



3rd
**International Interdisciplinary
 Business-Economics Advancement Conference**
 28 March - 2 April, 2015, Ft. Lauderdale, Florida, USA

CONFERENCE PROGRAM

Time		Activity	Place
<i>Saturday, March 28, 15</i>			
12:00 PM	2:30 PM	Boarding	Fort Lauderdale, Florida, USA
6:00 PM	7:00 PM	Welcome Reception	Catacombs Disco, Enter on Deck 3, forward
<i>Sunday, March 29, 15</i>			
9:00 AM	10:00 AM	Session 1.1 & 1.2	Conference Room A-B & C-D
10:00 AM	10:20 AM	Coffee break	The Conference Center Lobby
10:20 AM	11:20 AM	Keynote Speaker: Prof. Dr. Chandrasekhar Putcha	Conference Room A-B
11:20 AM	12:20 PM	Session 2.1 & 2.2	Conference Room A-B & C-D
12:20 PM	2:00 PM	Lunch	Windjammer Café, Dining Room or Café Promenade
2:00 PM	3:40 PM	Session 3.1 & 3.2	Conference Room A-B & C-D
3:40 PM	4:00 PM	Coffee break	The Conference Center Lobby
4:00 PM	5:40 PM	Session 4.1 & 4.2	Conference Room A-B & C-D
10:00 AM	5:00 PM	Cruise Certificate Program	TBA
<i>Monday, March 30, 15</i>			
9:00 AM	6:00 PM	Enjoy your day @	Belize City, BELIZE
<i>Tuesday, March 31, 15</i>			
8:00 AM	6:30 PM	Enjoy your day @	Cozumel, MEXICO
<i>Wednesday, April 1, 15</i>			
9:00 AM	10:20 AM	Session 5.1 & 5.2	Conference Room A-B & C-D
10:20 AM	10:40 AM	Coffee break	The Conference Center Lobby
10:40 AM	12:20 PM	Session 6.1 & 6.2	Conference Room A-B & C-D
12:20 PM	2:00 PM	Lunch	Windjammer Café, Dining Room or Café Promenade
2:00 PM	3:20 PM	Session 7.1 & 7.2	Conference Room A-B & C-D
3:20 PM	3:40 PM	Coffee break	The Conference Center Lobby
3:40 PM	5:20 PM	Session 8.1 & 8.2	Conference Room A-B & C-D
5:30 PM	6:15 PM	Award Ceremony	Conference Room A-B
10:00 AM	4:00 PM	Cruise Certificate Program	TBA
<i>Thursday, April 2, 15</i>			
7:00 AM	8:00 AM	Arriving	Fort Lauderdale, Florida, USA

March 29, Sunday

9:00 AM		<i>Session Chair: Dr Kelly J Semrad</i>
10:00 AM	Session 1.1: Room A & B	
	The potential appeal of music and generation Y: The case of the Aruba Electric Festival Manuel Rivera, Kelly J. Semrad and Robertico Croes, Hospitality / Tourism / Smart Tourism Measuring relative efficiency in the hotel industry sector in the United States: An empirical study using data envelopment analysis approach Raida Abuizam and Pat Obi, Hospitality / Tourism / Smart Tourism Private and commercial cruising Carolyn Lusby, Steve Anderson and Cari Autry, Hospitality / Tourism / Smart Tourism	
10:00 AM	Coffee Break	
10:20 AM		
10:20 AM	Keynote Speaker: Prof. Dr. Chandrasekhar Putcha	
11:20 AM		<i>Session Chair: Dr Mehmet Cihan Yavuz</i>
11:20 AM	Session 2.1: Room A & B	
12:20 PM	Destination Image surveys: The case for the inclusion of a 'don't know' option Steven Pike, Hospitality / Tourism / Smart Tourism Destination promotion via destination marketing organization: A proposal collaborative model specific to Turkey Mehmet Cihan Yavuz, Hospitality / Tourism / Smart Tourism Hospitalableness defined and measured Asli D.A. Tasci and Kelly J. Semrad, Hospitality / Tourism / Smart Tourism	
12:20 PM	Lunch	
2:00 PM		<i>Session Chair: Dr. Muslim Amin</i>
2:00 PM	Session 3.1: Room A & B	
3:40 PM	The structural relationship between TQM practices, service quality and customer satisfaction on hotel performance: A conceptual framework in Saudi Arabia context Muslim Amin and Abdullah Mohamed Al-Dakhil, Management An empirical investigation of the relationship between corporate social responsibility (CSR) and strategic crisis management (SCM): Does CSR act as a reservoir of goodwill during a product-harm crisis ? Elisabeth Andvik, Management Employer liability for using social media in hiring decisions Margaret Vroman, Karin Stulz, Emily Stulz and Claudia Hart, Management Employer Liability for Using Social Media in Hiring Decisions Neeti Parashar, Management Roaring out of recession: Organizational strategies during downturn – tales from selected private companies in the United Arab Emirates Maria Jade Catalan-Opulencia and Rommel Sergio, Human Resource Management	
3:40 PM	Coffee Break	
4:00 AM		<i>Session Chair:</i>
4:00 PM	Session 4.1: Room A & B	
5:40 PM	Marketing and church commoditization Rufus Adebayo and Jeevaratham Govender, Marketing The future of spa care ensuring health & wellness John Mellon, Marketing Branding Adana as a touristic destination in the Eastern Mediterranean Region of Turkey Alper Bozkurt, Marketing Retail managers' perception on Coca-Cola Company's success of glass package recovery and recycling in Nairobi in Kenya Brigitte Okonga-Wabuyabo, Marketing Customer loyalty: The effects of customer perceptions and the mediating role of customer satisfactions Shu-Hsun Ho, Nguyen Thi Linh Giang and Yu-Ling Lin, Marketing	
9:00 AM		<i>Session Chair:</i>
10:00 AM	Session 1.2: Room C & D	
	Using personality types to influence buyer decisions Sherry Andre, Entrepreneurship	

