



XIII International Business and Economy Conference
Tianjin, China, January 9-12, 2014
Tianjin Polytechnic University –Hosting Institution

CONFERENCE PROGRAM



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Jacqueline A. Witter, *Bronx Lebanon Hospital, New York, USA*

Thursday, January 9

14:00 – 16:00 PM – Registration [Lobby of TJPU Hotel]
16:00 – 17:30 PM – TJPU Campus Tour [Meeting in the lobby of TJPU Hotel]
18:30 PM – Welcome Reception [TJPU Hotel Restaurant]

Friday, January 10

8:00 – 9:00 am **Breakfast [TJPU Hotel Restaurant]**

8:30 – 9:00 am **Registration**

9:00 – 9:30 am **Session 1.1 – Welcoming Remarks [Conference Room No. 7]**

9:30 – 11:00 am 1.2.A: **Marketing [Room 3]**
1.2.B: **International Trade [Room 4]**
1.2.C: **Finance and Economics [Room 5]**

11:00 – 11:15 am **Coffee Break**

11:15 – 12:15 pm 1.3.A: **Management [Room 3]**
1.3.B: **China Focus [Room 4]**
1.3.C: **Development [Room 5]**

12:30 – 2:30 pm **Lunch [TJPU Hotel Restaurant]**

2:30 – 4:00 pm 1.4.A: **Economics [Room 3]**
1.4.B: **Business Education [Room 4]**
1.4.C: **Management [Room 5]**

4:00 – 4:15 pm **Coffee Break**

4:15 – 5:15 pm 1.5.: **Plenary Session**
Educational Cooperation and Academic Exchanges, by the Foreign Affairs Office TJPU

6:00-7:30 PM- DINNER [Fang Yuan restaurant – On Campus]

Sponsored by Tianjin Polytechnic University
Dr. Yang Qingxin, President of TJPU will welcome participants

7:40-9:00 pm CULTURAL EVENT
Performance- Typical Chinese Cultural Show

Saturday, January 11

8:00 – 9:00 am	Breakfast [TJPU Hotel Restaurant]
8:30 – 9:00 am	Registration
9:00 – 10:30 am	2.1.A: Development [Room 3] 2.1.B: International Trade [Room 4] 2.1.C: Business Education and Business Ethics [Room 5]
10:30 – 10:45 am	Coffee Break
10:45 – 12:15 pm	2.2.A: International Trade and Economics [Room 3] 2.2.B: Finance [Room 4] 2.2.C: Economics [Room 5]
12:30 – 2:15 pm	Lunch
2:30 – 3:45 pm	2.3: Plenary Session Dr. Ruben Xing, Montclair State University, New Jersey, USA <i>The core driving force for sustainable technology innovations</i>
3:45 – 4:00 am	Coffee Break
4:00 – 5:00 pm	2.4.A: Economics [Room 3] 2.4.B: Technology [Room 4] 2.4.C: International Education and Telecommunications [Room 5]
6.00-7.30 PM- DINNER [Fang Yuan restaurant – On Campus] Sponsored by Hagan School of Business, Iona College, NY	

Sunday, January 12

8.30-10.15 AM- Planning and Organizational Meeting for IBEC 2014 ALL ARE WELCOME & ENCOURAGED TO ATTEND & PARTICIPATE Slight breakfast will be provided	
10.15 AM – Organized Tour to the City of Tianjin Meeting in the lobby of TJPU Hotel	

THURSDAY, JANUARY 9

14:00 – 16:00 PM – Registration [Lobby of TJPU Hotel]

Information on restaurants, banks, and shopping center will be provided to participants. In addition, card printed in both Chinese and English with addresses and instructions for taxi cabs will be provided along with the printed conference programs.

16:00 – 17:30 PM – TJPU Campus Tour [Meeting in the lobby of TJPU Hotel]

18:30 PM – Welcome Reception [TJPU Hotel Restaurant]

Cheese, fruits, and beverages will be provided

FRIDAY, JANUARY 10

8:00 – 9:00 AM – Breakfast [TJPU Hotel Restaurant]

8:30 – 9:00 AM – Registration

9:00 – 9:30 AM Session 1.1 – Welcoming Remarks [Conference Room No. 7]

Dr. Yaming Jiang
Director, Foreign Affairs TJPU
Dr. Zhao Hong
Vice President TJPU
IBEC 2014 Executive Committee Members

9:30 – 11:00 AM Session 1.2 [Rooms 3, 4, and 5]

Session 1.2.A: Marketing [Room 3]

Session chair: Sharon V. Thach, Tennessee State University, USA sthach@tnstate.edu

