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

CONFERENCE PROGRAM

IBEC 2014 Sponsoring Institutions

Tianjin Polytechnic University, College of Economics, Tianjin, China
Iona College, Hagan School of Business, New York, USA
Universidad Panamericana, School of Business and Economics at Guadalajara, Mexico
CIBER – UCONN, University of Connecticut, USA
Tennessee State University, College of Business, Nashville, USA
San Francisco State University (SFSU), Korea Business Institute at SFSU, California, USA

Printed Conference Program Sponsored by Universidad Panamericana at Guadalajara, Mexico
IBEC 2014 Planning Committee and Advisory Board

The advisory board and executive committee of IBEC involve more than 20 professors from different countries.

House of IBEC

Hagan School of Business, Iona College, New York, USA

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Treasurer:
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Dr. Sharon V. Thach, Tennessee State University, USA [sthach@tnstate.edu]

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Dr. Omar Rojas, Universidad Panamericana at Guadalajara, México [orojas@up.edu.mx]

Web Page Chair:
Dr. Tomáš Kincl, University of Economics in Prague, Czech Republic [kincl.tomas@gmail.com]

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Tomáš Kincl, University of Economics in Prague, Czech Republic
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Jaime Arana Coronado, Colegio de Postgraduados de Ciencias Agrícolas, Mexico
María Elena Gutiérrez- Rentería, Universidad Panamericana at Guadalajara, Mexico
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Georgette Lovette Grier-Key, Eastville Community Historical Society, Sag Harbor, NY USA
Joaquín Bracamontes Nevárez, Centro de Investigación en Alimentación y Desarrollo, A. C. Hermosillo, Sonora, México
Jianing Fang, School of Management, Marist College, Poughkeepsie, NY, USA
Elsa-Sofía Morote, Dowling College, NY, USA
Leticia Myriam Sagarnaga Villegas, Universidad Autónoma Chapingo, México
Sharon V. Thach, College of Business, Tennessee State University, USA
Mónica Blanco, Universidad Autónoma de Nuevo León, Monterrey, Mexico
Jacqueline A. Witter, Bronx Lebanon Hospital, New York, USA
### Thursday, January 9

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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>14:00 – 16:00 PM</td>
<td>Registration [Lobby of TJPU Hotel]</td>
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<tr>
<td>16:00 – 17:30 PM</td>
<td>TJPU Campus Tour [Meeting in the lobby of TJPU Hotel]</td>
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<tr>
<td>18:30 PM</td>
<td>Welcome Reception [TJPU Hotel Restaurant]</td>
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### Friday, January 10

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8:00 – 9:00 am</td>
<td>Breakfast [TJPU Hotel Restaurant]</td>
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<tr>
<td>8:30 – 9:00 am</td>
<td>Registration</td>
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<tr>
<td>9:00 – 9:30 am</td>
<td>Session 1.1 – Welcoming Remarks [Conference Room No. 7]</td>
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<tr>
<td>9:30 – 11:00 am</td>
<td>1.2.A: Marketing [Room 3]</td>
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<td>1.2.B: International Trade [Room 4]</td>
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<td>1.2.C: Finance [Room 5]</td>
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<tr>
<td>11:00 – 11:15 am</td>
<td>Coffee Break</td>
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<tr>
<td>11:15 – 12:15 pm</td>
<td>1.3.A: Management [Room 3]</td>
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<td>1.3.B: China Focus [Room 4]</td>
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<td>1.3.C: Development [Room 5]</td>
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<td>12:30 – 2:30 pm</td>
<td>Lunch [TJPU Hotel Restaurant]</td>
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<tr>
<td>2:30 – 4:00 pm</td>
<td>1.4.A: Economics [Room 3]</td>
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<td>1.4.B: Business Education [Room 4]</td>
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<td>1.4.C: Management [Room 5]</td>
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<tr>
<td>4:00 – 4:15 pm</td>
<td>Coffee Break</td>
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<td>4:15 – 5:15 pm</td>
<td>1.5: Plenary Session</td>
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<td>Educational Cooperation and Academic Exchanges, by the Foreign Affairs Office TJPU</td>
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<th>Time</th>
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<tr>
<td>6:00-7:30 PM</td>
<td>DINNER [Fang Yuan restaurant – On Campus]</td>
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<td>Sponsored by Tianjin Polytechnic University</td>
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<td>Dr. Yang Qingxin, President of TJPU will welcome participants</td>
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<tr>
<td>7:40-9:00 pm</td>
<td>CULTURAL EVENT</td>
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<td>Performance- Typical Chinese Cultural Show</td>
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**Saturday, January 11**