From scratch - Creating a new department, new core courses, and two new socially responsible majors
Danny Arnold, Don Rogers, Cecilia McInnis-Bowers, Tonia Warnecke, Michelle Stecker and Sharon Agee, *Entrepreneurship*
 An ethical implication of fund management as a factor for enhancing entrepreneurial development among retailers in lagos secondary schools
Ayodele Omojuwa, *Entrepreneurship*

10:00 AM
 10:20 AM *Coffee Break*

10:20 AM
 11:20 AM **Keynote Speaker: Prof. Dr. Chandrasekhar Putcha**

11:20 AM *Session Chair: Dr. Avninder Gill*

12:20 PM **Session 2.2: Room C & D**

Cognitive hierarchy in capacity allocation games
Tony Haitao Cui and Yinghao Zhang, *Supply Chain Management*
 Inventory costing under just-in-time distribution
Avninder Gill, *Supply Chain Management*
 Point of sale engagement: Case of Dubai duty free
Maria Jade Catalan-Opulencia, Rommel Sergio and Patrick O'Connor, *Supply Chain Management*

12:20 PM
 2:00 PM *Lunch*

2:00 PM *Session Chair: Dr. Therese Kobbeltvedt*

3:40 PM **Session 3.2: Room C & D**

How well do markets respond to newly released information on social media?
Leighton Vaughan Williams, *Economics*
 Relative profit and positive profit in economic theory
Ferdinando Meacci, *Economics*
 Service structure and change of production in the Turkish economy
Senay Sarac and Necla Ayas, *Economics*
 Is it the time of the unctad? Rising of non-aligned countries
Burhan Kabadayi and Omer Selcuk Emsen, *Economics*
 The psychological dynamics in microeconomic cooperation: Self regulation, social distance and individual differences
Therese Kobbeltvedt, *Economics*

3:40 PM
 4:00 AM *Coffee Break*

4:00 PM *Session Chair: Dr. Constant Cheng*

5:40 PM **Session 4.2: Room C & D**

Using partial least square – structural equation model to measure the impact of social status on the subjective well-being of the Chinese people in Hong Kong
Constant Cheng, *Economics*
 The effects of volatilities on the economic growth: A case study of emerging countries
Burhan Kabadayi and Omer Selcuk Emsen, *Economics*
 The economy of Turkey over the period from 2002 through 2014 and the effect of euro / dollar parity and oil prices to Turkish economy in 2015
Arif Yavuz, *Economics*
 The relationship between development and economic freedom: A panel data analysis
Ahmet Ihsan Kaya and Zafer Caliskan, *Economics*
 An evaluation of modern macroeconomic schools
Ozlen Hic Birol, *Economics*

April 1, Wednesday

9:00 AM *Session Chair: Dr. Anis Gharbi*

10:20 AM **Session 5.1: Room A**

Econometric analysis of social security benefits
Chandrasekhar Putcha and Viswanath Putcha, *Econometrics*
 On pricing of American-style put options with early notification in the black-scholes market
Xiaoping Hu and Jie Cao, *Financial Econometrics*
 Goal programming models for physician scheduling at a large eye specialist hospital
Anis Gharbi, *Health Economics*
 Gobal warming: An inconvenient distraction
Marc Duncan, *Environmental Economics*

