangement of publisher/company displays and for the smooth running of the congress. He is also responsible for the organization of a business and public policy makers special Panel on July 5, 2012, in cooperation with Dr. Barry Unger, Department of Administrative Sciences, Boston University, 808 Commonwealth Avenue, Boston, MA 02215, USA, Tel: (617) 353-0940, Fax: (617) 353-6840, E-mail: [unger@bu.edu](mailto:unger@bu.edu)



## CONGRESS PROGRAM CO-CHAIR, PROCEEDINGS CO-EDITOR AND IMDA EXECUTIVE V.P AND DIRECTOR

Dr. Erdener Kaynak, School of Business Administration, Pennsylvania State University at Harrisburg, 777 West Harrisburg Pike, Middletown, PA 17057, USA, Tel: (717) 566-3054, Fax: (717) 566-1191, E-mail: [ek9@comcast.net](mailto:ek9@comcast.net)

Erdener co-edits the congress proceedings, including assuring that authors have registered for the congress, verifying that reviewer feedback has been incorporated into final version of the papers, checking to see that the guidelines have been followed, and coordinating the arrangement of the manuscripts with the program of the congress. He is responsible for congress registration, publicity, and preparing awards, and assists with the development of the congress program. He also assists in the publication of the congress proceedings and subsequent book and special journal issue publication efforts.

## CONGRESS PROGRAM CO-CHAIR AND IMDA VICE-PRESIDENT FOR PROGRAMS AND PRESIDENT ELECT

Dr. Kip Becker, Chair, Department of Administrative Sciences, Boston University, 808 Commonwealth Avenue, Boston, MA 02215, USA, Tel: (617) 353-3016, Fax: (617) 353-6840, E-mail: [kbecker@bu.edu](mailto:kbecker@bu.edu)

Kip Becker assists in the development of the Congress program, presides over the plenary sessions, and handles special awards and presentations. Together with Dr. Ajay Manrai he will co-chair Doctoral Research Symposium. They will also develop special panels and sessions with participation of Congress Track Co-chairs. Contact Kip directly for information concerning IMDA Global Network or learning more about the IMDA World Business Congresses and how an institution can co-sponsor it at a future date.



## CONGRESS ADMINISTRATIVE DIRECTOR IN FINLAND

Dr. Gerard Danford, Business and Information Systems, Haaga-Helia, Ratapihantie 13, FI-00520 Helsinki, Finland, Tel:+358-9-148901, Fax: +358-9-22965310, E-mail: [Gerard.Danford@haaga-helia.fi](mailto:Gerard.Danford@haaga-helia.fi)

Gerard Danford will be responsible for all of the on-site details in preparation for the congress. During the congress, he will assist in making all program and local arrangements decisions and provide supervision to the Local Arrangements Committee. He will also oversee the smooth handling of the congress arrangements. Visa related queries must also be made to him.

## CONGRESS ADMINISTRATIVE DIRECTOR IN THE USA

Dr. Talha D. Harcar, Department of Business Administration, Penn State University at Beaver, 100 University Drive, Monaca, PA 15061, USA, Tel: (724) 773-3892, Cellular: (724) 561-8787, Fax: (724) 773-3557, E-mail: [tdh13@psu.edu](mailto:tdh13@psu.edu)

Talha Harcar co-edits the Congress proceedings and will be responsible for finalizing both the congress program and the proceedings. He will contact contributors to make it sure that their papers comply with the proceedings style guidelines and the papers are scheduled for presentation at appropriate times. He will also form relationships with Finnish Local Arrangements Chair and Congress and Program Co-chairs.

## CONGRESS TRACKS

Submit your papers to one of the most appropriate track co-chairs. If in doubt, please submit it to the last track.

**1. Global Human Resources Management and Organizational Development:** Dr. John A. Pearce II, VSB Endowed Chair in Strategic Management and Entrepreneurship, School of Business, Villanova University, Villanova, PA 19085, USA, Tel: (610) 519-4332, Fax: (610) 519-6566, E-mail: [john.pearce@villanova.edu](mailto:john.pearce@villanova.edu) and Dr. John E. Spillan, School of Business, University of North Carolina at Pembroke, University Blvd, Pembroke, NC 28372, USA, Tel: (910) 775-4357, Fax: (910) 420-2486, E-mail: [john.spillan@uncp.edu](mailto:john.spillan@uncp.edu)

