XII International Business and Economy Conference
France, January 9-12, 2013
Université de Caen –Hosting Institution

CONFERENCE PROGRAM

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Elena Moreno García, *Universidad Cristóbal Colón, Boca del Río, Veracruz, México*
Lucas Bernard, *Department of Business, The City University of New York, College of Technology, NY, USA*

Wednesday, January 9

Registration: Hotel Mercure from 12:00 to 4:00 pm

Visit of the City Hall building (Men's Abbey): 5:00 pm
Welcome reception: 6:00 pm
Free time - a list of restaurants will be provided

Thursday, January 10

8.30 – 9.00 am	Registration [Lobby IAE business school]
9.05 – 9.45 am	1.1. **Plenary Session I: Welcoming Remarks [Room Amphi Walras]**
9.45 – 11.15 am	1.2.A: **Marketing 1 [Room 118]** 1.2.B: **International Business [Room amphi 1]** 1.2.C: **Finance 1 [Room 215]**
11.15 – 11.30 am	Coffee Break [Room124]
11.30 – 12.30 pm	1.3.A: **Economics [Room 118]** 1.3.B: **HR Management [Room 215]** 1.3.C: **Business Ethics and Economics Thoughts [Room amphi 1]**
12.30 – 2.15 pm	Awards Luncheon [Hotel Carline 5mn walk from IAE]
2.30 – 4.00 pm	1.4.A: **Management and Economics in Healthcare 1 [Room 118]** 1.4.B: **Economics and Business Modeling [Room amphi 1]** 1.4.C: **Management of Education 1 [Room 215]**
4.00 – 4.15 pm	Coffee Break [Room124]
4.15 – 5.15 pm	1.5.A: **Economics and Poverty [Amphi Walras]** 1.5.B: **Finance 2 [Room 118]** 1.5.C: **Papers in French 1 [Room 215]**

6.00-7.00 pm [Room TBA]
Planning and Organizational Meeting for IBEC 2014
ALL ARE WELCOME & ENCOURAGED TO ATTEND & PARTICIPATE
Sponsored by IONA College
Wine & Cheese will be provided

Free time: a list of restaurants will be provided.

Friday, January 11

8.30 – 9.00 am	Registration [Lobby IAE business school]

9.00 – 10.30 am	**Plenary Session II [AmphiWalras]** 2.1.a. Keynote Speaker: Financialization, Financial Crisis and Liquidity Risk: A Bridge between Economics, Finance and Law, by Giampaolo Gabbi, University of Siena & Bocconi School of Business, Milan, Italy 2.1.b. Special Session: Cooperative Distance Learning-Hybrid Course Development Opportunity, by John Manley, Hagan School of Business, Iona College, New York

10.30 – 10.45 am	Coffee Break [Room 124]

10.45 – 12.15 pm	2.2.A: **Management of Education 2 [Room amphi 1]** 2.2.B: **Exchange Rates and Valuation [Room 207]** 2.2.C: **The Base of the Pyramid and Innovation [Room 215]** 2.2.D: **Papers in French 2 [Room 216]**

12.30 – 1.50 pm	Network-Building "Breakout" Lunch [Hotel Carline 5mn walk from IAE]

2.00 – 3.30 pm	2.3.A: **Marketing 2 [Room amphi 1]** 2.3.B: **Case Studies [Room 215]** 2.3.C: **Finance and Economics [Room 216]**

3.30 – 3.45 am	Coffee Break [Room124]

3.45 – 5.15 pm	2.4.A: **Competitiveness of Small Firms [Room 207]** 2.4.B: **Management and Economics in Healthcare 2 [Room 215]** 2.4.C: **Entrepreneurship and Management [Room 216]**

GALA DINNER –Café MANCEL Château de Caen
All regular and students presenters are invited (guests: 30€/39$)

Saturday, January 12

Trip to Mt St Michel / St Malo – OPTIONAL (see Registration Form)

THURSDAY, JANUARY 10

8:30 – 9:00 AM – Registration [Lobby IAE Business School]

9:05 – 9:45 AM Session 1.1 – Welcoming Remarks

Monsieur Pierre SINEUX
President of the University of Caen

Monsieur Fabrice LE VIGOUREUX
Director of the IAE business school

Madame Josette TRAVERT
Former President of the University of Caen
Deputy Mayor in charge of education and research