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<td>8:30 – 9:00 am</td>
<td>Registration</td>
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</tbody>
</table>
| 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  
*The core driving force for sustainable technology innovations* |
| 3:45 – 4:00 am | Coffee Break                             |
| 4:00 – 5:00 pm | 2.4.A: Economics [Room 3]  
2.4.B: Technology [Room 4] |

**6.00-7.30 PM- DINNER [Fang Yuan restaurant – On Campus]**  
Sponsored by Hagan School of Business, Iona College, NY

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**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. Jiang
Director, Foreign Affairs TJPU
Dr. Zhao Hong – Welcoming Remarks
Vice President TJPU
IBEC executive members

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

Session 1.2.A: Marketing [Room 3]
Session chair:

(ID 29) Advertising and concentration in the brewing industry
Erik Strojer Madsen ema@asb.dk
Yanqing Wu
School of Business and Social Sciences, University of Aarhus, Denmark

(ID 21) Intrinsic motives among bottom of the pyramid users of mobile devices
Hernandez-Rodriguez, Clemente clemente.hernandez@itesm.mx
Asia Pacific Center, Instituto Tecnológico y de Estudios Superiores de Monterrey, Guadalajara Campus, Mexico

(ID 13) 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:
(ID 12) 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

(ID 56) 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

(ID 23) Assessment of key lime production supply, exports and domestic demand in Mexico under the threat of citrus greening (HLB) [Estimación de la oferta de la producción de Limón Mexicano y de su demanda nacional y de exportación ante la amenaza del enverdecimiento de los cítricos HLB en México]
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 [Room 5]
Session Chair:

(ID 86) How do start-ups in a social network cluster obtain access to financing: The case of a medical devise cluster, the life science alley
Catherine Allix-Defaustaux 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

(ID 18) 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

4 (ID 32) The free cash flow hypothesis, growth opportunities and dividends: Does cross-listing of shares matter?
Charles Cullinan cullinan@bryant.edu
Bryant University Smithfield, RI USA
Zijian Cheng chengzijian.1987@foxmail.com
Xi’an Jiaotong University, China
Junrui Zhang
Xi’an Jiaotong University, China

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:**

(ID 63) 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

(ID 84) 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:**

(ID 91) 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

(ID 88) Asian trade integration and the decoupling debate of business cycles
Linyue Li linyin312@gmail.com
School of International Trade and Economics, Central University of Finance and Economics, China

**Session 1.3.C: Development [Room 5]**

**Session Chair:**

(ID 8) Economic policy, salaries and poverty in Mexico [Política económica, salarios y pobreza en México]
Jesús Lechuga Montenegro ilmo@correo.azc.uam.mx
Carlos Gómez García
Department of Economics, Universidad Autónoma Metropolitana -Azcapotzalco, Mexico

Elizabeth Trujillo Ubaldo elizabeth.trubal@gmail.com
Leticia Myriam Sagarnaga Villegas myriamsagarnaga@gmail.com
José María Salas González
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:**

(ID 59) The Impact of a Chinese economic slowdown on the Australian economy  
Andrew Papadimos andrew.Papadimos@acu.edu.au  
*Australian Catholic University*

(ID 30) Milk production units in Mexico – Economic perspectives  
*Unidades Representativas de Producción Lechera. Panorama Económico 2009-2014. Estado de Guanajuato, México*  
Sagarnaga Villegas Leticia Myriam myriamsagarnaga@gmail.com  
Salas González José María  
Cervantes Escoto Fernando  
Guadalupe Genoveva Elizalde  
*Universidad Autonoma Chapingo, Estado de México, México*

(ID 3) On animation industry supporting policies in China  
Chen Qunhui nwlawli@163.com  
*Law school, Yangtze University, China*

## Session 1.4.B: Business Education [Room 4]

**Session Chair:**

(ID 73) Planning model for the calculation of educational requirements for economic development - the United States  
Elsa-Sofia Morote sofiamorote@gmail.com  
Yair Cohen  
*Dowling College, NY, USA*

(ID 16) 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*

(ID 74) Human capital for public institutions of higher education  
*Construcción y validez de una escala de capital intelectual para instituciones públicas de educación superior*  
Patricia Mercado Salgado pat_mersal@yahoo.com  
Daniel Arturo Cenas Ortiz  
María del Rosario Demuner Flores  
*Universidad Autonoma del Estado de Mexico, Facultad de Contaduría y Administracion, Mexico*

## Session 1.4.C: Management [Room 5]

**Session Chair:**
(ID 33) 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

(ID 49) 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

(ID 35) 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

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<td>8:00 – 9:00 AM</td>
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<tr>
<td>8:30 – 9:00 AM</td>
<td>Registration</td>
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<td>9:00 – 10:30 PM</td>
<td>Session 2.1</td>
</tr>
</tbody>
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**Session 2.1.A: Development [Room 3]**

