

**2011 2nd International Conference on Financial Theory
and Engineering (ICFTE 2011)**

**2011 International Conference on Economics Business
and Marketing Management (EBMM 2011)**

**Rendezvous Merry Hotel
Shanghai, China
March 11-13, 2011**

Co-Sponsored by



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Registration Only: March 11, 2011 (Friday)**Rendezvous Merry Hotel**

10: 00 – 12: 30	Arrival and Registration
13: 30 - 17: 00	

- Note:** (1) You can also register at any time during the conference.
(2) Certificate of Participation can be collected at the registration counter.
(3) The organizer won't provide accommodation, and we suggest you make an early reservation.

Conference: Morning, March 12, 2011 (Saturday)**Venue: Conference room 4**

9:00-9:15	Opening Remarks Associate Professor Jen-Shi Ni Department of Finance and Taxation, Takming University of Science and Technology, Taiwan
9:15-10:00	Keynote Speech 1 Guannan Zhao Department of Physics University of Miami Coral Gables, FL, USA
10:00-10:45	Keynote Speech 2 Professor Yixun Shi Bloomsburg University of Pennsylvania, USA
10:45-11:00	Taking Photo and Coffee Break
11:00-11:45	Keynote Speech3 Professor Wen-Pai Wang Department of Industrial Engineering & Management, at the Chin-Yi University of Technology, Taiwan

12:00-13:30	Luch Break
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Afternoon, March 12, 2011 (Saturday)

SESSION – 1 (EBMM)
Venue: Conference room 4
Session Chair: Yi Jiang
Time: 13:30 – 15:30PM

C00010 SC	Transactions and Private-Government Ownership in China Yi Jiang
C00003	Using PCA to Assess the Critical Success Factor Constructs of SMEs in the Malaysian Food Industry Hayati Habibah Abdul Talib

C00004	The effect of firm specifications on survival of new small and medium enterprises (SMEs) in Iran Ghaffar Tari
C00006	Ownership Structure, Moral Hazard and Bank Risk Taking Nora Azureen Abdul Rahman, Nor Hayati Ahmad and Nur Adiana Hiau Abdullah
C00007	The Impact of Accession to the EU on Bulgaria's Export Specialization Dimitar Hadjinikolov
C00012	Attitudes of Chinese consumers towards foreign and domestic films Hao Luo and Zhizhong Jiang
C00013	How did RMB Appreciation Influence China's Import and Export: An Empirical Analysis on the Appreciation during 2005-2008 Xuan Jiang and Wen Long
C00014	Measuring Service Supply Chain Management Processes: The Application of Q-Sort Technique Chanida Pongpanarat and Sakun Boon-itt
C00015	The Influence of E-commerce on Strategic Management Practices in a New External Environment Rashad Yazdanifard and Abubakar Mohammed Bichi
C00020	Offshore Accounting Outsourcing: The Case of Malaysia Aini Aman, Rozita Amiruddin, Ruhanita Maelah, Noradiva Hamzah and Noor Inayah Yaacob
C00021	Some Fair Value Discussion (On Financial Instruments Reporting Issues) Carmen Bonaci, Dumitru Matis and Jiri Strouhal
C00022	Hierarchy of User Needs: An Analysis of Mobile Phone Service Innovations Norlia Ahmad
C00023	An Impact of Intra-Industry Trade on Employment: A Case Study for Iran Saeed Rasekhi and Saman Ghaderi
C00024	Pathways Between Lean and Green Paradigms and Manufacturing Supply Chain Performance Helena Carvalho, Susana Azevedo and V. Cruz Machado
C00058	The Influence of LARG Supply Chain Management Practices on Manufacturing Supply Chain Performance Susana Garrido Azevedo, Helena Carvalho and V. Cruz Machado
C00025	Why foreign banks divest their strategic investment in Chinese banks yuhua li
C00026	The Consequence of Electronic Customer Relationship Management (e-CRM) Performance on Customer Loyalty in Jordanian Telecommunication Industry Nor Azila Mohd Noor and Khaled Abed Mufleh Al-Momani
C00029	Advertisement within online game world: Effects of experiential motives on the attitude toward the advertised brand Rym Ben Ahmed and Mohamed Nabil Mzoughi
C00030	Determinants of Demand for Private Tuition in Penang (Malaysia): An Exploratory Study Using the Sample Selection Approach Juliana Jelani and Andrew K.G. Tan
C00031	Future of R&D Outsourcing in Global Enterprises Rashad Yazdanifard and Abdulkareem Alli
C00032	Opportunities, challenges and preparations: Myanmar and Asean Economic Community Hla Theingi and Nang Sarm Siri
C00033	Improving Supply Chain Performance Of Fast Moving Consumer Goods (Fmcg), A Case Study Of Nestle (Pakistan) Limited Muhammad Choudhary and Amjad Saleem