Monsieur Christian DELEUZE
Director of the French American Center

Conference Chairs IBEC

9:45 – 11:15 AM Session 1.2

Session 1.2.A: Marketing 1 [Room 118]
Session chair: Tomáš Kincl (kincl.tomas@gmail.com)

(ID 1) **Online Apparel and Accessories: Most Purchased Category Among Bulgarian and Croatian Millennials**
Patricia R. Loubeau (ploubeau@iona.edu)
Marketing and International Business Department, Iona College, New Rochelle, NY, USA
Elitsa Alexander
Department of Business, American University in Bulgaria, Bulgaria

(ID 50) **Online Beer Marketing Across Brands and Cultures: Evidence from Automated User Analysis**
Tomáš Kincl (kincl.tomas@gmail.com)
University of Economics, Prague, Czech Republic
Pavel Štrach (pavel.strach@skoda-auto.cz)
Škoda Auto University, Institute of Management and Marketing, Czech Republic

(ID 55) **The Impact of Resistance on Retail International Development: Proposals Emerging from the Comparison of China and India**
Marie-Laure Baron (marie-laure.baron@univ-lehavre.fr)
Université du Havre, France
Nik Dholakia
University of Rhode Island, USA
Ruby R. Dholakia
University of Rhode Island, USA

Session 1.2.B: International Business [Room amphi 1]
Session Chair: Bruce Heiman (bheiman@sfsu.edu)

(ID 68) **A Neglected Dimension? Bureaucratic Limitations to FDI- An Empirical Study**
Bruce Heiman (bheiman@sfsu.edu)
Bartosz Slowik
Kristina Salsman
San Francisco State University, USA

(ID 46) **Global Competence of Employees in Hispanic Enterprises on the U.S./Mexico Border**
Mónica Blanco Jiménez (moniblanco77@hotmail.com)
Juan Rositas Martínez (jrositasm@yahoo.com)
Francisco Javier Jardines Garza (francisco.jardinesg@uanl.mx)
Universidad Autónoma de Nuevo León, Monterrey, Mexico

(ID 84) **Accession to TRIPS and Engagement with the Pharmaceutical Industry: Brazil and India**
Sharon V. Thach (sthach@tnstate.edu)
Tennessee State University, USA
Susan J. Marsnik (sjmarsnik@stthomas.edu)
University of St. Thomas, Minneapolis, USA
Ann-Marie Rizzo
Tennessee State University, USA

Session 1.2.C: Finance 1 [Room 215]
Session Chair: Ameeta Jaiswal-Dale (a9jaiswal@stthomas.edu)

(ID 47) **Thinking Locally about Global Bank's Security Policies: A Longitudinal Comparison**
Donald R. Moscato (DMoscato@iona.edu)
Shoshana Altschuller
Eric Moscato
Iona College, New York, USA

(ID 83) **Gender Differences in Investment Strategies: Evidence From Mutual Fund Management**
Ameeta Jaiswal-Dale (a9jaiswal@stthomas.edu)
University of St. Thomas, Minneapolis, USA
Giovanna Zanotti
The University of Bergamo and Bucconi University, Italy

(ID 73) **OASI Estimated, Actual and Diversified Performance: Analysis in the Aftermath of the Great Recession**
John Manley (jmanley@iona.edu)
Eleni Mariola (emariola@iona.edu)
Hagan School of Business, Iona College, New Rochelle, NY, USA

11:15 – 11:30 AM Coffee Break [Room124]

11:30 – 12:30 AM Session 1.3

Session 1.3.A: Economics [Room 118]
Session Chair: Pavel Štrach (pavel.strach@skoda-auto.cz)

(ID 33) **Wage-share Dynamics: Implications for Growth and Policy in Advanced Economies, World Markets, and Global Competition**
Lucas Bernard (lbernard@citytech.cuny.edu)
Department of Business, The City University of New York, College of Technology, NY, USA
Aleksandr V. Gevorkyan (avgevorkyan@yahoo.com)
Paul McGhee Division, New York University AND Department of Economics, Columbia University
Unurjargal Nyambuu (nyamu289@newschool.edu)
The Central Bank of Mongolia AND Economics Department, The New School for Social Research, Mongolia AND USA