Advertising and concentration in the brewing industry

Erik Strøjer Madsen ema@asb.dk

Yanqing Wu

School of Business and Social Sciences, University of Aarhus, Denmark

Intrinsic motives among bottom of the pyramid users of mobile devices

Clemente Hernandez-Rodriguez clemente.hernandez@itesm.mx

Asia Pacific Center, Tecnológico de Monterrey, Campus Guadalajara, Mexico

Social presence and online initial trust: A Chinese perspective

Robert Cutshall robert.cutshall@tamucc.edu

Department of Decision Sciences and Economics, College of Business, Texas A&M University – Corpus Christi, USA

Session 1.2.B: International Trade [Room 4]

Session Chair: Jianing Fang, Marist College, NY, USA jianing.fang@marist.edu

The transformation of the textile and apparel sector in Mexico after NAFTA

Raúl Vázquez López ravazz@hotmail.com

Institute of Economic Research (IIEc.), Universidad Nacional Autónoma de México (UNAM), Mexico

Product information and Chinese consumers' willingness-to-pay for fair trade coffee

Wuyang Hu wuyang.hu@uky.edu

Department of Agricultural Economics, Univ. of Kentucky Lexington, USA

Ping Qing

College of Economic Management, Huazhong Agricultural University, China

Yun Liu

College of Finance, Zhongnan University of Finance and Law, China

Assessment of key lime production supply, exports and domestic demand in Mexico under the threat of citrus greening (HLB)

Vera V., Elena elenverav@gmail.com

Leticia Myriam Sagarnaga Villegas myriamsagarnaga@gmail.com

Salas G., J.M.

Leos R, J.A.

Universidad Autónoma Chapingo, Estado de México, México

Session 1.2.C: Finance and Economics [Room 5]

Session Chair: Omar Rojas, Universidad Panamericana at Guadalajara, Mexico orojas@up.edu.mx

How do start-ups in a social network cluster obtain access to financing: The case of a medical device cluster, the life science alley

Catherine Allix-Defautaux catherine.allix-desfautaux@unicaen.fr

Caen Cedex 5, France

Fanny Simon fanny.simon@unicaen.fr

Caen Cedex 5, France

Ameeta Jaiswal-Dale a9jaiswal@stthomas.edu

University of St. Thomas, Minneapolis, USA

Carbon finance in China

Wei Wang wangweiuser@126.com

Tianjin Polytechnic University, China

Technological evolution of batteries for vehicles using alternative energy

Gilberto Parra

Artemio Chávez artemio79@hotmail.com

Arturo Lara alara@correo.xoc.uam.mx

Universidad Autonoma Metropolitana - Xochimilco, Mexico

11:00 – 11:15 AM Coffee Break

11:15 – 12:15 PM Session 1.3 [Rooms 3, 4, and 5]

Session 1.3.A: Management [Room 3]

Session Chair: Jianing Fang, Marist College, NY, USA jianing.fang@marist.edu

The novel of Chinese ‘Snake’ swallowing Western ‘Elephant’ in the case of Lenovo acquired IBM PCD

Shijia Zhou shijia.zhou@rmit.edu.au

Xueli Huang

School of Management, RMIT University, Victoria, Australia

Intercultural business management: An investigative study of future Russian business leaders

Marty Ludlum (*University of Central Oklahoma, USA*) mludlum@uco.edu

Sergey Moskalionov (*Ulyanovsk State University, Russia*)

Vijay Ramachandran (*Oklahoma City Community College, USA*)

Mitchell Stephenson (*University of Central Oklahoma*)

Session 1.3.B: China Focus [Room 4]

Session Chair: Ameeta Jaiswal-Dale, University of St. Thomas, Minneapolis, USA

High regulation and low certainty: Marketing strategy challenges for the pharmaceutical industry in China

Sharon V. Thach sthach@tnstate.edu

College of Business, Tennessee State University, USA

Full carbon efficiency and ecological economy evaluation

Xuehua Zhang xuehua671231@163.com

Tianjin Polytechnic University, China

Session 1.3.C: Development [Room 5]

Session Chair: Leticia Myriam Sagarnaga Villegas, Universidad Autonoma Chapingo, Mexico
myriamsagarnaga@gmail.com

Economic policy, salaries and poverty in Mexico

Jesús Lechuga Montenegro jlmo@correo.azc.uam.mx

Carlos Gómez García

Department of Economics, Universidad Autónoma Metropolitana -Azcapotzalco, Mexico

Multidimensional analysis of poverty in Mexico: the case of five locations using probabilistic regression

