



Athens Institute for Education and Research
A World Association of Academics & Researchers



1st Annual International Conference on Business, Law & Economics, 5-8 May 2014, Athens, Greece

Organized by the **Business & Law Research Division** of ATINER

Conference Venue: **Titania Hotel**, 52 Panepistimiou Street, 106 78 Athens, Greece

Monday 5 May 2014

09:00-09:30 Registration

09:30-10:00 Welcome and Opening Remarks

- Dr. Gregory T. Papanikos, President, ATINER.
- Dr. Michael P. Malloy, Director, Business and Law Research Division, ATINER & Distinguished Professor, Pacific University, USA.
- Dr. David A. Frenkel, Head, Law Research Unit, ATINER & Professor, Ben-Gurion University of the Negev, Beer-Sheva, Israel.

10:00-11:30 Session I: Business and Public Policy

Chair: Michael P. Malloy, Director, Business and Law Research Division, ATINER & Distinguished Professor, Pacific University, USA.

1. Julie Cassidy, Professor, Auckland University of Technology, New Zealand. Searching for a Model GAAR – Legislative Responses to Tax Avoidance in Australia, New Zealand and United Kingdom.
2. Florin Peci, Professor, University of Peja, Kosovo. The Impact of Firm and Entrepreneurship Characteristics in Small and Medium Enterprises (SME-s) Investment Finance through Debt (Bank Loan).
3. Lavinia-Olivia Iancu, Lecturer, Tibiscus University, Timisoara, Romania. Reform of the Insolvency Law in Romania.
4. Matthias von Juterzenka, Doctoral Candidate, FOM University of Applied Sciences, Germany. Facts at the Horizon: The Future German Ink and Mineral Oil Ordinance. A National Approach and its European Spill Over: Risk Management, Compliance and Avoidance of Liability.

11:30-13:00 Session II: Market Analysis and Regulation

Chair: Julie Cassidy, Professor, Auckland University of Technology, New Zealand

1. Mark Bellnap, Program Chair, Aeronautical University, USA. A Critical Review and Analysis as to Whether the Implementation of a Gold Standard Would Work Toward Achieving an Effective Monetary Policy in the United States.
2. George Athanassakos, Professor, Western University, Canada. Are Negative P/E Ratio Firms Different Than Positive P/E Firms? The Case of Interlisted Vs. Non-Interlisted Firms in Canada.
3. Andy Chen, Associate Professor, Chung Yuan Christian University, Taiwan. Competing to Prosperity: Formulating Competition Policy and Law in Emerging Economies.
4. Ekwoaba Joy Onyinyechi , Lecturer, University of Lagos, Nigeria & Olusanya, Olasunmbo Ayanfeoluwa, Lecturer, University of Lagos, Nigeria. National Minimum Wage (Amendment) Act, 2011: Implications for the Nigerian Labour Market.

13:00-14:00 Lunch (details during registration)

14:00-15:30 Session III: Law, Economics, and Technology

Chair: Michael P. Malloy, Director, Business and Law Research Division, ATINER & Distinguished Professor, Pacific University, USA

1. Adel AL-Hashem, Instructor, Al-Balqa Applied University, Jordan. The Impact of Knowledge Sharing Systems on Strategic Integration between Business and Information Technology.
2. Rodrigo Valverde da Silva, PhD Student, Federal University of Valencia, Brasil, Vicente Ripoll Feliu, Professor, University of Valencia, Brasil, Cristina Crespo Soler, Professor, University of Valencia, Brasil & Sandra Rolin Ensslin, Professor, Federal University of Santa Catarina, Brasil. E-Government and Public Accounting Information: Bibliometric and Systemic Analysis.
3. Maria Yurina, Master student, National Research University Higher School of Economics, Russia. Comparative Analysis of Legality of Advertising Materials in the Internet.

15:30-17:00 Session IV: Corporate Governance

Chair: George Athanassakos, Professor, Western University, Canada.

1. Sonja Cindori, Assistant Professor, University of Zagreb, Croatia. The Dubious Role of Lawyers in the Implementation of Measures to Prevent Money Laundering and Terrorist Financing.
2. Adedoyin Hassan, Lecturer, Lagos State University, Nigeria. Leadership Effectiveness in Nigeria.
3. Shamila Nabi Khan, Fellow, Lahore School of Economics, Pakistan & Sana Azar, Fellow, Lahore School of Economics, Pakistan. The Effect of Management Leadership on Competitive Strategies, Manufacturing Strategies and Firm Performance: A Case of Uncertain Economy.

