GLOBAL BUSINESS RESEARCH SYMPOSIUM
HOSTED BY THE UNIVERSITY OF ECONOMICS IN KATOWICE

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PROGRAM GUIDE

PREVENTING FUTURE CRISES

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Symposium Hosts: Sławomir Smyczek and Justyna Matysiewicz
Igor M. Tomic, Director, GBRS
I Hilmi Elifoglu, Program Director, Editor, GBRS
Ivan Abel, Proceedings Editor, GBRS

May 28-30, 2014
Krakow-Katowice, Poland
WELCOME!

Welcome to the annual Global Business Research Symposium that is hosted this year by the University of Economics in Katowice. We are very grateful to our host at this fine University and especially to two of their distinguished members: Sławomir Smyczek and Justyna Matisiewicz. They have been outstanding members of GBRS for many years and we are very proud of our relationship with them and their University.

The Global Business Research Symposium originated from the Financial Services Institute [FSI] at the Tobin College of Business, St. John’s University in New York. The FSI was founded in 1995 with much support from Dean Victoria Shoaf and Economics & Finance Chair Vipul Bansal in order to provide an educational and research facility dedicated to the advancement of business and financial knowledge through research in a global setting. At our Symposia we encourage members to assist those who present papers by creating a genuine atmosphere of friendly collaboration; a true sense of service to your colleagues.

We are also grateful to our colleagues at the Southern New Hampshire University, Mike Tasto and Gregory Randolph, as well as Salvatore Moccia from the Universita Catolica de Valencia – all members of our partner universities who provided invaluable service. Our thanks are not complete without mentioning the efforts of Hilmi Elifoglu and Ivan Abel who for about two decades were my partners in organizing conferences. Furthermore, many thanks to a large number of participants from the Tobin College of Business who created our collegial research climate and have provided constant support.

We have three days of activities prepared for you with academic researchers presenting and discussing their ideas and exchanging information. The last few years have brought many challenges to global economics and businesses; no doubt this will be a source of many discussions, regulations, evaluation of transparency, and methods to strengthen business confidence. The Symposium will highlight some of these topics by starting with a discussion about prevention of crisis, educational developments, marketing initiatives and changes and applications of regulation.

Thank you for your continuous support that makes this Symposium possible and successful.

Best regards,

Igor M. Tomic
Director, Global Business Research Symposium
Global Business Research Symposium

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DON PITTI OUTSTANDING SERVICE AWARD

Although we lost our founder at the end of 2009, his energy, dedication, good humor and the untiring service resonates in our institution, as evidenced by the individuals who received this award.

Past recipients: Juan M. Dempere, Metropolitan State College of Denver,
I Hilmi Elifoglu, St. John’s University
Ivan Abel, St. John’s University
Program Summary

DAY 1, May 28, 2014

5 Pm  Meeting of the Board of Directors
       Marmolada Restaurant at Grodzka 5 street, Krakow

6 Pm  Registration Dinner at Marmolada Restaurant at Grodzka 5 street,
       Krakow)

DAY 2, May 29, 2014

8:00 Am   Boarding the bus for Katowice, meet in front of Sheraton Hotel at
          Powiśle 7 street, Krakow

          10:00 Am  Welcome to Katowice, greetings and introductions       Rm. Aula CNTI

          10:20 Am  Guest Speaker: Prof. Tomasz Szapiro – Rector of Warsaw School of
                     Economics

          11:10 Am  Coffee break
          11:30 Am  Competitive sessions
          1:10 Pm   Lunch
          2:00 Pm   Competitive sessions
          3:40 Pm   Coffee break
          4:00 Pm   Competitive sessions
          5:40 Pm   Best paper committee meeting / Entertainment for conference participants
          6:15 Pm   Bus to Hotel Angelo in Katowice
          7:00 Pm   Gala dinner

DAY 3, May 30, 2014

City tour of Krakow

9 Am   Meet in front of the Mariacki Church
       Guided tour of the Old City, Royal castle, bus to the Jewish district and Oscar
       Schindler factory.