**2. Global Information and Technology Management:** Dr. Kip Becker, Chair, Department of Administrative Sciences, Boston University, 808 Commonwealth Avenue, Boston, MA 02215, USA, Tel: (617) 353-3016, Fax: (617) 353- 840, E-mail: [kbecker@bu.edu](mailto:kbecker@bu.edu), and Dr. Fahri Unsal, Ithaca College, Ithaca, New York 14850, Tel: 607-257-2117, Fax: 607-274-1152, E-mail: [unsal@ithaca.edu](mailto:unsal@ithaca.edu)

**3. Global Business Education:** Dr. Berrin Guner, Department of Marketing, William G. Rohrer College of Business, Rowan University, Glassboro, NJ 08028, USA, Tel: (856) 256-4029, Fax: (856) 256-4439, E-mail: [guner@rowan.edu](mailto:guner@rowan.edu) and Dr. Agnieszka Skuza, Department of Product Marketing, Poznan University of Economics, Al. Niepodleglosci 10, 61-875 Poznan, Poland, Tel: +48-61-8569452, Fax: +48-61-8569434, E-mail: [agnieszka.skuza@ue.poznan.pl](mailto:agnieszka.skuza@ue.poznan.pl)

**4. Entrepreneurship and Enterprise Development Strategies:** Dr. Abbas Ali, School of Management, Indiana University of Pennsylvania, Indiana, PA 15705-1071, USA, Tel: (724) 357-5759, Fax: (724) 357-5743, E-mail: [aaali@iup.edu](mailto:aaali@iup.edu) and Dr. Makarand Gulawani, Grant MacEwan University, School of Business, City Center Campus, Rm 5-252F, 10700 – 104 Avenue, Edmonton, Alberta, Canada, T5J 4S2, Tel: +780-633-3635, +780-497-4666, E-mail: [gulawanim@macewan.ca](mailto:gulawanim@macewan.ca)

**5. Global Marketing Management and Business Strategies:** Dr. Ian Phau, School of Marketing, Curtin University of Technology, GPO Box U1987, Perth, Western Australia 6845, Australia, Tel: +61-8-92664014, Fax: +61-8-92663937, E-mail: [ian.phau@cbs.curtin.edu.au](mailto:ian.phau@cbs.curtin.edu.au) and Dr. Rajagopal, EGADE Business School, Monterrey Institute of Technology and Higher Education, ITESM, 222 calle del Puente, Col. Ejidos de Huipulco, Tlalpan 14380 DF, Mexico, Tel: +52 55 5483 2020 ext. 2221, Fax: +52 55 5483 1763, E-mail: [rajagopal@itesm.mx](mailto:rajagopal@itesm.mx)

**6. Global Tourism Development and Hospitality Management:** Dr. Luiz Moutinho, Foundation Chair, Department of Management, University of Glasgow, West Quadrangle, Gilbert Scott Building, Glasgow G12 8QQ, United Kingdom, Tel: +44-141-3306696, Fax: +44-141-3305669, E-mail: [moutinho@lbss.gla.ac.uk](mailto:moutinho@lbss.gla.ac.uk) and Dr. Mihaela S. Dinu, School of Domestic and International Tourism, Romanian American University, Bucharest, Romania, Tel: +40-744—480176, Fax: +40-21-2235930, E-mail: [mihaeladinu2003@yahoo.com](mailto:mihaeladinu2003@yahoo.com)

**7. Cross-Cultural Marketing Communications:** Dr. Jari Luomakoski, Haaga-Helia University of Applied Sciences, Ratapihantie 13, Helsinki, FI – 00520 Finland, Tel: +358 40 488 7537, E-mail: [jari.luomakoski@haaga-helia.fi](mailto:jari.luomakoski@haaga-helia.fi) and Dr. Noel Murray, Director, Schmid Center for International Business, Argyros School of Business & Economics, Chapman University, 1 University Drive, Orange, CA 92866, USA, Tel: (714) 997-6835, Fax: (714) 628-7253, E-mail: [nmurray@chapman.edu](mailto:nmurray@chapman.edu)

**8. Global Business in the Middle and Near East:** Dr. A. Ben Oumlil, Ancell School of Business, Western Connecticut State University, 181 White Street, Danbury, CT 06810, USA, Tel: (203) 837-8777, E-mail: [oumlila@wcsu.edu](mailto:oumlila@wcsu.edu) and Dr. Mehmet Haluk Koksall, Suliman Olayan School of Business, American University of Beirut, P.O. Box 11-0236, Beirut, Lebanon, Tel: +961-1-352700, Ext.3733, Fax: +961-1-750214, E-mail: [haluk.koksall@gmail.com](mailto:haluk.koksall@gmail.com)

