

**ACADEMY OF INTERNATIONAL BUSINESS  
U.S. SOUTHWEST CHAPTER**

**2009 - 2010 OFFICERS**

**Executive Committee:**

**Chapter Chair:** Anisul M. Islam, University of Houston-Downtown  
**President:** Fazlul Miah, Fayetteville State University, North Carolina  
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**Vice Presidents, Membership:** Rock-Antoine Mehanna, Notre Dame University  
**Secretary and Treasurer:** Melissa Najera Gonzalez, University of Houston-Clear Lake

**Program Chair:** Chu V. Nguyen, University of Houston-Downtown

**Program Committee:** Chu V. Nguyen, University of Houston-Downtown  
Ohannes G. Paskelian, University of Houston-Downtown  
Faiza Khoja, University of Houston-Downtown  
Arif Sultan, Saginaw Valley State University

**Proceedings Co-Editors:** Faiza Khoja, University of Houston-Downtown  
Anisul M. Islam, University of Houston-Downtown

**Recipients of the 2010 McGraw-Hill/Irwin Distinguished Paper Award**

*Depositor Discipline and Bank Risk-Taking Behavior: Evidence from South-East Asian Financial Crises*

M. Ershad Hussain, Dillard University  
M. Kabir Hassan, University of New Orleans

**Runner-Up Paper**

*Why Shareholders and Debt-holders Value International Diversified Firms: Evidence from the United States*

Kingsly O. Olibe, Kansas State University

**ACADEMY OF INTERNATIONAL BUSINESS  
U.S. SOUTHWEST CHAPTER**

**March 4, 2010  
(Thursday)**

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8:30 a.m. - 10:00 a.m.

City View 4

**SESSION A      Miscellaneous Issues I**

Session Chair:      **Benito Sanchez**, Kean University

Discussants:        **Benito Sanchez**, Kean University  
                         **Szu-Chi Yang**, National Cheng Kung University  
                         **Akash Dania**, Alcorn State University  
                         **Szu-Chi Yang**, National Cheng Kung University

*What Can We Learn from the Taiwan National Health System? Take Adult Physical Education for Example*  
**Szu-Chi Yang**, National Cheng Kung University, Taiwan  
**Jui-Hsiu Tsai**, Kaohsiung Medical University, Taiwan

*Diversification Benefit from Investing in Commodities: Case of Industrial Metal Commodities*  
**Akash Dania**, Alcorn State University, US

*Does Public Intervention Increase Exports: Findings from an Empirical Study for Africa*  
**Khashruzzaman Chouhury**, Jackson State University, US  
**Kwame Asamoah**, Jackson State University, US

*The Role of Consultants in the Outsourcing Lifecycle*  
**Shruthi Trivedi**, Houston, Texas, US  
**Beena George**, University of St. Thomas, US

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8:30 a.m. – 10:00 a.m.

City View 5

**SESSION B      Issues in Economics and Accounting**

Session Chair:      **Ohaness G. Paskelian**, University of Houston - Downtown

Discussants:        **Benito Sanchez**, Kean University  
                         **Ohaness G. Paskelian**, University of Houston-Downtown  
                         **Shabnam Lutafali**, University of St. Thomas

*“System Dynamics” is Key to Success in Economic Forecasting and Fostering Economic Independencies*  
**Shabnam Lutafali**, University of St. Thomas, US

*Is Malaysian Monetary Policy Independent?*  
**Sayed Hossain**, Multimedia University, Malaysia  
**Ong Hway-Boon**, Multimedia University, Malaysia  
**Tan Siow-Hooi**, Multimedia University, Malaysia

*The Influence of Ownership Structure and Executive Compensation on the Accounting Performance of US Firms*  
**Ohaness G. Paskelian**, University of Houston-Downtown, US  
**Kamal Said**, University of Houston-Downtown, US

**ACADEMY OF INTERNATIONAL BUSINESS  
U.S. SOUTHWEST CHAPTER**

**March 4, 2010  
(Thursday)**

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10:00 a.m. - 10:30 a.m.