C00034	A Multi-retailer Supply Chain under Cash Discount and Credit Period Yu-Chung Tsao
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15:30-15:40	Luch Break
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SESSION – 2 (EBMM)
Venue: Conference room 5
Session Chair: Rajive Mohan Pant
Time: 13:30 – 15:30PM

C00038 SC	Technology upadation through technology transfer: Panacea for developing economies Rajive Mohan Pant
C00040	An Analysis of Offshoring Costs in the Textile and Chemical Industries Hale Yilmaz
C00041	An economic design of double sampling Xbar chart under gamma distribution assumption Pei-hsi Lee and Tsen-I Kuo
C00045	Grooming Allowance And Its Effect On Employee Motivation Rashad Yazdanifard and Usman Musa Zakari Usman
C00046	FIFTY-EIGHT YEARS OF REGIONAL GROWTH IN CHINA:COMPARISION AND CONVERGENCE ANALYSIS Lin Jian Yi and Nakata Masao
C00047	Activity-based Management in France: A focus on the information systems department of a bank Gregory Wegmann
C00049	The Challenges Companies Face For Pricing In Global Markets Dr. Rashad Yazdanifard and Hashim Danbala
C00051	Financial Sector Reforms and Efficiency of Commercial Banks in Pakistan Muhammad Usman and Faiq Mahmood
C00055	New conceptual approach to risk management: How to manage organisational capabilities with the intention of reducing risk? Eva Nador and Zoltan Veres
C00063	The effects of industry and firm factors in performance persistence Feng-Jyh Lin
C00067	Economic Processes in Management Business Informatics Economic – Process of ICT Costs Analysis Milos Maryska
C00068	Challenges faced by customers; highlighting e-shopping problems. Godwin Wada and Rashad Yazdanifard
C00069	Developing the Large-Scale Optimization Model for Delivery Scheduling Assignment Problem: The Case Study of AAA Company Manisra Baramichai and Teeradon Piyakiattisuk
C00072	International Business Integration of Arab Countries: Achievements and Challenges M-said Oukil

C00074	Research on Zhejiang Province's Total Factor Productivity: Based On Solow Model Zhu Jian An, Li Si Rao
C00077	Customer Relationship Management (CRM) Processes: A Review of Different Perspectives Khalid Rababah, Haslina Mohd, Huda Hj. Ibrahim
C00079	Towards developing Order Distribution System by simulation approach Wen-Pai Wang, Chun-Chih Chiu
C00081	Strategic Supplier Selection in Boutique Hotel Purchasing Management- Using Fuzzy Factor Rating System Horng-Jinh Chang, Kuo-Yan Wang, Chun-Ying Shen, Shean-Yuh Lin
C00083	Empirical analysis of the relationship between CO2 Emissions and export trade of industrial sector in China Lina Gao
C00084	The China Model of Development as Viewed from a Business Competition Perspective Xibao Zhang
C00087	The Relationship Between Consumer Banking and Income Elasticity-A Study on Credit Cards, Cash Cards and Credit Loan in Taiwan. Ying-Shu Hung, Hsin-Hong Kang, Shuang-Shii Chuang
C00088	Auditing in Islamic organizations: Lesson from the Islamic history Nawal Kasim, Shahul Hameed Mohamad Ibrahim, Maliah Sulaiman
C00093	Status, Problems and Solutions on Qiuzi Music and Dance Culture Industry Gang Chen

15:30-15:40

Luch Break

SESSION – 3 (EBMM)