**9. Global Business in South East Asia, Australia, and Pacific Region:** Dr. Jung-Wan Lee, Department of Administrative Sciences, Boston University, 808 Commonwealth Avenue, Boston, MA 02215, USA, Tel: (617) 353-6000, Fax: (617) 353-6840, E-mail: [jwlee1119@yahoo.com](mailto:jwlee1119@yahoo.com) and Dr. My-Van Tran, School of International Studies, University of South Australia, St. Bernards Road, Magill, South Australia 5072, Australia, Tel: +61-8-83024321, Fax: +61-8-83024396, E-mail: [my-van.tran@unisa.edu.au](mailto:my-van.tran@unisa.edu.au)

**10. Business in Transitional Economies:** Dr. Jan Napoleon Saykiewicz, Palumbo School of Business, Duquesne University, 600 Forbes Avenue, Pittsburgh, PA 15282, USA, Tel: (412) 396-6234, Fax: (412) 396-4764, E-mail: [saykiewicz@duq.edu](mailto:saykiewicz@duq.edu) and Dr. Jan Nowak, Graduate School of Business, Central European University, Frankel Leo ut 30-34, 1023 Budapest, Hungary, Tel: +36-1-8875058, Fax: +36-1-8875005, E-mail: [Nowakj@ceubusiness.org](mailto:Nowakj@ceubusiness.org)

**11. Global Business in Europe:** Dr. John Hill, Management/Marketing Department, Box 870225, University of Alabama, Tuscaloosa, AL 35487-0225, USA, Tel: (205) 348-6103, Fax: (205) 348-6695, E-mail: [jhill@cba.ua.edu](mailto:jhill@cba.ua.edu) and Dr. Leon Zurawicki, College of Management, University of Massachusetts at Boston, Boston, MA 02110, USA, Tel: (617) 287-7735, E-mail: [leon.zurawicki@umb.edu](mailto:leon.zurawicki@umb.edu)

**12. Global Production, Operations Management, and Services:** Dr. Michael Etgar, Center for Academic Studies, 11 Beit Tzury Road, Tel Aviv 69122, Israel, Tel: +972-3-6411129, Fax: +972-3-6427219, E-mail: [etgar5@bezeqint.net](mailto:etgar5@bezeqint.net) and Dr. Sahavet Gurdal, Department of Marketing, Faculty of Economics and Administrative Sciences, Marmara University, Ressay Namik Ismail Sokak, No.1, Bahcelievler, 34590 Istanbul, Turkey, Tel: +90-212-5079925, Fax: +90-212-5539561, E-mail: [squrdal@marmara.edu.tr](mailto:squrdal@marmara.edu.tr)