Lone Star Ballroom A

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**FBD Coffee Break**

Please make plans to visit the exhibits and let them know how much we appreciate their presence and continued support!

*Great Door Prize Drawings take place at 10:20 a.m. -- You must be present to win.*

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10:30 a.m. - 12:00 p.m.

City View 4

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**SESSION A      Issues in International Economics and Finance**

Session Chair:      **Melissa N. Gonzales**, University of Houston-Clear Lake

Discussants:      **Syed M. Ahmed**, Cameron University  
                         **Anisul M. Islam**, University of Houston-Downtown  
                         **M. Ershad Hussain**, Dillard University

*Trends and Prospects for US Trade with India: A Preliminary Analysis*

**Anisul M. Islam**, University of Houston-Downtown, US  
**Tara C. Nuwal**, University of Houston-Downtown, US  
**Chu V. Nguyen**, University of Houston-Downtown, US

*Depositor Discipline and Bank Risk-Taking Behavior: Evidence from South-East Asian Financial Crises*

**M. Ershad Hussain**, Dillard University, US  
**M. Kabir Hassan**, University of New Orleans, US

*A Long-Run Co-integration Analysis between Oil Price and Inflation*

**Syed M. Ahmed**, Cameron University, US  
**Anisul M. Islam**, University of Houston-Downtown, US.

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10:30 a.m. - 12:00 p.m.

City View 5

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**SESSION B      Special Topics in Finance, Management and Foreign Direct Investment**

Session Chair:      **Chu V. Nguyen**, University of Houston-Downtown

Discussants:      **Etienne Musonera**, Mercer University - Atlanta  
                         **Ahmad Khasawneh**, Hashemite University  
                         **Lucille L. Pointer**, University of Houston-Downtown

*The Determinants and Policy Implications of Off-Balance Sheet Activities in MENA Countries Commercial Banks*

**Ahmad Khasawneh**, Hashemite University, Jordan  
**M. Kabir Hassan**, University of New Orleans, US

*Factors Influencing the Market Duration of Residential Real Estate: An Econometrically Semi-Parametric Analysis*

**Chu V. Nguyen**, University of Houston-Downtown, US  
**Lucille L. Pointer**, University of Houston-Downtown, US  
**Richard Murphy**, University of Houston-Downtown, US

*China's Foreign Direct Investment Behavior and Implications in Sub-Saharan Africa*

**Etienne Musonera**, Mercer University – Atlanta, US

**ACADEMY OF INTERNATIONAL BUSINESS  
U.S. SOUTHWEST CHAPTER**

**March 4, 2010  
(Thursday)**

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1:30 p.m. – 3:00 p.m.

City View 4

**SESSION A      Corporate Finance**

Session Chair:      **Anne Macy**, West Texas A&M University

Discussants:      **Anne Macy**, West Texas A&M University  
**Ohaness G. Paskelian**, University of Houston-Downtown  
**Stephen Bell**, Park University

*Corporate Governance and Firm Cash Holding: A Comparative Analysis of Chinese and Indian Firms*

**Ohaness G. Paskelian**, University of Houston-Downtown, US

**Stephen Bell**, Park University, US

**Chu V. Nguyen**, University of Houston-Downtown, US

*The New Balance Sheet: Is there a Difference between US and non-US firms?*

**Anne Macy**, West Texas A&M University, US

*Why Shareholders and Debt-holders Value International Diversified Firms: Evidence from the United States*

**Kingsley O. Olibe**, Kansas State University, US

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1:30 p.m. - 3:00 p.m.