       Lunch at Pod Wawelem Restaurant (traditional Polish cuisine)
Competitive Sessions

Business Education: Quo Vadis?
Session A1  Time: 11:30-1:10  Room: 5/15

Chair: Laura Lee Mannino, St. John's University, USA

544  Teaching about the Crises: If We Understand the Past, We are More Likely to Recognize What is Happening Around Us
Susan Glanz, St. John's University, USA

Discussant: Laura Lee Mannino, St. John's University, USA

546  “Need For Cognition” and its Effect On Student Performance in Accounting and Marketing
Sylvia D. Clark, St. John's University, USA
Craig Latshaw, St. John's University, USA
Teresa Danile, St. John's University, USA

Discussant: Marta Grybs, University of Economics in Katowice, Poland

549  Building Risk Analysis Skills into the Curriculum, With an Example Using a Capital Budgeting Simulation in Excel
Sylwia Gornik-Tomaszewski, St. John's University, USA
Victoria Shoaf, St. John's University, USA

Discussant: Sylvia D. Clark, St. John's University, USA

572  Preventing Future Crisis of Young Business Professionals: Knowledge Transfer in the Hungarian Higher Education
Judít Papp, Budapest Business School, Hungary

Discussant: Susan Glanz, St. John's University, USA
Challenges of Policy: Political Economy, Asset Bubbles and Growth
Session B1
Time: 11:30-1:10	Room: 5/16

Chair: I. Hilmi Elifoglu, St. John's University, USA

575 The Political Economy of U.S. Military Presence Overseas and a Modest Proposal For Reform
Cameron Weber, St. John's University, USA

Discussant: Young Back Choi, St. John's University, USA

562 Wither North Korea?
Young Back Choi, St. John's University, USA

Discussant: Cameron Weber, St. John's University, USA

578 Monetary and Non-Monetary Responses to Asset Price Bubbles
Igor Tomic, St. John's University, USA
John Angelidis, St. John's University, USA,

Discussant: Chaman L. Jain, St. John's University, USA

541 Assessing the Effect of Investment on Economic Growth in Iran
Hamidreza Alipour, Islamic Azad University, Rasht Branch, Iran
Bijan Safavi, Islamic Azad University, Central Tehran Branch, Iran
Farzin Arbabi, Islamic Azad University, South Tehran Branch, Iran
Sanaz Ghavidel, Islamic Azad University, Rasht Branch, Iran

Discussant: Mike Tasto, Southern New Hampshire University, USA
Consumers in a Cross Cultural Setting
Session C1 Time: 11:30-1:10 Room: 6/14

Chair: Slawomir Smyczek, University of Economics in Katowice, Poland

542 Sales and Marketing Patterns of the Pharmaceutical Industry: A Comparative Study of Pfizer and Johnson & Johnson
Edward B. Flowers, St. John's University, USA
Thomas Chen, St. John's University, USA

Discussant: Giorgio Ribaudo, University of Bologna-Rimini, Italy

548 Collaborative Consumption as a Way to Overcome Overconsumption Problem – Symptoms and Determinants of its Adoption in Poland
Aleksandra Burgiel, University of Economics in Katowice, Poland

Discussant: Gregory M Randolph, Southern New Hampshire University, USA

557 Identity and the Professional Millennial Woman: A Cross-cultural Examination
Joan Ball, St. John's University, USA

Discussant: Jagoda Gola, University of Economics in Katowice, Poland

554 Consumers’ Financial Literacy as Tool For Preventing Future Crisis
Slawomir Smyczek, University of Economics in Katowice, Poland
Justyna Matysiewicz, University of Economics in Katowice, Poland

Discussant: Mikael Bergbrant, St. John's University, USA

LUNCH 1:10- 2:00
Leadership and Innovation
Session A2   Time: 2:00-3:40   Room: 5/15

Chair: Ivan Abel, St. John’s University, USA

539  Leadership in a Cross-Cultural Context
Chin-Ju Tsai, Royal Holloway, University of London, U.K.
Kun Qiao, Dalian University of Technology, P.R.C.