- 13. Global Competition Policy and Corporate Strategy:** Dr. Piotr Bula, Director, Cracow School of Business, Cracow University of Economics, Rakowicka Street 27, 31-510 Krakow, Poland, tel: +48-12-2935568, Fax: +48-12-2935525, E-mail: [piotr.bula@uek.krakow.pl](mailto:piotr.bula@uek.krakow.pl) and Dr. Nikolai Wasilewski, The Graziadio School of Business and Management, Pepperdine University, 6100 Center Drive, Suite 458, Los Angeles, CA 90045, USA, Tel: (310) 568-5743, Fax: (310) 320-4205, E-mail: [nikolai.wasilewski@pepperdine.edu](mailto:nikolai.wasilewski@pepperdine.edu)
- 14. Value Creation and Customer Relationship Management:** Dr. Shaukat Ali, University of Wolverhampton Business School, MN Building, Nursery Street, Wolverhampton, WV1 1AD United Kingdom, Tel: +44-1902-323940, Fax: +44-1902-323955, E-mail: [shaukat@wlv.ac.uk](mailto:shaukat@wlv.ac.uk) and Dr. Mario Passos Ascencao, Principal Lecturer, Haaga-Helia University of Applied Sciences, Ratapihantie 13, Helsinki, FI – 00520 Finland, Tel: +358 40 488 7203, E-mail: [Mariopassos.Ascencao@haaga-helia.fi](mailto:Mariopassos.Ascencao@haaga-helia.fi)
- 15. Cross-cultural Consumer Behavior and Comparative Marketing Systems:** Dr. Ajay K. Manrai, Faculty Director Professional MBA Programs, Department of Business Administration, University of Delaware, Newark, Delaware 19716, USA, Tel: (302) 831-1770, Fax: (302) 831-4196, E-mail: [manraia@udel.edu](mailto:manraia@udel.edu) and Dr. Dana Lascu, Department of Marketing, The Robins School of Business, University of Richmond, Richmond, VA 23173, USA, Tel: (804)289-8586, Fax: (804)289-8878, E-mail: [dascu@richmond.edu](mailto:dascu@richmond.edu)
- 16. Global Management Development and Corporate Governance:** Dr. Johanna Vuori, Haaga-Helia University of Applied Sciences, Ratapihantie 13, Helsinki, FI – 00520 Finland, Tel: +358 50 310 4011, E-mail: [johanna.vuori@haaga-helia.fi](mailto:johanna.vuori@haaga-helia.fi) and Tugba Kalafatoglu, ESADE Business School, Av. De la Torre Blanca, 59 E-08172 Sant Cugat, Barcelona, Spain, Tel: +34-678-873874, E-mail: [tugba@tugbakalafatoglu.com](mailto:tugba@tugbakalafatoglu.com)
- 17. Enterprise Development Strategies in the Global Economy:** Dr. Joanne S.H. Chan, Department of Management and Marketing, Faculty of Business Administration, University of Macau, Av. Padre Tomas Pereira S.J. Taipa, Macau, Tel: +853-83974749, Fax: +853-28838320, E-mail: [joannec@umac.mo](mailto:joannec@umac.mo) and Dr. Sanullah Ansari, Shaheed Zulfiqar Ali Bhutto Institute of Science & Technology (SZABIST), Islamabad, Pakistan, Tel: +92-51-4863363, Fax: +92-51-4863367, E-mail: [sanaullah@szabist-isb.edu.pk](mailto:sanaullah@szabist-isb.edu.pk)
- 18. Accounting, Risk Management and Finance in Global Context:** Dr. Simon K. M. Mak, Department of Management, City University of Hong Kong, 83 Tat Chee Avenue, Kowloon, Hong Kong, Tel: +852-27887957, Fax: +852-27887220, E-mail: [mgsimk@cityu.edu.hk](mailto:mgsimk@cityu.edu.hk) and Dr. Gyongyi Bugar, Faculty of Business and Economics, University of Pecs, H-7622, Pecs, Rakoczi ut 80, Hungary, Tel: +36-72-5599, Ext.3289, Fax: +36-72-501533, E-mail: [Bugar@ktk.pte.hu](mailto:Bugar@ktk.pte.hu)
- 19. Global Business in Russian Federation, Eastern /Central Europe and Commonwealth of Independent States:** Dr. Andrey G. Medvedev, Graduate School of Management, Volkhovsky Pereulok, 3, 199004 St. Petersburg, Russia, E-mail: [amedvedev@qsom.pu.ru](mailto:amedvedev@qsom.pu.ru) and Dr. Anatoly Zhuplev, Hilton Center for Business, Loyola Marymount University, 1 LMU Drive, MS 8385, Los Angeles, CA 90045-2659, USA, Tel: (310) 338-7414, Fax: (310) 338-3000, E-mail: [azhuplev@lmu.edu](mailto:azhuplev@lmu.edu)
- 20. Global Business Case Studies:** Dr. Claude Cellich, Vice-President for External Relations, International University in Geneva, 20 Rte de Pre-Bois, 1215 Geneva 15, Switzerland, Tel: +41-22-7107117, Fax: +41-22-7107111, E-mail: [ccellich@iun.ch](mailto:ccellich@iun.ch) and Dr. Murat Akpınar, JAMK University of Applied Sciences, Jayakatu 35, 40200 Jyväskylä, Finland, Tel: +358-400924664, Fax: +358-144499694, E-mail: [murat.akpinar@jamk.fi](mailto:murat.akpinar@jamk.fi)