City View 5

**SESSION B      Issues in Business Management**

Session Chair:      **Faiza M. Khoja**, University of Houston-Downtown

Discussants:      **Melissa N. Gonzales**, University of Houston-Clear Lake  
**Jeffery H. Adams**, University of Houston-Downtown  
**Faiza M. Khoja**, University of Houston-Downtown

*An Empirical Study of Buyer-Supplier Relationships within Small Business Organizations*

**Jeffery H. Adams**, University of Houston-Downtown, US

**Faiza M. Khoja**, University of Houston-Downtown, US

**Ralph G. Kauffman**, University of Houston-Downtown, US

*An Analysis of the Cultural Intelligence of Multinational Managers in Mexico*

**Melissa N. Gonzales**, University of Houston-Clear Lake, US

*Consumer Attitude Toward Purchase Intentions Upon the Disclosure of Deceptive Advertising*

**Margaret Hamza**, National Cheng Kung University, Taiwan

**Hsin-Hong Kang**, National Cheng Kung University, Taiwan

**ACADEMY OF INTERNATIONAL BUSINESS  
U.S. SOUTHWEST CHAPTER**

**March 4, 2010  
(Thursday)**

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3:00 p.m. – 3:30 p.m.

Lone Star Ballroom A

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**FBD Coffee Break**

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.  
Let our exhibitors know how much we appreciate their presence and continued support!

*Great Door Prize Drawings take place at 3:20 p.m. in the Exhibit Area.  
Must be present to win.*

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3:30 p.m. - 5:00 p.m.

City View 4

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**SESSION A      Issues in International Marketing and Cross-cultural Management**

Session Chair:    **Fazlul Miah**, Fayetteville State University, North Carolina

Discussants:     **William R. Venable**, Oklahoma State University-Stillwater  
                         **Edison P. Moura**, Sul Ross State University  
                         **Fazlul Miah**, Fayetteville State University, North Carolina

*Comparison between Brazil and the United States along the Hofstede's Four Cultural Dimensions: 1970-2008*  
**Edison P. Moura**, Sul Ross State University, US

*Using Transcendent Culture Model to Overcome Cross-Cultural Compromise in an Uncertain Global Economy*  
**William R. Venable**, Oklahoma State University-Stillwater, US  
**Aswin Subanthore**, University of Wisconsin, US

*Corruption and Human Development in Africa: An Empirical Study*  
**Khashruzzaman Choudhury**, Jackson State University, US  
**Jacque Nguemegne**, Jackson State University, US

**ACADEMY OF INTERNATIONAL BUSINESS  
U.S. SOUTHWEST CHAPTER**

**March 4, 2010  
(Thursday)**

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3:30 p.m. – 5:00 p.m.

City View 5

**SESSION B      Issues in Higher Education**

Session Chair:      **Beena George**, University of St. Thomas

Discussants:      **Beena George**, University of St. Thomas  
                         **Ron Barnes**, University of Houston-Downtown  
                         **Nancy Leveille**, University of Houston-Downtown

*A Classroom Responses System (Clickers) in Business Statistics Classes*

**Ron Barnes**, University of Houston-Downtown, US  
**Nancy Leveille**, University of Houston-Downtown, US

*Demographic Factors Influencing Performance of Students at Well Diversified Universities: A Preliminary Analysis.*

**Chu V. Nguyen**, University of Houston-Downtown, US

*Integration: An Elusive Concept*

**Beena George**, University of St. Thomas, US  
**Natalya Delcoure**, University of St. Thomas, US

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5:10 p.m. – 7:00 p.m.

City View 8

**AIB SOUTHWEST ANNUAL BUSINESS MEETING**

**Presiding: Fazlul Miah**, Fayetteville State University  
President of AIB-SW

All members are invited

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5:30 p.m. – 7:00 p.m.

Lone Star Ballroom A

**FBD Meet and Greet Social**

Everyone is invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and listen to the music of a local Texas band. A Cash Bar is available and a limited number of drink tickets will also be distributed. Stop by to relax and wind down from the day's conference activities before heading out to other association events, dinner, or the surrounding artistic activities.

**ACADEMY OF INTERNATIONAL BUSINESS  
U.S. SOUTHWEST CHAPTER**

**March 5, 2010  
(Friday)**

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8:30 a.m. – 10:00 a.m.