  Discussant: Peter Zamborsky, University of Auckland, New Zealand

569  Barriers of Implementing ISO 9000 in the Government of United Arab Emirates
Salah Alhaj, University of Sharjah, UAE

  Discussant: Ivan Abel, St. John’s University, USA

571  Generating Innovation through Smart Industry Network Positioning
Mario Glowik, Berlin School of Economics and Law, Germany

  Discussant: Thomas Chen, St. John’s University, USA

585  The Prophetic Role of Corporate Leadership
Patrick Flanagan, St. John’s University, USA

  Discussant: Erach D. Munshi, St. John’s University, USA
Beach Amenities, Ocean Externalities and the Effect of Regulations on Economic Development
Session B2 Time: 2:00-3:40 Room: 5/16

Chair: Mike Tasto, Southern New Hampshire University, USA

565 Utilizing Hedonic Estimation to Appraise Private Beach Amenities in Small Town Resorts
Robert F. Salvino, Coastal Carolina University, USA

Discussant: Nathaniel Grimes, Coastal Carolina University, South Carolina, USA

558 Institutions in the Shark Fin Market: Externalities and Incentives
Nathaniel Grimes, Coastal Carolina University, Conway, South Carolina, USA

Discussant: Robert F. Salvino, Coastal Carolina University, USA

566 Regulation and the Courts
Gregory M. Randolph, Southern New Hampshire University, USA

Discussant: Mike Tasto, Southern New Hampshire University, USA

567 Entrepreneurship and US Economic Development Spending
Mike Tasto, Southern New Hampshire University, USA

Discussant: Gregory M. Randolph, Southern New Hampshire University, USA
New Products, New Markets and Customer's Rights
Session C2 Time: 2:00-3:40 Room: 6/14

Chair: Justyna Matysiewicz, University of Economics in Katowice, Poland

555 Managing Demand for New Products
Chaman L. Jain, St. John's University, USA

Discussant: Katarzyna Bilińska-Reformat, University of Economics in Katowice, Poland

570 Individual Customers’ Rights on Energy Market In European Countries
Marzena Czarnecka, University of Economics in Katowice, Poland

Discussant: Joan Ball, St. John's University, USA

586 Senior Friendly Cities – A Case of European Cities
Jacek Szoltysek, University of Economics in Katowice, Poland
Sebastian Twarog, University of Economics in Katowice, Poland

Discussant: Magdalena Stefańska, University of Economics in Poznan, Poland

591 Accuracy of Consumer Sentiment Indexes in Poland to Chosen Household Behaviors and Financial Market and Macroeconomic Factors
Jagoda Gola, University of Economics in Katowice, Poland

Discussant: Mikael Bergbrant, St. John's University, USA
Emerging Issues in Accounting: Taxation and Computing
Session D2 Time: 2:00-3:40 Room: 6/16

Chair: Biagio Pilato, St. John’s University, USA

536 Common Grounds of Accounting Scandals Reflected on Wikipedia
Ilter Cenap, California State University Stanislaus, USA

Discussant: Edward B. Flowers, St. John’s University, USA

556 The Legal, Financial, and Tax Implications Of Money Laundering: Recent Developments
Biagio Pilato, St. John’s University, USA

Discussant: Maria Pirrone, St. John’s University, USA

587 Internal Control over Financial Reporting and the Cloud
I. Hilmi Elifoglu, St. John’s University, USA
Yildiz Guzey, Beykent University, Turkey

Discussant: Timothy Coville, St. John’s University, USA

564 Does the Type Of Firm Affect the Role of the Management Accountant?
Faramarz Parsa, University of West Georgia, USA
Ibrahim Nabil, Georgia Regional University: Augusta, USA

Discussant: I. Hilmi Elifoglu, St. John’s University, USA

COFFEE-SNACKS 3:40-4:00
Brand Management, Consumer Behavior and Organizational Leadership
Session A3
Time: 4:00-5:40 Room: 5/15

Chair: Gregory M Randolph, Southern New Hampshire University, USA

584 A Strong Corporate Brand as a Company’s Most Valuable Resource to Fight Future Crisis
Frank Halsig, HTW Saar University of Applied Sciences, Germany
Discussant: Joan Ball, St. John’s University, USA

583 From Technology to Luxury and Fashion: Could Apple Cross the Boundaries
Ivan Abel, St. John’s University, USA
Discussant: Aleksandra Burgiel, University of Economics in Katowice, Poland