Session Chair:  
(ID 37) The resilience of informal mobile street markets  
Hernandez-Rodriguez, Clemente clemente.hernandez@itesm.mx  
Asia Pacific Center, Instituto Tecnológico y de Estudios Superiores de Monterrey, Guadalajara Campus, Mexico

(ID 47) 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

(ID 81) 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:  
(ID 67) Cross-cultural knowledge transfer: Lessons from Swedish MNEs in China  
Daniella Fjellström daniella.fjellstrom@fek.uu.se  
Department of Business Studies, Uppsala University, Sweden

(ID 65) The emergence of China in NAFTA: effects on the Intra-industrial trade of Mexico  
[La irrupción de China en el TLCAN: efectos sobre el comercio intra-industrial de México]  
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

(ID 58) Cases on NAFTA – Economic and legal considerations when negotiating  
[Casos de Inversion TLCAN-NAFTA: Consideraciones Economico Juridicas para Negociar]  
Laura Hernández Ramírez lauherr@prodigy.net.mx  
Facultad de Derecho, Universidad Nacional Autónoma de México

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

Session Chair:
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:

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:

Introduction of shareholder-friendly behaviors after governance reform in Korean firms
Jootae Kim (Dankook University, Korea)
Jay Kang (San Francisco State University, USA)  jkang@sfsu.edu

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
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-Altamirano orojas@up.edu.mx
Universidad Panamericana at Guadalajara, Mexico
Magdy Noguera mnoguera@uidaho.edu
University of Idaho, USA

Evaluation on provincial economic competitiveness based on entropy-weighting TOPSIS method
Ma Yanru and Zhao Baofu myrbwh@126.com
College of Business Administration, Liaoning Technical University, China

Financial liberation in Mexico – the concentration of income
[Liberacion financiera y financiarizacion en Mexico, la concentracion del ingreso]
Nora Claudia Ampudia Marquez nampudia@up.edu.mx
Universidad Panamericana at Guadalajara, Mexico

Long memory on macroeconomic data
[Causas y fases de las ondas largas. Un analisis schumpeteriano y marxista]
Adán Fabián Pigeon García adan_pigeon@yahoo.com.mx
UAM, Azcapotzalco, Mexico

The core driving force for sustainable technology innovations
Dr. Ruben Xing
Montclair State Univeristy, 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

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<tr>
<td>3:45 – 4:00 AM</td>
<td>Coffee Break</td>
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<td>4:00 – 5:00 PM</td>
<td>Session 2.4</td>
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**Session 2.4.A: Economics [Room 3]**

**Session Chair:**

(ID 92) 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

(ID 53) 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:**

(ID 55) Technological innovation and integration to global markets: The Mexican case
[Integración con los Mercados Internacionales e Innovación Tecnológica en México]
Liliana Meza González, liliana.meza.gonzalez@gmail.com
Carlos J. Bazdresch Parada
Centro de Investigación y Docencia Económica (CIDE), Mexico City, Mexico

(ID 94) The case of corporate governance in the telecommunications and media companies in Mexico
María Elena Gutiérrez-Rentería, egutierrez@up.edu.mx
School of Business and Economics, Universidad Panamericana, Guadalajara, Mexico

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**SUNDAY, JANUARY 12**

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<tr>
<td>8.30-10.00 AM</td>
<td>Planning and Organizational Meeting for IBEC 2014</td>
</tr>
<tr>
<td></td>
<td>ALL ARE WELCOME &amp; ENCOURAGED TO ATTEND &amp; PARTICIPATE</td>
</tr>
<tr>
<td></td>
<td>Slight breakfast will be provided</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>10.15 AM</td>
<td>Organized Tour to the City of Tianjin</td>
</tr>
<tr>
<td></td>
<td>Meeting in the lobby of TJPU Hotel</td>
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</tbody>
</table>
**IBEC 2014 Sponsoring Institutions**

- Tianjin Polytechnic University, College of Economics, Tianjin, China
- Iona College, Hagan School of Business, New York, USA
- Universidad Panamericana, School of Business and Economics at Guadalajara, Mexico
- CIBER – UCONN, University of Connecticut, USA
- Tennessee State University, College of Business, Nashville, USA
- San Francisco State University (SFSU), Korea Business Institute at SFSU, California, USA

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<thead>
<tr>
<th>College of Economics</th>
<th>Hagan School of Business</th>
<th>School of Business and Economics at Guadalajara</th>
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<tr>
<td>TENNESSEE STATE UNIVERSITY</td>
<td>San Francisco State University</td>
<td>Universidad Panamericana</td>
</tr>
</tbody>
</table>

Korea Business Institute at SFSU

**Thank you to IBEC 2014 by-event sponsors:**

- Dinner 1: Tianjin Polytechnic University
- Dinner 2: Iona College
- Printed Conference Program: Universidad Panamericana at Guadalajara