(ID 59) **Federal Reserve System vs. European Central Bank: Divergence or Convergence Policies [Work Under Development – Extended Abstract]**
Pellegrino Manfra (pmanfra@qcc.cuny.edu)
Queensborough CC, City University New York, NY, USA

Session 1.3.B: HR Management [Room 215]
Session Chair: Georgette Lovette Grier-Key (georgette.bric@gmail.com)

(ID 27) **How Do Not-for-Profit Cultural Enterprise Leader Behavior, Advocacy, Financial Skills, and Human Resource Management Practices Predict Institution Sustainability**
Georgette Lovette Grier-Key (georgette.bric@gmail.com)
Eastville Community Historical Society, Sag Harbor, NY USA
Robert Manley
Dowling College, Shirley, NY USA

(ID 61) **United States of America Human Resource Managers' views of Affirmative Action**
John W. Coverdale (jwcove@hotmail.com)
Stony Brook University's College of Business, NY, USA

Session 1.3.C: Business Ethics and Economics Thoughts [Room amphi 1]
Session Chair: Jai S. Kang (jkang@sfsu.edu)

(ID 80) **Ethical Issues in Organizations**
Robert J. Manley (manleyr@dowling.edu)
Dowling College, Oakdale, New York, USA

(ID 64) Critiquing the Critique – The Emperor has no clothes
George Lee (leespeaking@gmail.com)
Jai S. Kang (jkang@sfsu.edu)
San Francisco State University, California, USA

12:30 –2:15 PM AWARDS LUNCHEON [Hotel Carline 5mn walk from IAE]

2:30 – 4:00 PM Session 1.4

Session 1.4.A: Management and Economics in Healthcare 1 [Room 118]
Session Chair: Jacqueline A. Witter (jahwitter@aol.com)

(ID 60) **Singapore's Healthcare Success: A Model for Healthcare Providers In the World [Work under development –Extended Abstract]**
Sook Muay Tay MBBS, FFARCSI
Singapore General Hospital, Singapore
Pellegrino Manfra (pmanfra@qcc.cuny.edu)
City University New York, NY, USA

(ID 4) **Determinants of Physical Activity in Mexico [Determinantes de la actividad física en México]**
Raymundo Cruz Rodríguez Guajardo (rcrg@itesm.mx)
Department of Economics, Tecnológico de Monterrey, Campus Monterrey, Mexico
José de Jesús Salazar Cantú (jsalazar@itesm.mx)
Department of Economics, Tecnológico de Monterrey, Campus Monterrey, Mexico
Ariel Alfonso Cruz Ramos (ariel.cruz.ramos@gmail.com)
Shool of Political Sciencies and Public Administration, Universidad Autónoma de Nuevo León, Monterrey, Mexico

(ID 23) **How do Mentoring of Medical Surgical Nurses, Assessment of Patients, Clinical Decision-Making, Cultural Competency, Commitment to Professional Nursing Standards, Positive Feelings Towards Nursing at a Hospital Predict Willingness to Remain in the Nursing Profession**
Jacqueline A. Witter (jahwitter@aol.com)
Bronx Lebanon Hospital, New York, USA
Robert J. Manley (manleyr@dowling.edu)
Department of Educational Administration, Dowling College, Shirley, New York, USA

Session 1.4.B: Economics and Business Modeling [Room amphi 1]
Session Chair: Fernando Antonio Noriega Ureña (fernando.antonio.noriega.urena@gmail.com)

(ID 56) **European electricity markets: integration, liberalization, and electricity prices**
Ferran Armada (ferarmada@gmail.com)
Economics and Business, Universidad de Barcelona, Spain

(ID 35) **Theorem of inefficiency in Economics [Teorema de la ineficiencia, epílogo de un error bicentenario]**
Fernando Antonio Noriega Ureña (fernando.antonio.noriega.urena@gmail.com)
Department of Economics, Universidad Autonoma Metropolitana, UAM, Mexico

(ID 22) **Highly Attractive Models in Advertising: What Causes Negative Affect?**
Nguyen Hoang Sinh (sinh.nh@ou.edu.vn)
Ho Chi Minh Open University, Vietnam

Session 1.4.C: Management of Education 1 [Room 215]
Session Chair: Albert Inserra (inserraa@dowling.edu)