City View 7

**SESSION A      Issues in International Labor and Management**

Session Chair:    **Yezdi H. Godiwalla**, University of Wisconsin-Whitewater

Discussants:     **Janice Baldwin**, University of Texas-Arlington  
                      **Yezdi H. Godiwalla**, University of Wisconsin-Whitewater  
                      **Beverly George**, University of Texas-Arlington

*International Executive Training*

**Yezdi H. Godiwalla**, University of Wisconsin-Whitewater, US

*Globalization and Relaxed Immigration Law: A Solution for the Worldwide Recession  
or a Formula for Deepening International Unemployment*

**Janice Baldwin**, University of Texas-Arlington, US  
**Beverly George**, University of Texas-Arlington, US

*Impact of Skilled Labor Immigration in Fiji*

**Anis Khan**, Fiji Institute of Technology, Fiji  
**Riad Khan**, Fiji Institute of Technology, Fiji

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8:30 a.m. - 10:00 a.m.

City View 8

**SESSION B      International Finance and Banking**

Session Chair:    **M. Kabir Hassan**, University of New Orleans

Discussants:     **M. Kabir Hassan**, University of New Orleans  
                      **Raditya Sukmana**, Airlangga University, Indonesia  
                      **Benito Sanchez**, Kean University

*Nexus of Monetary Policy in Dual Banking System in Malaysia: Relevance of Islamic Bank*

**Raditya Sukmana**, Airlangga University, Indonesia  
**Salina H. Kassim**, International Islamic University Malaysia, Malaysia

*Financial Development and Economic Growth in the Organization of Islamic Conference Countries*

**M. Kabir Hassan**, University of New Orleans, US  
**Benito Sanchez**, Kean University, US  
**Jung-Suk Yu**, Samsung Economic Research Institute. South Korea

*Turning Point for Microfinance Institutions: A Case Study of the First Microfinance Bank in Pakistan*

**Faiza M. Khoja**, University of Houston-Downtown, US  
**Amir Hussein**, First Microfinance Bank of Pakistan, Pakistan

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10:00 a.m. – 10:30 a.m.

Lone Star Ballroom A

**FBD Coffee Break**

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.  
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**ACADEMY OF INTERNATIONAL BUSINESS  
U.S. SOUTHWEST CHAPTER**

**March 5, 2010  
(Friday)**

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10:30 a.m. – 12:00 p.m.

City View 7

**SESSION A      Global Instruction and the Internet**

Session Chair:    **Ngoc-Bich Tran**, San Jacinto College  
Discussants:     **Elizabeth McKinley**, San Jacinto College  
                      **Ngoc-Bich Tran**, San Jacinto College  
                      **C. James Wong**, San Jacinto College

*The Value of Instructional Design Model Process Approach in Online Instruction*  
**C. James Wong**, San Jacinto College, US

*Global Online Instruction in Business Law and Management*  
**Elizabeth McKinley**, San Jacinto College, US

*Global Online Instruction in Economics*  
**Ngoc-Bich Tran**, San Jacinto College, US

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10:30 a.m. – 12:00 p.m.

City View 8

**SESSION B      Invited Session on Global Financial Crisis and Banking**

Session Chair:    **Anisul M. Islam**, University of Houston, Downtown  
Discussants:     **M. Kabir Hassan** University of New Orleans  
                      **M. Ershad Hassan**, Dillard University  
                      **Muhammad Mustafa**, South Carolina State University

*Genesis of Recent US Financial Crisis and Transformation into Global Crisis*  
**Matiur Rahman**, McNeese State University, US  
**Muhammad Mustafa**, South Carolina State University, US

*The Impact of Global Financial Crisis: Challenges and Opportunities for the Bangladesh Economy*  
**Muhammad Mahboob Ali**, Atish Dipankar University of Science and Technology, Bangladesh  
**Anisul M. Islam**, University of Houston, Downtown, US

*The Impact of Global Financial Crisis on Bangladesh Economy*  
**M. Kabir Hassan** University of New Orleans, US

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12:00 p.m. – 3:00 p.m.