Venue: Conference room 4

Session Chair: Mascia Ferrari

Time: 15:40 – 18:00PM

C00127 SC	Accounting standards and investors perception of earnings quality: IAS/IFRS vs. German Gaap Mascia Ferrari, Francesco Momente and Francesco Reggiani
C00094	The Functions of the Governmental Websites for Cooperative Development between Yunnan and the Four Border Provinces in Northwest Vietnam Gang Chen
C00099	A Conceptual Framework of the Relationship Between Innovation and Organizational Performance in Mobile Telecommunications Sector Laith AL-Hakim and Shahizan Hassan
C00112	E-Book and Copyright Protection in Malaysia Olivia Swee Leng Tan and Shereen Khan
C00122	The Impact of Tax Incentives on SMEs Performance Nadiah Abd Hamid, Rohaya Mohd Noor, Mustaffa Mohamed Zain and Barjoyai Bardai
C00125	Framework of cost of quality measurement for support quality improvement program Prapawan Pangstri

C00131	Price skimming on a successful marketing strategy: Study of the launching of Ipad as the new innovative product of Apple Inc. Jose Antonio Hernandez
C10001	Small economy – big problems The labour market situation in Latvia – reality and challenges Linda Romele
C00109	The Research on the Relations of Job Value, Job Involvement and Work Performance Ting Nie and MI Zhou
C10013	Do Elements of Fraud Influence Management and Employee’s Intention to Report Fraudulent Financial Statements? Siti Noor Hayati, M. Zawawi, Rashidah, Abdul Rahman, Yap, Bee Wah And Kamil, Muhd. Idris
C00118	Green Consumerism: Does Attitude Influence Behaviour? Praveen Nair
C10019	Brand Identity of Higher Educational Institutions Goi Mei Teh
C10025	Solid Waste Management for Sustainable Tourism in World Heritage Site: Khao Yai National Park’s Campsite, Thailand Rungsima Lertjanyarak
C10033	The Industry Effect of Inward FDI Influenced by the Exchange Rate Change FANG WANG
C10039	Consumer Perceptions of Luxury Wines Jordan Rendall and Corine Cohen
C10041	Accessing the Tourist Experience and Its Relationship with Destination Development Parikshat Singh Manhas and Ramjit
C10043	EXAMINATION AND EVALUATION OF NIGERIAN BANKS FINANCIAL STATEMENT REPORTING SYSTEM A. A. Aminu, Ph.D and Danjuma Lukman Dan-Isah
C10059	The Analysis of Carrying Capacity of Tourism Foreign Direct Investments (FDI) in South Coast of
C10066	The Analysis of Employment Effects of Foreign Direct Investment Po-Sheng Ko, Cheng-Chung Wu, Chen-Feng Huang, Ying-Shih Mai, Yi -Ching Chen and Ya-Lin Huang
C10075	An Empirical Research on the Relationship between the Income of China’s Monopoly Sectors and Economic Growth Ma Qiang and Sun Jian-ping
C10080	Dimensions of Quality of Life toward Quality of Work-life Development:A Case Study in Thailand Phichit Thepphawan
C10078	A Review of Factors Influencing User Satisfaction in Indonesia’s Online Newspaper Nathalia Devina Widjaja and Nathan Tanoey

SESSION – 4 (EBMM)

Venue: Conference room 5

Session Chair: Sergio Bianchi

Time: 15:40 – 18:00PM

X00040 SC	Efficiency, Overreaction and Underreaction in Stock Markets. A Parsimonious Model of the Three Sided-Coin Sergio Bianchi, Alexandre Pantanella
C10079	Policy Implications of Production Tax Credit (PTC) and Renewable Portfolio Standard (RPS) on Electric Power Industry: The Case of Negative Correlation between the Fuel Price and PTC Level Chenlu Lou and K. Jo Min
C10083	The evolution of influencing centres from a global perspective Rotundu Irina-Liliana , Calistru Roxana-Angela and Bujor Anca Liliana
C10091	Performance Measurement in Inventory System of an Iranian Automobile Manufacturer Company Helia Jamshidi, Atousa Farzad and Albert Caruana
C10095	Does Intellectual Capital influence Investment Recommendations? Dominique Razafindrambinina and Stephanie Santoso
C10105	A Comparative Study of the level of Job Satisfaction in Domestic and Foreign Banks in New Delhi, India Dr. Vinod Kumar Singh
C10098	Japan market entry strategy: Critical issues to ponder from multinational company successes and failures in the Japanese market Nathaniel O. Agola, Ph.D.
C10101	Marketing and Innovation Abbas Khosravi, Najme Roozmand, Seyed Mojtaba Hosseinifar, Khalil Md Nor and Ali Akbar Hozhabri
C10103	Possibilities to Collect Data regarding Performance Indicators of Public Funded Projects Desiree M.A. MARINESCU and Elena MITITEL
C10104	Economic Development and Agricultural Sector in Thailand A Multi-Sector Dynamic Model Analysis Apirada Chinprateep and Terry L . Roe
X00001	Research and Analysis on Relationship of Financial Profit and Corporate Governance An Xie, Shurong Tong
X00003	Markov Chain Equilibrium Models in Estimating Investment Trends Yixun Shi
X00007	Rescaled Range Analysis and Detrended Fluctuation Analysis Study of Foreign Exchange Market Efficiency: A Case Study for Iran Saeed Rasekhi and Mahdi Shahrazi
X00008	Waiting Times Distribution for Second-Scale Price Changes in FX Market Guannan Zhao, Dan Fenn, Neil Johnson, Mark McDonald, Stacy Williams
X00012	A two scale age dependent metapopulation model Edgar Pereira, Jacques A.L. da Silva, Cecília Rosa
X00018	Pricing double barrier Parisian options with a lattice method Jingfeng Xu, Jian Liu, Haijian Zhao
X00019	Market Discipline of Subordinated Debt: Empirical Evidence from Japanese commercial banks Hong-Ghi Min, Young-Soon Hwang
X00020	Valuation of Ratchet Equity Indexed Annuities with Binomial Models Haijian Zhao, Jingfeng Xu, Jian Liu