(ID 70) **Variables Associated to the Incorporation of Financial Mathematics in Curriculum Design: the Contribution of the EAPHMF Scale**
[Variables asociadas a la incorporación de la matemática financiera en el diseño curricular: la contribución de la escala EAPHMF]
Arturo García-Santillán (agarcias@aix.ver.ucc.mx)
Universidad Cristóbal Colón, Boca del Río, Veracruz, México
Rubén Edel-Navarro (redel@uv.mx)
Universidad Veracruzana, Veracruz, México
Milka E. Escalera-Chávez (milkaech@uaslp.mx)
Universidad Autónoma de San Luis Potosí, SLP México
Arturo Córdova-Rangel (arturo.cordova@upa.edu.mx)
Universidad Politécnica de Aguascalientes, México
Felipe de Jesús Pozos-Texon (fpozost@gmail.com)
Universidad Cristóbal Colón, Boca del Río, Veracruz México

(ID 25) **The Influence of Foreign Language Instruction at the Elementary Level on Student Achievement in English Language Arts and Mathematics**
Maureen P. Appiarius
Wantagh School District, NY, USA
Albert Inserra (inserraa@dowling.edu)
Educational Administration, Dowling College, Oakdale, NY, USA

(ID 5) **Creating a Professional Identity through Collaborative Communication**
Josefina C. Santana (jsantana@up.edu.mx)
School of Foreign Languages, Universidad Panamericana at Guadalajara, Mexico

4:00 – 4:15 PM Coffee Break [Room 124]

4:15 – 5:15 PM Session 1.5

Session 1.5.A: Economics and Poverty [Amphi Walras]
Session Chair: Aleksandr V. Gevorkyan (avgevorkyan@yahoo.com)

(ID 10) **Inclusive Business Models to Fight Poverty – A Case in Peru**
[Hacia la construcción de modelos de negocios inclusivos como mecanismo de lucha contra la pobreza - Caso de cultivo de productos andinos en el sector agroalimentario – Perú]
Ortiz Antezana Cecilia (ceciortiz22@gmail.com)
IAE Lille – Université de Lille, France

(ID 21) **Economic Crisis and Effects: Low Growth, Salary, and Poverty in Mexico**
[Las crisis económicsas y sus efectos: bajo crecimiento, caída del salario, aumento de la desigualdad y pobreza en México]
M. Camberos (mcamberos@ciad.mx)
L. Huesca (lhuesca@ciad.mx)
J. Bracamontes (joaco@ciad.mx)
Department of Economics, Research Center on Food and Development, Hermosillo, Sonora, México

Session 1.5.B: Finance 2 [Room 118]
Session Chair: Omar Rojas-Altamirano (orojas@up.edu.mx)

(ID 85) **Financial Time Series: Stylized Facts For The Mexican Stock Exchange Index Compared to Developed Markets'**
Omar Rojas-Altamirano (orojas@up.edu.mx)
Carlos Omar Trejo-Pech (ctrejo@up.edu.mx)
Universidad Panamericana at Guadalajara, Mexico

(ID 67) **Clawback Provisions and Firm Performance**
Eleni Mariola (emariola@iona.edu)
Huldah Ryan (hryan@iona.edu)
Hagan School of Business, Iona College, NY, USA

Session 1.5.C: Papers in French 1 [Room 215]
Session Chair: Nicolas Scelles (nicolasscelles@hotmail.com)

(ID 39) **Processus d'absorption: Modèle & Analyse**
Adel JEMAA (Adel.jemaa@unicaen.fr)
CREM UMR 6211, Université de Caen Basse-Normandie

(ID 38) **Les médias sociaux comme indicateur de la globalisation des firmes sportives professionnelles : Quel impact sur la valeur aux États-Unis et en Europe?**
Nicolas Scelles (nicolasscelles@hotmail.com)
Université de Poitiers, CEREGE EA1722, France
Boris Helleu
Université de Caen Basse-Normandie, Cesam SEA4260, France
Christophe Durand
Université de Caen Basse-Normandie, Cesam SEA4260, France
Liliane Bonnal
Université de Poitiers, CRIEF EA2249, France

6.00-7.00 pm [Room TBA]
Planning and Organizational Meeting for IBEC 2014
ALL ARE WELCOME & ENCOURAGED TO ATTEND & PARTICIPATE
Sponsored by IONA College
Wine & Cheese will be provided