- 21. Innovation and Technology Management:** Dr. Barry Unger, Department of Administrative Science, Boston University, 808 Commonwealth Avenue, Boston, MA 02215, USA, Tel: (617) 353-0940, Fax: (617) 353-6840, E-mail: [unger@bu.edu](mailto:unger@bu.edu) and Dr. Svetla Marinova, Aalborg University, Fibigerstræde 2, 78, 9220, Aalborg Ø Denmark, Tel: +9940 8227, E-mail: [svetla@business.aau.dk](mailto:svetla@business.aau.dk)
- 22. Global Economics, Capital Markets and Finance:** Dr. Erdal Atukeren, ETH Zurich, KOF – Swiss Institute for Business Cycle Research, Weinbergstrasse 35, WEH C12, Zurich, CH-8092, Switzerland, Tel: +41-44-6324683, Fax: +41-44-6321218, E-mail: [atukeren@kof.ethz.ch](mailto:atukeren@kof.ethz.ch) and Dr. Anand Krishnamoorthy, Department of Management, Troy University, Atlantic Region, P.O. Box 1032, Ft. Myer, VA 22211, USA, Tel: (703) 769-7810, Fax: (703) 525-5844, E-mail: [akrishnamoorthy@trov.edu](mailto:akrishnamoorthy@trov.edu)
- 23. Multinational Enterprises and Entry Strategies:** Dr. Emin Akcaoglu, Department of International Trade and Investment, Izmir University of Economics, Sakarya Caddesi 156. 35330 Balcova, Turkey, Tel: +90-232-4889862, Fax: +90-232-2792626, E-mail: [emin.akcaoglu@ieu.edu.tr](mailto:emin.akcaoglu@ieu.edu.tr) and Dr. Hong Liu, Manchester Business School, University of Manchester, Booth Street West, Manchester M15 6PB, United Kingdom, Tel: +44-161-2756351, E-mail: [hong.liu@mbs.ac.uk](mailto:hong.liu@mbs.ac.uk)
- 24. Business Strategies in Emerging Markets:** Dr. Ali M. Shah, The Business School, University of Kashmir, Hazratbal Srinagar 190006, India, Tel: +91-194-2420570, Fax: +91-194-2423081, E-mail: [shahali55@gmail.com](mailto:shahali55@gmail.com) and Dr. Marina Dabic, Faculty of Economics and Business, University of Zagreb, J.F. Kennedy Square 6, Zagreb, Croatia, Tel: +385-1-2383-333, Fax: +385-1-2332-618, E-mail: [mdabic@efzg.hr](mailto:mdabic@efzg.hr)
- 25. Global Business in Africa:** Dr. Frederic Jallat, European Business School, 79, avenue de la Republique, 75543 Paris Cedex 11, France, Tel: +33-1-49232251, Fax: +39-1-49232248, E-mail: [jallat@escpeurope.eu](mailto:jallat@escpeurope.eu) and Dr. Rotimi W. Olatunji, Department of Public Relations & Advertising, School of Communication, Lagos State University, Lagos, Nigeria, Tel: +234-803-34716840, E-mail: [rotimiolatanji@yahoo.com](mailto:rotimiolatanji@yahoo.com)
- 26. Marketing Channels, Distribution Systems, and Supply Chain Management:** Dr. Bert Rosenbloom, Rauth Chair Professor of Marketing Management, LeBow College of Business, Drexel University, 32<sup>nd</sup> and Market Streets, Philadelphia, PA 19104, USA, Tel: (215) 895-6992, Fax: (215) 895-6975, E-mail: [rosenblb@drexel.edu](mailto:rosenblb@drexel.edu) and Dr. A.N.M. Waheeduzzaman, College of Business, Texas A&M University- Corpus Christi, Texas 78412, USA, Tel: (361) 825-6014, Fax: ((361) 825-5609, E-mail: [waheed@tamucc.edu](mailto:waheed@tamucc.edu)
- 27. Nordic Business:** Dr. Anu Moisio, Program Manager, Haaga-Helia University of Applied Sciences, Ratapihantie 13, Helsinki, FI-00520, Finland, Tel: +358-40-544-7424, E-mail: [anu.moisio@haaga-helia.fi](mailto:anu.moisio@haaga-helia.fi) and Dr. Zsuzsanna Vincze, Umea School of Business, Umea University, Se-901 87 Umea, Sweden, Tel: +46-90-7866680, Fax: +46-90-7869995, E-mail: [Zsuzsanna.vincze@usbe.umu.se](mailto:Zsuzsanna.vincze@usbe.umu.se)
- 28. Global Business (Misc.):** If your paper does not fit any of the above tracks, send your paper to either Dr. Erdener Kaynak, School of Business Administration, Pennsylvania State University at Harrisburg, 777 W Harrisburg Pike, Middletown, PA 17057, USA, Tel: (717) 948-6343, Fax: (717) 948-6456, E-mail: [k9x@psu.edu](mailto:k9x@psu.edu) or Dr. Talha D. Harcar, Department of Business Administration, Pennsylvania State University at Beaver, 100 University Dr, Monaca, PA 15061, USA, Tel: (724) 773-3892, Fax: (724) 773-3557, E-mail [tdh13@psu.edu](mailto:tdh13@psu.edu)