X00024	Extreme Co-movements Between Real Estate and Equity Markets in China Chiu-Lan Chang, Ming Fang
X00027	House Market and Economic Fluctuation in U.S. Jen-Shi Ni, Jin-Chung Liu, Yu Wen
X11002	Negative Equity as an Indicator of Company Failure: Theoretical Considerations and an Empirical Study of Estonian Companies Aaro Hazak, Merle Rannala

18:30-20:00	Dinner
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Instructions for Oral Presentations

Devices Provided by the Conference Organizer:

Laptops (with MS-Office & Adobe Reader)

Projectors & Screen

Laser Sticks

Materials Provided by the Presenters:

PowerPoint or PDF files

Duration of each Presentation (Tentatively):

Regular Oral Session: about 15 Minutes of Presentation 5 Minutes of Q&A

Keynote Speech: 45 Minutes of Presentation 5 Minutes of Q&A

Rendezvous Merry Hotel Shanghai 上海美丽园龙都大酒店

Overview

Shanghai was regarded in the 1930s as the Paris of the East, China's most modern metropolis, a haven for peasants and intellectuals, colonials and radicals, the new rich and the very-poor. Today, Shanghai is once again China's most exciting and sophisticated city. Located in the commercial business district and just minutes from the Conference Centre, Rendezvous Merry Hotel Shanghai is the ideal place for the discerning business, conference or leisure traveler to relax in style and comfort. Featuring 342 rooms and suites, the hotel has extensive conference facilities, hosting events for up to 400 guests, as well as a range of restaurants, bars and entertainment. Close to public transport, the hotel is within easy walking distance to major attractions such as the historic Jing An Temple and superb shopping on Nanjing Road. Experience our peerless service, attention to detail and exceptional value in the heart of cosmopolitan Shanghai.

Rooms and Suites

All guest rooms and suites have been carefully designed to meet your demands and offer panoramic

views of the Shanghai night life. You can request a non-smoking room and there is an exclusive Business Women's floor. Including: Superior Room, Deluxe Room, Club Room, Executive Suite, Shanghai Suite, Rendezvous Suite, Chairman's Suite, and Business Women's Floor etc.

Room Price for the conference delegates

Standard Rooms: 450 RMB / Room / Night

Double Room (One Bed): 450/night

Double Deluxe: 550/night

All rooms inclusive of Breakfast

Location Map



Rendezvous Merry Hotel Shanghai

396 Yan An West Road
Shanghai 200040
People's Republic of China

Room Reservation : +86 15821869660
Fax: +86 21 6249 5315
Email: amy.034@hotmail.com
Website :[http:// www.rendezvoushotels.com](http://www.rendezvoushotels.com)

Hong Qiao Domestic Airport
Distance to Hotel 10KM/ Time 30 Minutes
Taxi Fee 35 RMB-40 RMB

Pudong International Airport
Distance to Hotel 50KM/ Time 90 Minutes

Taxi Fee 140 RMB-160RM

國際經濟發展研究中心

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