FRIDAY, JANUARY 11

8:30 – 9:00 AM Registration [Lobby IAE Business School]

9:00 – 10:00 AM Session 2.1 [Amphi Walras]

Keynote Speaker:
Financialization, Financial Crisis and Liquidity Risk: A Bridge between Economics, Finance and Law

Giampaolo Gabbi
Professor of Banking and Finance
Department of Management and Law, University of Siena
Head of Banking and Insurance Department, SDA Bocconi School of Business, Milan, Italy

10:00 – 10:30 AM Session 2.1b [Amphi Walras]

Special Session: Cooperative Distance Learning-Hybrid Course Development Opportunity

John Manley, Iona College, New York, USA

IBEC 2009 in India provided the impetus for the development of a cooperative undergraduate course effort conducted by colleagues from a college in India, two in the United States and one in Mexico. Sixteen volunteers provided lectures presented over a college semester via the internet (using a Blackboard course container provided through one of the participating universities) and then interacted with students from all four countries for the week that lecturer's lectures were offered.

Based upon this experience, this session will explore the opportunity to develop a cooperative graduate course geared towards sustainable financial management in a global economy. Ten volunteers will be sought who are willing to provide two lectures on a related topic to be presented on-line during one week of a 12 week semester. The lecturer will be responsible during that week to communicate effectively and thoroughly with students from all campuses participating in the course. Host lecturers will be the instructor for this course which will be offered simultaneously on the campuses of the prospective host lecturers.

Our previous experience provided the opportunity for students on the campuses in India, Mexico, and the US to interact and learn from one another, while pursuing learning in concepts associated with global management leadership from different cultural perspectives. In addition, North American Press is publishing a book containing the lectures of those volunteers who participated and agreed to be included in the publication.

Please join us for the opportunity to discuss this unique experience and/or to learn details concerning the development of this second course.

10:30 – 10:45 AM Coffee Break [Room 124]

10:45 – 12:15 PM Session 2.2

Session 2.2.A: Management of Education 2 [Room amphi 1]
Session Chair: Oseifuah Emmanuel Kojo (oseifuah@univen.ac.za)

(ID 15) **The Role of Structure Sense in Recognizing Term Structure**
Cristina Eccius-Wellmann (ceccius@up.edu.mx)
School of Business and Economics, Universidad Panamericana at Guadalajara, Mexico

(ID 81) **How do School Administrators Compare their Course Work and their Internship on the National United States Standards for School Leadership?**
Diane Impagliazzo (impaglid@dowling.edu)
Robert J. Manley
Dowling College, New York, USA
(ID 45) **Preparing Students for a Competitive World: The Influence of Socioeconomic Status, Teacher Preparation, and Emerging Populations on Student Performance in Australia, Canada, and the United States**
Elsa-Sofía Morote (MoroteE@dowling.edu)
Mary Kelly
Dowling College, NY, USA

Session 2.2.B: Exchange Rates and Valuation [Room 207]
Session Chair: Aleksandr V. Gevorkyan (avgevorkyan@yahoo.com)

(ID 14) **Commodity Derivatives and Emerging Markets: Exchange Rate, Debt Dynamics, and Some Problems of Macro Stability Under Globalization**
Aleksandr V. Gevorkyan (avgevorkyan@yahoo.com)
New York University and Columbia University, New York, NY, USA
Arkady Gevorkyan (garkady07@gmail.com)
The New School, New York, NY, USA

(ID 51) **The DCF-based Economic Valuation of Technologies**
Jai S. Kang (jkang@sfsu.edu)
San Francisco State University, California, USA
Hyunwoo Park
Korea Institute of Science & Technology Information, Korea

Session 2.2.C: The Base of the Pyramid and Innovation [Room 215]
Session Chair: María Isabel Rivera Vargas (mrivera@mail.udg.mx)

(ID 19) **Innovation at the Base of the Pyramid: The Role of Leadership and Cultural Values**
Nila M. Wiese (nwiese@pugetsound.edu)
University of Puget Sound, Tacoma, Washington, USA

(ID 32) **Measuring Poverty on Five Locations in Mexico [Medición de la Pobreza en Cinco Localidades de México]**
Leticia Myriam Sagarnaga Villegas (myriamsagarnaga@gmail.com)
José María Salas González
Elizabeth Trujillo Ubaldo (elizabeth.trubal@gmail.com)
Ma. Elena Vera Villagrán (elenverav@gmail.com)
Universidad Autónoma Chapingo, Mexico