Elizabeth Trujillo Ubaldo elizabeth.trubal@gmail.com

Leticia Myriam Sagarnaga Villegas myriamsagarnaga@gmail.com

José María Salas González and Plácido Salomón Álvarez López

Universidad Autónoma Chapingo, Estado de México, México

12:30 – 2:15 PM LUNCH [TJPU Hotel Restaurant]

2:30 – 4:00 PM Session 1.4 [Rooms 3, 4, and 5]

Session 1.4.A: Economics [Room 3]

Session Chair: Marty Ludlum, University of Central Oklahoma, USA mludlum@uco.edu

The Impact of a Chinese economic slowdown on the Australian economy

Andrew Papadimos andrew.Papadimos@acu.edu.au

Australian Catholic University

Milk production units in Mexico – Economic perspectives

Sagarnaga Villegas Leticia Myriam myriamsagarnaga@gmail.com

Salas González José María

Cervantes Escoto Fernando

Guadalupe Genoveva Elizalde

Universidad Autonoma Chapingo, Estado de México, México

Government environment policy and recycled economy: A game analysis framework

Yanbin Yin yyblsw@gmail.com

Tianjin Polytechnic University, China

Session 1.4.B: Business Education [Room 4]

Session Chair: Jacqueline A. Witter, Bronx Lebanon Hospital and Lehman College, NY, USA

jahwitter@aol.com

Planning model for the calculation of educational requirements for economic development - Australia, Canada, and the United States

Elsa-Sofia Morote sofiamorote@gmail.com

Yair Cohen

Dowling College, NY, USA

Bullying in the 21st Century: Implications for nursing practice, academia, and law

Claudette V. Gordon claudette.gordon@bcc.cuny.edu

Bronx Community College, New York, USA

Jacqueline A. Witter jahwitter@aol.com

Bronx Lebanon Hospital and Lehman College, New York, USA

Bernadette Smith

PC, New York, USA

Human capital for public institutions of higher education

Patricia Mercado Salgado pat_mersal@yahoo.com

Daniel Arturo Cernas Ortiz

María del Rosario Demuner Flores

Universidad Autonoma del Estado de Mexico, Facultad de Contaduria y Administracion, Mexico

Session 1.4.C: Management [Room 5]

Session Chair: Chunxing Fan, Tennessee State University, USA cfan@tnstate.edu

The impacts of information sharing and process implementation on lower-tier supplier management

Festus Olorunniwo

Joel Jolayemi

Chunxing Fan cfan@tnstate.edu

Xiaoming Li

Department of Business Administration, College of Business, Tennessee State University, USA

The incentive pay and firm performance: An integrated and moderated analysis

Tung Chun Huang tchuang@uch.edu.tw

Department of Business Administration, Chien Hsin University of Science and Technology, Taiwan

Hard rules and soft rules for XBRL

Jianing Fang jianing.fang@marist.edu

School of Management, Marist College, Poughkeepsie, NY, USA

4:00 – 4:15 PM Coffee Break

4:15 – 5:15 PM Session 1.5

Session 1.5: Plenary Session

Educational Cooperation and Exchange Meeting [Place TBA]

The Foreign Affairs Office of TJPU will introduce TJPU educational cooperation and academic exchange programs. This is an opportunity for networking and for opening possible collaborations

6.00-7.30 PM- DINNER [Fang Yuan restaurant – On Campus]

Sponsored by Tianjin Polytechnic University

Dr. Yang Qingxin, President of TJPU will welcome participants

7.40-9.00 pm CULTURAL EVENT
Performance- Typical Chinese Cultural Show

SATURDAY, JANUARY 11

8:00 – 9:00 AM – Breakfast [TJPU Hotel Restaurant]

8:30 – 9:00 AM Registration

9:00 – 10:30 PM Session 2.1

Session 2.1.A: Development [Room 3]

Session Chair: Clemente Hernandez-Rodriguez, Asia Pacific Center, Tecnológico de Monterrey, Campus Guadalajara, Mexico clemente.hernandez@itesm.mx

The resilience of informal mobile street markets

Hernandez-Rodriguez, Clemente clemente.hernandez@itesm.mx

Asia Pacific Center, Tecnológico de Monterrey, Campus Guadalajara, Mexico

Political economy of SAARC and regional trade integration: The recent developments

Khalid Ahmed mangrio85@yahoo.com

Sukkur Institute of Business Administration (SIBA), Sukkur 65200, Sindh-Pakistan

The internal migration in Arab world: Reasons, policies and aspects- Evidence from Egypt

Siham Gourida siham.hamadat@yahoo.com

Nanchang University, China

Session 2.1.B: International Trade [Room 4]