573 Classics of Organizational Reality for Globally Successful Companies
Erach Munshi, St. John's University, USA
Discussant: Marzena Czarnecka, University of Economics in Katowice, Poland

561 Influence of Global Crisis on Customers Purchase Behavior Against the Changes in Retail Commerce
Katarzyna Bilińska-Reformat, University of Economics in Katowice, Poland
Magdalena Stęfańska, University of Economics in Poznan, Poland
Discussant: Robert F. Salvino, Coastal Carolina University, USA
Spillovers, Cross-Border Loss, and Productivity Changes
Session B3  Time: 4:00-5:40  Room: 5/16

Chair: Edward B. Flowers, St. John’s University, USA

547 Mutual Productivity Spillovers in Slovakia: A Qualitative Approach
Peter Zamborsky, University of Auckland, New Zealand
Elena Jayne Jacobs, University of Auckland, New Zealand

Discussant: Thomas Chen, St. John’s University, USA

563 The Limitation of Cross-border Loss Offset: A Real or Imaginary Obstacle to the Internal Market
Wojciech Stiller, Berlin School of Economics and Law, Berlin, Germany

Discussant: Edward B. Flowers, St. John’s University, USA

540 Productivity and Technical Changes: Modified General Index (MGI), Generalized Modified General Index (GMGI) and General Time Trend Index (GTI)
Hamidreza Alipour, Islamic Azad University, Rasht Branch, Iran
Pantea Alipour, Islamic Azad University, Iran
H Shahbazi, University of Tehran, Iran
Sanaz Ghavidel, Islamic Azad University, Rasht Branch, Iran

Discussant: Sebastian Twarog, University of Economics in Katowice, Poland
UNESCO and Tourism, Consumer Ethnocentrism and Importance of Big Data
Session C3 Time: 4:00-5:40 Room: 6/14

Chair: Igor Tomic, St. John’s University, USA

559 Big Data – Opportunity or Threat?
Marta Grybs, University of Economics in Katowice, Poland
Agnieszka Marie, University of Economics in Katowice, Poland

Discussant: I. Hilmi Elifoglu, St. John’s University, USA

580 The Impact of Unesco World Heritage Listing on Hospitality Demand: A Research of Selected Sites in Italy
Giorgio Ribaudo, University of Bologna-Rimini, Italy
Valbona Sadiraj, University of Bologna-Rimini, Italy

Discussant: Agnieszka Hat, University of Economics in Katowice, Poland

590 Enhancing the Quality of Consumer Ethnocentrism Research by Means of Systematic Review
Agnieszka Hat, University of Economics in Katowice, Poland

Discussant: Mario Glowik, Berlin School of Economics and Law, Germany
Corporate Acquisition, Taxation and Disclosure Requirements  
Session D3  
Time: 4:00-5:40  
Room: 6/16

Chair: Maria Pirrone, St. John's University, USA

568 The Impact of 'Non-Deductible' Transaction Costs on Bid Premium In the Market for Controlling Interests in Corporate Acquisitions  
Joan DiSalvio, Fairleigh Dickinson University, USA  
Nina Dorata, St. John's University, USA  
Steven Petra, Hofstra University, USA  
Discussant: Laura Lee Mannino, St. John's University, USA

551 A U. S. Value-Added Tax; Is It the Only Real Solution Left?  
Biagio Pilato, St. John's University, USA  
Discussant: Maria Pirrone, St. John's University, USA

560 Assumption of Estate Tax by Donor Creates a Net Gift  
Laura Lee Mannino, St. John's University, USA  
Discussant: Timothy Coville, St. John's University, USA

588 Statement of Comprehensive Income: New Reporting and Disclosure Requirements  
Timothy Coville, St. John's University, USA  
Patrick Casabona, St. John's University, USA  
Discussant: Nina Dorata, St. John's University, USA

589 Is the Affordable Care Act Here to Stay? An Analysis of the Disputed Tax Subsidy  
Maria Pirrone, St. John's University, USA  
Discussant: Biagio Pilato, St. John's University, USA

5:40 MEETING OF THE BEST PAPER COMMITTEE  
2/19
5:40 Entertainment for conference participants  
Aula CNTI