(ID 57) **Organizational Learning Strategy for Innovation: Underlying Dimensions and Organizational Values for Capacity Building in Developing Countries**
María Isabel Rivera Vargas (mrivera@mail.udg.mx)
Departamento de Ciencias Sociales y Jurídicas, Universidad de Guadalajara, México

Session 2.2.D: Papers in French 2 [Room 216]
Session Chair: Fanny Simon (fannysimon@hotmail.com)

(ID 43) **Les reponses aux facteurs D'ATMOSPHERE D'UN point de vente : étude exploratoire aupres des vendeurs en tunisie**
Lamia BELTAIEF TLIBA (Lamia_beltaief@yahoo.fr)
Institute of higher accounting and business administration (ISCAE), Manouba University, TUNISIA

(ID 54) **Le recours à la franchise sur le marché indien : une approche par la théorie des parties prenantes**
Catherine-ALLIX DESFAUTAUX (catherine.allix-desfautaux@unicaen.fr)
IAE de Caen, France

12:30 –1:50 PM LUNCH [Hotel Carline 5mn walk from IAE]

2:00 – 3:30 PM Session 2.3

Session 2.3.A: Marketing 2 [Room amphi 1]
Session Chair: Vincent Maher (VMaher@iona.edu)

(ID 66) **Branding High-End Private Healthcare Services**
George Priovolos (GPriovolos@iona.edu)
Marketing and International Business Department, Iona College, New Rochelle, NY, USA
Vincent Maher (VMaher@iona.edu)
Finance, Business Economics and Legal Studies Department, Iona College, New Rochelle, NY, USA

(ID 29) **The Emergence and Transformation of Power Flows in Social Network During New Product Development**
Fanny Simon (fannysimon@hotmail.com)
Université de Caen Basse-Normandie, France

(ID 69) **Mediating Wait Time Satisfaction in Interactive, Multi-Stage Service Settings**
Dennis von Bergh
Paul Ghijsen (paul.ghijsen@ou.nl)
Cees Gelderman
Open Universiteit in the Netherlands

Session 2.3.B: Case Studies [Room 215]
Session Chair: Nila M. Wiese (nwiese@pugetsound.edu)

(ID 18) **PolloCampero: Latin Flavor for the World**
Nila M. Wiese (nwiese@pugetsound.edu)
University of Puget Sound, Tacoma, Washington, USA

(ID 48) **Sustainable Small Business Operation in a Global Business Environment – A Case study of a prospective sustainable small business**
Donald Grunewald (DGrune34@aol.com)
Management, Business Administration & Health Care Management, Iona College, NY, USA

(ID 7) **Michael Woodford's Short Tenure at the Helm of Olympus Corporation A Teaching Case**
Roger Levy (rlevy@stac.edu)
St. Thomas Aquinas College, NY, USA

Session 2.3.C: Finance and Economics [Room 216]
Session Chair: Oseifuah Emmanuel Kojo (oseifuah@univen.ac.za)

(ID 28) **Impact of Working Capital Management Practices on Profitability: Analysis of Selected Listed South African Manufacturing Firms**
[Work Under Development –Extended Abstract]
Oseifuah Emmanuel Kojo (oseifuah@univen.ac.za)
Department of Accounting & Auditing, University of Venda, South Africa

(ID 11) **Establishing Relationship between "Stress" and "Eating" Leading to Overweight among College Students in Sultanate of Oman**
Kusum Lata Mishra
Ganesh Prasad Mishra (gpmishra@sify.com)
Waljat College of Applied Sciences, Sultanate of Oman

(ID 71) **Financial Education Literacy Among College Students: An Empirical Study in Business Students at UV**
[Nivel de Educación Financiera en Estudiantes Universitarios. Un estudio empírico en alumnos del área económica administrativa de la UV]
Elena Moreno García (elenam@ucc.mx)
Universidad Cristóbal Colón, Boca del Río, Veracruz, México
Arturo García-Santillán (agarcias@aix.ver.ucc.mx)
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Juan Pablo Munguía Tiburcio (jmunguia@uv.mx)
Universidad Veracruzana, Veracruz, México
Osmar Arandia Pérez (oarandia@ucc.mx)
Universidad Cristóbal Colón, Boca del Río, Veracruz, México