## IMDA SCHOLARLY BOOK OF READINGS: ADVANCES IN GLOBAL BUSINESS

The Congress proceedings are published in a refereed scholarly publication called *Advances in Global Business*. It will be made available at the start of the Congress in Helsinki, Finland. *Advances in Global Business* is listed in Cabell's *Directory 12<sup>th</sup> edition*. It is also intended that selected papers from the Congress proceedings will be published in a hardbound book form after the Congress. Papers selected to receive the Congress Best Paper Awards will be published in a forthcoming issue of the *Journal of Transnational Management (JTM)* or *Journal of Euromarketing (JEM)*. There will also be opportunities for selected congress papers for publication in regular as well as in special issues of the following scholarly business journals: *Journal of International Consumer Marketing*, *Journal of Euromarketing*, *Journal of Management Modeling (JM2)*, *International Journal of Commerce and Management*, *Competitiveness Review*, *Asia-Pacific Journal of Marketing and Logistics*, and *International Journal of Strategic Business Alliances*.

## TRAVEL TIPS

There are direct flights to Helsinki, Finland from most European cities, the USA, Middle East, Central Asia and Asia-Pacific. The national carrier Finnair is a member of the One World Alliance. One can reach the Congress site using a number of European, US, African, Middle Eastern and Asian airlines which offer their air services directly to Helsinki Vantaa Airport. The city of Helsinki has very good ferry connections to Sweden, Estonia, Germany, Poland and Russia. There are also excellent railroad connections to Russia. The distance between the Helsinki airport and the congress hotels is approx. 11 miles (19 kilometers) and the center can be reached by airport bus or taxi. Finland is a member of the EU and the local currency is Euro.

## VISA REQUIREMENTS

Most of the congress participants resident in Europe and the accompanying persons will not need to have a tourist visa to enter into Finland, because within the European Union's borders, visas are not required. Since December 1996, Finland has been a member of the Schengen Agreement. For the whole territory of the Schengen Agreement, there is no passport control at the borders. It is always required to carry an ID when travelling among the EU member countries. Two members of the EU are not members of the Schengen Agreement: United Kingdom and Ireland. For more detailed information about visa requirements for individual countries, please visit:

<http://formin.finland.fi/public/default.aspx?nodeid=15720&contentlan=2&culture=en-US>

## MOST OUTSTANDING CONGRESS PAPER AWARD

One distinguishing congress paper will receive newly created Erdener Kaynak Most Outstanding Congress Paper Award. It carries a cash reward of US\$500 along with an award placard. This prestigious award was created in recognition of the sustained, continuous, and dedicated contributions of Erdener Kaynak to foster and facilitate research, scholarship, creative works, and mentoring junior faculty in international business during the past 35 years

## JOURNAL OF TRANSNATIONAL MANAGEMENT (JTM)

The *Journal of Transnational Management* is the official publication of the International Management Development Association (IMDA). The journal examines management research, teaching and development issues from a global perspective. The journal's audience includes: business and public administration academics, researchers, developmental economists, social scientists, international business persons and public policymakers as well as entrepreneurs. The journal is published four times a year. For further information concerning submissions and style guidelines, contact the journal editor: Dr. Kip Becker at [kbecker@bu.edu](mailto:kbecker@bu.edu). For the journal style guidelines, visit <http://www.informaworld.com>

## REGISTRATION

Early registration fees must be received by May 2, 2012 at the latest. The early registration fee is US\$400 per person, which includes membership dues for 2012-2013. Full-time student registration fee is US\$300 with a proper student ID and includes a subscription to the Association's *Journal of Transnational Management* or *Journal of Euromarketing* and the IMDA membership for 2012-2013. Late registration fees are US\$100 above the early registration fee rate. Delegates who register at the Congress site are expected to pay an additional late fee of \$50. The registration fee includes the receptions, Congress banquet, all social functions, city tour, all coffee breaks, and a copy of the hardbound congress proceedings, a congress CD and the program. Non-congress session attending spouses' early registration fee is US\$150 and the late registration fee is US\$200. For this fee, spouses may participate in all of the receptions, functions, congress banquet, city tour, and social events. It does not allow attendance at congress sessions. Once papers have been accepted and registered in the congress program or a delegate's name has been listed in the program registration fees are non-refundable but substitute persons may attend instead in an emergency. Absolutely, no refunds are granted for non-attendance to the congress.

