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.

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.

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.

21:00-23:00 Greek Night (Details during registration)
### Tuesday 6 May 2014

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<th>Time</th>
<th>Session V: Methods of Entry and Participation in Foreign Markets</th>
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<td>09:00-10:30</td>
<td>Chair: Hans-Dieter Gerner, Researcher, Institute for Employment Research Nuremberg, Germany</td>
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<tr>
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<td>1. Ying Wang, Associate Professor, Youngstown State University, USA. Branding China: Challenges and Strategies.</td>
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<td>2. Osama Samih Shaban, Associate Professor, Al-Zaytoonah University of Jordan, Jordan &amp; 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.</td>
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<th>Time</th>
<th>Session VI: Law, Economics, and Social Policy</th>
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<td>10:30-12:00</td>
<td>Chair: Niaz Ahmed Khan, Free Lance Consultant, Al-Zahra Centre Sharjah, UAE.</td>
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<td>1. Jamil Samawi, Assistant Professor, American University of Madaba, Jordan &amp; Luai Jraisat, Assistant Professor, American University of Madaba, Jordan. The Effect of Health Advertising on University Students.</td>
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<td>3. Mohamed Saeh, Lecturer, University of Tripoli, Libya. Obligations and Rights of Licensor and Licensee in a Patent License.</td>
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<td>4. Abeer Al-Khoury, Associate Professor, Princess Sumaya University for Technology, Jordan &amp; Suzan Abed, Dean, Applied Science University, Jordan. Determinants of the Chief Executive Officer Compensation: Evidence from Jordan</td>
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<th>Time</th>
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<td>12:00-13:00</td>
<td>Chair: Regina Moczadlo, Professor, Pforzheim University, Germany.</td>
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<td>1. Ole Bergfjord, Associate Professor, Bergen University College, Norway &amp; Sueinung Arnesen. Prediction Markets vs Polls - A Re-Examination of Accuracy of Election Predictions.</td>
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<td>2. Ivana Bajakic, Assistant Professor, University of Zagreb, Croatia &amp; 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.</td>
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<td>3. Ivan Reiner, Assistant Professor, University of Zagreb, Croatia. Changes in Tax System of the Republic of Croatia with Purpose of Increasing Budget Income.</td>
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### 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 Moczadło**, Professor, Pforzheim University, Germany, Harald Strotmann, 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 & Steiermarkishe Bank d.d., Croatia. Customer Relationship Banks’ Management in Croatia.


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

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

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**Wednesday 7 May 2014**

**Cruise:** (Details during registration)

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**Thursday 8 May 2014**

**Delphi Visit:** (Details during registration)