3:30 – 3:45 AM Coffee Break

3:45 – 5:15 PM Session 2.4

Session 2.4.A: Competitiveness of Small Firms [Room 207]
Session Chair: Oseifuah Emmanuel Kojo (oseifuah@univen.ac.za)

(ID 62) **Competitive Qualities of Small and Medium Exporting Firms in Mexico**
María Del Carmen Domínguez Ríos (delcar59@yahoo.com.mx)
Michele Alexandra Corona Domínguez (michicoronita@gmail.com)
Benemérita Universidad Autónoma de Puebla, Puebla, México

(ID 72) **The formation of Clusters as an Alternative to the Development and Strengthening of SMEs in Mexico**
Sergio Garcilazo Lagunes (sgarcila@up.edu.mx)
Universidad Panamericana at Mexico City, Mexico

(ID 40) **Strategies to Promote Competitiveness of Small and Medium Sized Firms in Mexico [Estrategias para la promoción de la competitividad de las PYME en México]**
Carlos Fong Reynoso (carlosfong@hotmail.com)
Alejandro Alarcón Osuna
Luis Ernesto Ocampo Figueroa
CUCEA, Universidad de Guadalajara, Mexico

Session 2.4.B: Management and Economics in Healthcare 2 [Room 215]
Session Chair: Vincent Maher (VMaher@iona.edu)

(ID 17) **Knowledge Management and its Effects in Health Care Services: A case on Telemedicine in Mexico**
[**Gestión del conocimiento y sus efectos en los servicios de atención a la salud: Un caso de telemedicina en el sureste de México]**
José Luis Sampedro Hernández (sampedroh@yahoo.com.mx)
Marco Aurelio Jaso Sánchez (marco_jaso@yahoo.com)
Departamento de Estudios Institucionales, Universidad Autónoma Metropolitana, Cuajimalpa, México

(ID 77) **Legal and Economic Implications of Unfair Competition in the Pharmaceutical Industry in the Context of Globalization: The Case of Mexico**
[Implicaciones económico-jurídicas por competencia desleal en el negocio farmacéutico ante la globalización: caso México]
Laura Hernández (lauamore@prodigy.net.mx)
UNAM, Mexico City, Mexico

(ID 42) **Concierge Services in Hospitals: Economic, Legal, Marketing and Policy Concerns**
Vincent Maher (VMaher@iona.edu)
Finance, Business Economics and Legal Studies Department, Iona College, New Rochelle, NY, USA
George Priovolos (GPriovolos@iona.edu)
Marketing and International Business Department, Iona College, New Rochelle, NY, USA
Elisabeth Maher (elisabethmaher1@yahoo.com)
Case Western Reserve University, Ohio, USA

Session 2.4.C: Entrepreneurship and Management [Room 216]
Session Chair: Humberto Merritt (hmerritt@ipn.mx)

(ID 58) **The Contribution of ISO 9001 to Certified Companies: Manager and Employee Perceptions**
Sinove MARDE (sinove.marde@unicaen.fr)
Arnaud EVE
Didier TAGBATA
University of Caen BasseNormandie, France

(ID 65) **The Home Video Entertainment Industry in Mexico**
Humberto Merritt (hmerritt@ipn.mx)
CIECAS-Instituto Politécnico Nacional, Mexico City, Mexico

(ID 13) **Business Skills to Bank On: A Study of Entrepreneurial Attitudes Regarding Problem-Solving, and Risk-Taking for Entrepreneurs at Varying Levels of Experience**
Corinthia Price (corinthiap@yahoo.com)
Tony Oliva
Juana Román Maqueira
Elsa-Sofia Morote
Department of Educational Administration, Leadership and Technology, Dowling College School of Education, NY, USA

GALA DINNER 8pm – Café Mancel Château de Caen

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Saturday morning: Visit of the Mt St Michel

Departure: 8am from the hotel – 2 hour drive to the Mt St Michel – 2/3 hour visit of the Mont

Saturday afternoon

Departure from the Mont St Michel at 12:30 (approx.) – 1 hour drive to the St Malo
Free time in St Malo – Lunch

Back to the hotel in Caen at 7pm approx.