To register, complete the attached registration form and submit it with your Congress registration fee to Executive V.P. & Director, International Management Development Association, P.O. Box 216, Hummelstown, PA 17036, USA. Please make check, money order, or travelers' check payable to International Management Development Association (IMDA) drawn in U.S. dollars on a US bank. Please make it sure that your check contains micro encoded banking information, including the ABA routing number at the bottom of the check. Please be further advised that there is a charge of US\$50 for non U.S. issued bank drafts or checks. To avoid processing charges, IMDA recommends payment by money order or Amex travelers' checks. If paying by Master Card, Visa, Discover, or Amex provide your credit card number and date of expiration and the street address where you receive your monthly credit card bills along with a zip code. In case of credit card payment, there is a charge of \$25 per transaction. If a third party credit card is used, credit card holder's signature as well as his/her written consensus is requested. This letter of authorization must be attached to the registration form.



## ACCOMMODATION

The Congress venue is Haaga-Helia University of Applied Sciences. With its excellent location, it is just a short walking distance from the city center and close to most of the city amenities. IMDA delegates can choose from one of the four excellent hotels located near the University.

### Holiday Inn Helsinki Exhibit & Convention Center (Messukeskus)

The location of this hotel is directly adjacent to the congress venue. It is a 4-star, business-friendly hotel in the business district and close to city attractions and amenities. The hotel offers a sauna and a fitness facility, and complimentary high-speed (wired) Internet access in public areas. There are 244 air-conditioned guestrooms at the hotel. The Congress rates will be SGL room - 75 EUR/night, DBL classic room - 90 EUR/night. These rates are inclusive of service charges and buffet breakfast. All guests reserve their rooms themselves through Ms. Seija Rainio, Tel: +358-9-54255101, Fax: +358-9-5425529, E-mail [helsinki.hicitycentresales@restel.fi](mailto:helsinki.hicitycentresales@restel.fi) Please quote the allotment code of Haaga-Helia when making a booking.

### Holiday Inn Helsinki City Center

This 4-star hotel is located 2 miles from congress site (a short 5 min. train ride). True to its name, the Hotel Holiday Inn Helsinki City Centre boasts a convenient location in the heart of Helsinki. A luxurious sauna and a full fitness center are both provided for your leisure. Wireless Internet access is available in the hotel's public areas. Each guest room at the hotel includes a mini bar, a coffee/tea-maker, satellite TV with pay-per-view movies, air conditioning, an iron and ironing board, and a full bathroom with a hairdryer. The Congress rates will be; SGL room - 80 EUR/night, DBL classic room - 95 EUR/night. These rates are inclusive of service charges and buffet breakfast. All guests reserve their rooms themselves through Ms. Seija Rainio, Tel: +358-9-54255101, Fax: +358-9-5425529, E-mail: [helsinki.hicitycentresales@restel.fi](mailto:helsinki.hicitycentresales@restel.fi) Please use the allotment code of Haaga-Helia when making a booking.

### Scandic Hotel Helsinki City Center (Marski)

This 4 star Helsinki hotel is located in the very center of the city, a short walk of Stockmanns, Atheneum Art Museum, and Esplanadi. Scandic Marski has a health club and a sauna. Scandic Marski has a restaurant, a bar/lounge, and a coffee shop/café. Guests are provided with complementary Internet. Amenities featured in guestrooms include hair dryers, mini-bars, and clock radios. Guestrooms have cable television with premium TV channels and pay movies. The Congress rates will be; SGL room - 99 EUR/night, DBL classic room - 109 EUR/night. These rates are inclusive of service charges and buffet breakfast. All guests reserve their rooms themselves through Ms. Anu Kurki by using Scandic's official website [www.scandichotels.com](http://www.scandichotels.com). Tel: +358-10-808002, Fax: +358-9-47372380.



### SOKOS Hotel Helsinki (Kluuvikatu 8) City Center

Situated in the heart of Helsinki, the 4 star Sokos Hotel Helsinki, is a business-friendly hotel, within walking distance of the University of Helsinki, Senate Square, and Market Square. This business-friendly hotel offers a restaurant and a bar/lounge. Guests are served a complimentary breakfast. Complimentary wireless Internet access is available in public areas. For a surcharge, guests have access to a roundtrip airport shuttle. There are 202 air-conditioned guestrooms which include laptop-compatible safes and mini-bars. Rooms are equipped with flat-panel televisions with satellite channels and pay movies. Guests can use the in-room complimentary wireless high-speed Internet access. Additional amenities include safes and complimentary newspapers. The Congress rates will be; SGL room - 110 EUR/night, DBL classic room - 130 EUR/night. These rates are inclusive of service charges, buffet breakfast and sauna. All guests reserve their rooms themselves through Mr. Jarmo Lehtola, SOKOS Hotels Sales Service Center Tel: +358-20-1234600, Fax: +358-20-1234646, E-Mail: [sokos.hotels@sok.fi](mailto:sokos.hotels@sok.fi) . Please quote the allotment code of Haaga-Helia when making a booking.