Session Chair: Laura Hernández Ramírez, UNAM, Mexico lauherr@prodigy.net.mx

Cross-cultural knowledge transfer: Lessons from Swedish MNEs in China

Daniella Fjellström daniella.fjellstrom@fek.uu.se

Department of Business Studies, Uppsala University, Sweden

The emergence of China in NAFTA: effects on the Intra-industrial trade of Mexico

Jorge Alberto López Arévalo jalachis@hotmail.com

Universidad Autónoma de Chiapas, Mexico

Óscar Rodil Marzábal oscar.rodil@usc.es

Universidad de Santiago de Compostela, Spain

Saúl Valdéz Gastelum saulvaldez24@hotmail.com

Universidad Nacional Autónoma de México

Cases on NAFTA – Economic and legal considerations when negotiating

Laura Hernández Ramírez lauherr@prodigy.net.mx

Facultad de Derecho, Universidad Nacional Autónoma de México, Mex.

Session 2.1.C: Business Education and Business Ethics [Room 5]

Session Chair: Claudette V. Gordon, Bronx Community College, New York, USA
claudette.gordon@bcc.cuny.edu

Enhancing teachers career development for sustainable school effectiveness in selected primary schools in Tanzania

Moshi Goodluck Jacob goodluck.jacob@gmail.com

Department of Educational Economics and Management, Nanjing Normal University, Jiangsu, P.R.China

Not-for-profit cultural / art institution sustainability model

Georgette Lovette Grier-Key georgette.bric@gmail.com

Eastville Community Historical Society, Sag Harbor, NY USA

Elsa-Sofia Morote morotee@dowling.edu

Robert Manley manleyr@dowling.edu

Dowling College, Shirley, NY USA

The Chinese dream cannot be realized until we become a more ethical people

Jianing Fang jianing.fang@marist.edu

School of Management, Marist College, Poughkeepsie, NY, USA

10:30 – 10:45 AM Coffee Break

10:45 – 12:15 PM Session 2.2 [Rooms 3, 4 and 5]

Session 2.2.A: International Trade and Economics [Room 3]

Session Chair: Ma Guohua, South Carolina State University, USA gma@scsu.edu

Chinese Gen Y travelers to Australia: Travel motivation, satisfactions and further intention

Hua Bai hua.bai@live.vu.edu.au

Joanne Pyke

Thu-Huong Nguyen

Victoria University, Australia

Panama Canal expansion and corn exports in the Southeast region of the United States

Guohua Ma gma@scsu.edu

Department of Business Administration, South Carolina State University, USA

Counterfactual decomposition analysis of immigrants-natives earnings using Mexican migration data

Carlos R. Pitta cpitta@ufl.edu

Austral University of Chile

Session 2.2.B: Finance [Room 4]

Session Chair: Omar Rojas, Universidad Panamericana at Guadalajara, Mexico orojas@up.edu.mx

Introduction of shareholder-friendly behaviors after governance reform in Korean firms

Jootae Kim

Dankook University, Korea

Jay Kang jkang@sfsu.edu

San Francisco State University, USA

Cash flow sensitivity of cash: New evidence

NyoNyo Aung Kyaw nkyaw@iona.edu

Department of Finance, Business Economics and Legal Studies, Hagan School of Business, Iona College, New Rochelle, NY, USA

Sijing Zong szong@csustan.edu

College of Business Administration, California State of University, Stanislaus, USA

The free cash flow hypothesis for Latin American firms

Carlos Trejo-Pech ctrejo@up.edu.mx

Universidad Panamericana at Guadalajara, Mexico, and Visiting Scholar Center for Food and Agricultural Business at Purdue University, USA

Omar Rojas orojas@up.edu.mx

Universidad Panamericana at Guadalajara, Mexico

Magdy Noguera mnoquera@uidaho.edu

University of Idaho, USA

Session 2.2.C: Economics [Room 5]

Session Chair: Sharon V. Thach, Tennessee State University, USA sthach@tnstate.edu

Asian trade integration and the decoupling debate of business cycles

Linyue Li lilinyue312@gmail.com

School of International Trade and Economics, Central University of Finance and Economics, China

Financial liberation in Mexico –the concentration of income

Nora Claudia Ampudia Marquez nampudia@up.edu.mx

Universidad Panamericana at Guadalajara, Mexico

Long memory on macroeconomic data

Adán Fabián Pigeon García adan_pigeon@yahoo.com.mx

UAM, Azcapotzalco, Mexico

12:30 –2:15 PM LUNCH

2:30 – 3:45 PM Plenary Session 2.3

The core driving force for sustainable technology innovations

Dr. Ruben Xing

Montclair State University, New Jersey, USA

The world is currently facing the silence of scientific and technological development. Based on the recent study with Harvard Business Review, this research is to find out the major missing facts and what are essential driving forces to make a sustainable technology movement.