The Kitchen Table (Hotel Restaurant)

**AIB SOUTHWEST BUSINESS LUNCHEON**

**Fazlul Miah, AIB-SW President Presiding**

AIB-SW Members are invited

**ACADEMY OF INTERNATIONAL BUSINESS  
U.S. SOUTHWEST CHAPTER**

**March 5, 2010  
(Friday)**

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3:00 p.m. – 3:30 p.m.

Lone Star Ballroom A

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**FBD Coffee Break**

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***Great Door Prize Drawings take place at 3:20 p.m. in the Exhibit Area. Must be present to win.***

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3:30 p.m. – 5:00 p.m.

City View 7

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**SESSION A      Issues in Global Management Marketing and Adult Health Care**

Session Chair:      **Zafar U. Ahmed**, Fahad Bin Sultan University,

Discussants:      **Ndamukong N. Tangeh**, University of Houston-Downtown  
                         **Millicent Addo**, Southern University  
                         **Xia Yang**, Bloomsburg University of Pennsylvania

*Impact of the Interface between Global Branding and Country of Origin on Malaysian and Singaporean Consumer Behavior: An Asia Pacific Marketing Perspective*

**Zafar U. Ahmed**, Fahad Bin Sultan University, Saudi Arabia  
**Xia Yang**, Bloomsburg University of Pennsylvania, US  
**James P. Johnson**, Rollins College, US

*Business Language in Cameroon: Understanding Cross-Cultural Communication*  
**Ndamukong N. Tangeh**, University of Houston-Downtown, US

*Improving Implementation: A Model for Implementation Assessment*  
**Millicent Addo**, Southern University, US  
**Khshruzzaman Choudhury**, Jackson State University, US

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3:30 p.m. – 5:00 p.m.

City View 8

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**SESSION B      Issues in International Finance**

Session Chair:      **Arif Sultan**, Saginaw Valley State University

Discussants:      **Ata Yesilyaprak**, Columbus State University, US  
                         **Mazhar M. Islam**, Florida A&M University  
                         **Ohaness G. Paskelian**, University of Houston-Downtown

*An Investigation of Market Efficiency of Johannesburg Stock Exchange*  
**Mazhar M. Islam**, Florida A&M University, US

*The Impact of FDI and Macro Factors on the Turkish Stock Market Return and Volatility*  
**Ohaness G. Paskelian**, University of Houston-Downtown, US  
**Ata Yesilyaprak**, Columbus State University, US

*Impact of the US Subprime Crisis on the Mexican Economy as Measured by Financial Market Data*  
**Chu V. Nguyen**, University of Houston-Downtown, US  
**Jack H. Ewing**, University of Houston-Downtown, US  
**Tara C. Nuwal**, University of Houston-Downtown, US

**ACADEMY OF INTERNATIONAL BUSINESS  
U.S. SOUTHWEST CHAPTER**

**March 6, 2010  
(Saturday)**

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8:30 a.m. – 10:00 a.m.

Majestic 5

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**SESSION B      Miscellaneous Issues II**

Session Chair:      **Etienne Musonera**, Mercer University - Atlanta

Discussants:      **Etienne Musonera**, Mercer University - Atlanta  
                         **Indrit Hoxha**, University of Houston - Downtown  
                         **Arif Sultan**, Saginaw Valley State University

*An Empirical Analysis of Factors Affecting Public School Performance*  
**Arif Sultan**, Saginaw Valley State University, US

*Corporate Social Responsibility: The Case of Goldman Sachs and its 10,000 Women Initiative*  
**Etienne Musonera**, Mercer University – Atlanta, US

*Do Emerging Markets Share Their Risk?*  
**Indrit Hoxha**, University of Houston-Downtown, US