10:20 AM *Coffee Break*

10:40 AM		
10:40 AM		<i>Session Chair: Dr. John Mellon</i>
12:20 PM	Session 6.1: Room A	
	The economic & internationalization benefits of a music festival in a small island destination Kelly J. Semrad, Manuel Rivera and Robertico Croes, <i>International Business-Economics</i> Effect of international monetary fund over developing countries: Turkey case Haktan Sevinc and Murat Simsek, <i>International Business-Economics</i> Dissecting international business decorum for success John Mellon, <i>International Business-Economics</i> Measuring structural change with Syrquin decomposition model Necla Ayas, <i>Economic Growth</i> Relationship between sustainable development indices and economic growth: Evidence from developing countries Serkan Cinar and Ebru Surucu, <i>Economic Growth</i>	
12:20 PM	Lunch	
2:00 PM		<i>Session Chair: Dr Pat Obi</i>
3:20 PM	Session 7.1: Room A	
	Forecasting as the means to overcome unique challenges of independently owned hotels Ekaterina Sorokina, Kelly Semrad and Brian Mills, <i>Hospitality / Tourism / Smart Tourism</i> Green hotel preference intention of consumers in Adiyaman sample Eda Rukiye Donbak and Abdulkadir Corbaci, <i>Hospitality / Tourism / Smart Tourism</i> Tourism stocks, implied volatility and hedging: A vector error correction study Pat Obi, Shomir Sil and Michael Flannery, <i>Hospitality / Tourism / Smart Tourism</i> The effect of nepotism and favoritism on frontline employee's service sabotage Nazanin Naderiadib, Huseyin Arasli and Winifred Doh, <i>Hospitality / Tourism / Smart Tourism</i> The contribution of NGOs in general and SKAL international particularly, in tourism development Ruhet Genc, <i>Hospitality / Tourism / Smart Tourism</i>	
3:20 PM		
3:40 AM	Coffee Break	
3:40 PM		<i>Session Chair: Dr. Carolin Lusby</i>
5:20 PM	Session 8.1: Room A	
	Travelers use of social media: A factor-cluster segmentation approach Suzanne Amaro, Paulo Duarte and Carla Henriques, <i>Hospitality / Tourism / Smart Tourism</i> Consumer perceptions of cruise line sustainability Carolin Lusby and Lindsay Ackerman, <i>Hospitality / Tourism / Smart Tourism</i> Establishing a niche for Kenya's coastal gastronomy: Perspectives of tourists' intrinsic inclination Rosemarie Khayiya, <i>Hospitality / Tourism / Smart Tourism</i> Life on the street in Puerto Rico: Food vendors' perspective Manuel Rivera and Kelly J. Semrad, <i>Hospitality / Tourism / Smart Tourism</i> Re-branding the State of Goa, India: The 'Kenna' campaign Ian Michael and Filareti Kotsi, <i>Hospitality / Tourism / Smart Tourism</i>	
5:30 PM		
6:15 PM	Award Ceremony	
9:00 AM		<i>Session Chair: Dr Necdet Saglam</i>
10:20 AM	Session 5.2: Room C & D	
	The challenges of using tourism as an urban regeneration tool in a developing country Kelly J Semrad, Robertico Croes and Manuel Rivera, <i>Game Theory</i> The demand for emerging market bonds Zaghun Umar and Laura Spierdiik, <i>Finance And Banking</i> Quo Vadis auditing in Turkey Necdet Saglam, <i>Accounting</i> Sources of risk and management strategies among small scale farmers in Kaduna State, Nigeria Job Nmadu and Yakubu Dankyang, <i>Risk Management</i>	
10:20 AM		
10:40 AM	Coffee Break	
10:40 AM		<i>Session Chair: Dr. Hans Bay</i>
12:20 PM	Session 6.2: Room C & D	
	Cultural awareness: The key to successful deterrence Orhan Adiguzel and Olcay Er, <i>Social Science Studies</i> Evaluation of social structure and tourism in agricultural communities Abdulkadir Corbaci and Caner Caliskan, <i>Social Science Studies</i>	

Trend break in PISA survey for Denmark

Hans Bay, *Social Science Studies*

Social housing policies in Turkey: An analysis of the results of a survey on “The house ownership for low income households with low installments program”

Suleyman Ozdemir, Senol Kurt and Hasan Senocak, *Social Science Studies*

Immigration and globalization

Yudhi Ahuja, *Social Science Studies*

12:20 PM

Lunch

2:00 PM

2:00 PM

Session Chair: Dr Zeynep Copur

3:20 PM

Session 7.2: Room C & D

Farm labor supply and utilization for food crop production in Nigeria

Job Nmadu and Adebola Akinola, *Labor Economics*

Information society (knowledge-based society) and impoverished workers

Gokhan Ofluoglu, *Labor Economics*

Mathematical analysis of unemployment benefits

Adam Tabba, Chandrasekhar Putcha, Vineet Penumathy, Mohammadreza Khani and Arezoo Rahimi,

Labor Economics

Effects of family structure and socialization on compulsive buying: A life course study in Turkey

Zeynep Copur, Michael S. Gutter and Travis Mountain, *Behavioral Finance*

3:20 PM

3:40 AM

Coffee Break

3:40 PM

Session Chair: Dr Frederick Sutton

5:20 PM

Session 8.2: Room C & D

Country of origin and sales of consumer goods in Nigeria

Olufunke Ajibade and Philips Ogunode, *Consumer Behavior*

The effects of visual attention on purchase intentions

Hayk Khachatryan, Bridget Behe, Benjamin Campbell, Charles Hall and Alicia Rihn, *Consumer Behavior*

E-textbooks: Student satisfaction at a for-profit undergraduate school

Fredrick Sutton, *Consumer Behavior*

Country of origin and sales of consumer goods in Nigeria

Olufunke Ajibade and Phillips Ogunode, *Consumer Behavior*

5:30 PM

6:15 PM

Award Ceremony