Ruben Xing is currently a tenured full professor at the department of Information and Operation Management, School of Business, Montclair State University in New Jersey, USA. Professor Xing received his PhD and the double Master degrees from Columbia University, New York by 1992. Having worked for more than 15 years in Wall Street, Dr. Xing has held senior Information Systems management positions at several large financial conglomerates in metropolitan New York. He was a Vice President at E-Strategy Division of Citigroup, Assistant Vice President at Global Tech Strategy Department of Merrill Lynch, a Senior Information System Manager at Credit Suisse. He has been a topic speaker at Wall Street Executives Strategic Development Forum for many years to date. Dr. Xing is also a lecturing scholar and a keynote speaker for several international universities and conferences. Dr. Xing has been a listed scholar by “Top 100 Leaders of US Business Magazine of 2012”, “US Who’s Who” since 2002. His current research interests include Emerging Technology, Business Intelligence and Strategic Development, Supply Chain with Business Continuity, Broken Chain and Information Disaster Recovery Management; Development of Cloud Computing, Wireless/Mobile Communications; Information Security, Technology Convergence and Transformations; IT Related Ecological, Environmental and Global Issues.

3:45 – 4:00 AM Coffee Break

4:00 – 5:00 PM Session 2.4

Session 2.4.A: Economics [Room 3]

Session Chair: Ying Wu, Salisbury University, MD, USA YXWU@salisbury.edu

State ownership, the pattern of economic growth, and the Kuznetz curve -A tale of China

Ying Wu and Hong Yao YXWU@salisbury.edu

Salisbury University, MD, USA

Real wages heterogeneous cyclicity: A theoretical explanation

Fernando Antonio Noriega Ureña noriega@correo.azc.uam.mx

Department of Economics, UAM, Azcapotzalco, Mexico

Session 2.4.B: Technology [Room 3]

Session Chair: Liliana Meza González, CIDE, Mexico liliana.meza.gonzalez@gmail.com

Technological innovation and integration to global markets: The Mexican case

Liliana Meza González liliana.meza.gonzalez@gmail.com

Carlos J. Bazdresch Parada

Centro de Investigación y Docencia Económica (CIDE), Mexico City, Mexico

Intellectual property and evolution of the complex nature of electrical vehicles

Artemio Chávez artemio79@hotmail.com

Arturo Lara alararivero35@gmail.com

Universidad Autonoma Metropolitana - Xochimilco, Mexico

Session 2.4.C: International Education and Telecommunications [Room 5]

Session Chair: Omar Rojas, Universidad Panamericana at Guadalajara, Mexico

Studying at a University of Applied Sciences in Germany: How to Get Profound Theoretical Knowledge and Practical Job Skills in Higher Education by Partnering with Local Companies

Erskin Blunck Erskin.Blunck@hfwu.de

Director of the MBA Program International Management at Nuertingen-Geislingen University, Germany

Iris Ramme Iris.Ramme@hfwu.de

Director of International Affairs at Nuertingen-Geislingen University, Germany

The case of corporate governance in the telecommunications and media companies in Mexico

María Elena Gutiérrez-Rentería egutierr@up.edu.mx

Universidad Panamericana at Guadalajara, Mexico

Examining the Government Initiated Investment Program in Fostering Venture Capital and Entrepreneurship: The Case of China

Wei Yang wei.yang@colorado.edu

Leeds School of Business, University of Colorado Boulder, USA

6.00-7.30 PM- DINNER [Fang Yuan restaurant – On Campus]

Sponsored by Hagan School of Business, Iona College, NY

SUNDAY, JANUARY 12

8.30-10.00 AM- Planning and Organizational Meeting for IBEC 2014

ALL ARE WELCOME & ENCOURAGED TO ATTEND & PARTICIPATE

Slight breakfast will be provided

10.15 AM – Organized Tour to the City of Tianjin

Meeting in the lobby of TJPU Hotel

IBEC 2014 Sponsoring Institutions

Tianjin Polytechnic University, College of Economics, Tianjin, China
Iona College, Hagan School of Business, New York, USA
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Tennessee State University, College of Business, Nashville, USA
San Francisco State University (SFSU), Korea Business Institute at SFSU, California, USA

 <p>College of Economics</p>	 <p>Hagan School of Business</p> 	 <p>UNIVERSIDAD PANAMERICANA</p> <p>School of Business and Economics at Guadalajara</p>
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