21:00-23:00 Greek Night (Details during registration)

Tuesday 6 May 2014

09:00-10:30 Session V: Methods of Entry and Participation in Foreign Markets

Chair: Hans-Dieter Gerner, Researcher, Institute for Employment Research Nuremberg, Germany

1. Ying Wang, Associate Professor, Youngstown State University, USA. Branding China: Challenges and Strategies.
2. Osama Samih Shaban, Associate Professor, Al-Zaytoonah University of Jordan, Jordan & Ziad Al-Zubi, Assistant Professor, Al-Zaytoonah University of Jordan, Jordan. The Role of Financial Indicators in Rationalizing of Investors' Decisions in the Jordanian Stock Exchange Market.

10:30-12:00 Session VI: Law, Economics, and Social Policy

Chair: Niaz Ahmed Khan, Free Lance Consultant, Al-Zahra Centre Sharjah, UAE.

1. Jamil Samawi, Assistant Professor, American University of Madaba, Jordan & Luai Jraisat, Assistant Professor, American University of Madaba, Jordan. The Effect of Health Advertising on University Students.
2. Hans-Dieter Gerner, Researcher, Institute for Employment Research Nuremberg, Germany, Lutz Bellmann, Professor, University of Erlangen-Nuremberg and Institute for Employment Research Nuremberg, Germany & Christian Hohendanner, Researcher, Institute for Employment Research Nuremberg, Germany. Worker Flows and Employment Adjustment Costs: Evidence from Dismissal Protection Policy Reforms in Germany.
3. Mohamed Saeh, Lecturer, University of Tripoli, Libya. Obligations and Rights of Licensor and Licensee in a Patent License.
4. Abeer Al-Khoury, Associate Professor, Princess Sumaya University for Technology, Jordan & Suzan Abed, Dean, Applied Science University, Jordan. Determinants of the Chief Executive Officer Compensation: Evidence from Jordan

12:00-13:00 Lunch (Details during registration)

13:00-14:30 Session VII: Law, Economics, and Government Policy

Chair: Regina Moczadlo, Professor, Pforzheim University, Germany.

1. Ole Bergfjord, Associate Professor, Bergen University College, Norway & Sueinung Arnesen. Prediction Markets vs Polls - A Re-Examination of Accuracy of Election Predictions.
2. Ivana Bajacic, Assistant Professor, University of Zagreb, Croatia & Veseljka Kos, Advisor, The High Administrative Court of the Republic of Croatia, Croatia. Economic Analysis of the Administrative Disputes against Decisions of Government Agencies – Case of Croatia.
3. Ivan Reiner, Assistant Professor, University of Zagreb, Croatia. Changes in Tax System of the Republic of Croatia with Purpose of Increasing Budget Income.
4. Niaz Ahmed Khan, Free Lance Consultant, Al-Zahra Centre Sharjah, UAE. How to Reverse Greek Recession in Matter of Days.

14:30-16:00 Session VIII: Marketing and Management Strategies

Chair: David A. Frenkel, Head, Law Research Unit, ATINER & Professor, Ben-Gurion University of the Negev, Beer-Sheva, Israel.

1. Regina Moczadlo, Professor, Pforzheim University, Germany, Harald Strotzmann, Professor, Pforzheim University, Germany & Jürgen Volkert, Professor, Pforzheim University, Germany. Health Investments in Agricultural Social Supply Chain Management - The Case of Bayer Cropscience.
2. Fabiana Mariutti, PhD Student at the Faculty of Business and Law, Leeds Metropolitan University, UK & Ralph Tench, Professor, Leeds Metropolitan University, UK. Are we talking the Same Language? Challenging Complexity in Country Brand Models.
3. Anita Pavkovic, Associate Professor, University of Zagreb, Croatia & Ivana Galic, Deputy Head of Regional Department West Retail Division, Erste & Steiermarkische Bank d.d., Croatia. Customer Relationship Banks' Management in Croatia.
4. Victor Mbulaheni, Manager, National Agricultural Marketing Council, South Africa, Lindikaya Myeki, Economist, National Agricultural Marketing Council, South Africa, Herman Van Schalkwyk, Rector, North West University, South Africa. A Critical Examination of Mentorship in Contract Farming for Smallholder Broiler Entrepreneurs in North West and Limpopo Provinces, Republic of South Africa.

17:30-20:30 Urban Walk (Details during registration)

21:00-22:00 Dinner (Details during registration)

Wednesday 7 May 2014

Cruise: (Details during registration)

Thursday 8 May 2014

Delphi Visit: (Details during registration)