**FOR MEMBERSHIP AND CONGRESS INFORMATION CONTACT**

Executive VP and Director, International Management Development Association (IMDA), P.O. Box 216, Hummelstown, PA 17036, USA, Tel: (717) 566-3054. Congress registration fees may either be faxed to +1-717-566-1191 or sent electronically to the e-mail address of: [ek9@comcast.net](mailto:ek9@comcast.net) or [k9x@psu.edu](mailto:k9x@psu.edu) IMDA List Serve Manager Dr. Fahri Karakaya may be contacted at [f1karakaya@umassd.edu](mailto:f1karakaya@umassd.edu) or [imda-l@umassd.edu](mailto:imda-l@umassd.edu) and IMDA web site: <http://www.imda.cc> IMDA Web Master: Dr. Talha Harcar may be contacted at [tdh13@psu.edu](mailto:tdh13@psu.edu)

**2012 IMDA WORLD BUSINESS CONGRESS REGISTRATION FORM**

Full Name: \_\_\_\_\_  
 Title/Position: \_\_\_\_\_  
 Department/School: \_\_\_\_\_  
 University/Institution: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City, State, ZIP, Country: \_\_\_\_\_  
 Office Phone: \_\_\_\_\_ Fax Number: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please tick the appropriate spaces\*\*:

- I wish to register for the Congress (This line must be checked if any other line is checked)
- I am submitting a manuscript for a competitive paper
- I am submitting a work-in-progress paper proposal
- I am submitting a special panel or session proposal
- I am submitting a proposal for the Doctoral Research Seminar
- I am willing to chair a presentation session
- I would like to be considered as a track chair for future IMDA congresses in the areas of \_\_\_\_\_

I enclose:

- Registration fee of US\$400, mailed to arrive on or before May 2, 2012. It includes my IMDA membership dues for 2012-2013 and a subscription to one of the official IMDA Journals. (Note: \$500 if received after this date and valid until June 1, 2012)
- Full-time student registration fee of US\$300, mailed to arrive on or before May 2, 2012, which includes the subscription for one of the official Journals and IMDA membership fee for 2012-2013. Please include a valid copy of your student ID card. (Note: \$400 if received after this date and valid until June 1, 2012). Faculty member and full-time job holding students are not entitled to this reduced student fee.
- Registration fee of US\$200, mailed to arrive on or before May 2, 2012. This rate is applicable to Finnish business persons and consultants who do not present a paper at the Congress (this rate enables participation to the sessions and social functions only) It includes IMDA membership dues for 2012-2013 and a subscription to one of the two official IMDA journals.. (Note: \$250 if received after this date)
- Early spouse/accompanying person registration fee of US\$150, mailed to arrive on or before May 2, 2012, which does not include Journal subscription, IMDA membership, Congress proceedings, nor participation in Congress sessions. (Note: \$200 if received after this date and valid until June 1, 2012)
- Late fee of US\$50 for all attendants who register after June 1, 2012
- Extra Page Fee of US\$50 per page (Paper size is 8 ½ by 11 NOT A4 size). In case of a dispute over extra page charges, IMDA calculations will prevail.
- Non-US Bank Issued Checks/Banker's Draft/Traveler's Check Fee of US\$50
- Credit Card Processing Fee of \$25

US\$ \_\_\_\_\_ Total included

See the Registration section for advice on how to submit your registration fees.

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\* I am the authorized user of this credit card and willfully authorize the International Management Development Association (IMDA) officials to charge my credit card account in the amount indicated above. If I/we do not attend the Twenty-first Annual World Business Congress, I/we forfeit my/our rights of a refund claim. However, I/we may be entitled to nominate a substitute on my/our behalf, provided that she/he did not register for the Congress and the IMDA officials were informed in writing prior to the start of the Congress. If paying by a credit card you must sign and date this form and send it either by fax at 1-717-566-1191 or online as a word or pdf attachment file through [ek9@comcast.net](mailto:ek9@comcast.net). Unsigned registration forms are not acceptable.

\*\* After having my/our paper included in the program and/ or Congress proceedings, if I/we do not pay the registration fee or do not attend the Congress, I/we willfully authorize the International Management Development Association officials to issue a bill of payment to my/our official address for all of the outstanding fees owed by me/us to the Association. I/we fully accept all of the financial obligations.

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