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ADVANCES IN GLOBAL BUSINESS RESEARCH

Proceedings – 2011
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September 15-17, 2011
Volume – I



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Dongbei University of Finance & Economics (DUFE)

Advances in Global Business Research

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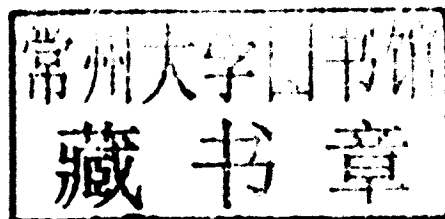
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Welcome to the 8th AGBA World Congress!

We would like to take this opportunity to extend a warm welcome to all delegates attending AGBA's 8th World Congress being held in collaboration with the Global Institute of Management and Economics located at the Dongbei University of Finance and Economics (Dalian, China) on September 15---17, 2011!

More than 100 AGBA delegates are participating in a wonderful program that includes more than 50 delegates hailing from different countries around the world.

The main theme of our conference is "Business and Entrepreneurship Development in a Globalized Era". Our conference will feature competitive papers and special sessions.

Our conference's primary goal is to provide a unique global platform to facilitate the exchange of leading-edge ideas for effective advancement of knowledge in business and entrepreneurship; where academics, professionals, consultants, government officials and entrepreneurs from both developed and developing countries are engaged in intellectual discourse for the generation and dissemination of knowledge to facilitate the globalization process for the betterment of humanity. This will be achieved through multidisciplinary presentations and discussions of current business and development issues in emerging and developed countries. Your participation in this great conference is helping us achieve these goals!!!!

Thank you for coming to China, an emerging super power on the global stage.

We wish you good luck in your presentations and conference deliberations.

AGBA in brief

Intro:

Established in the American state of Texas as a non-profit organization in 2000, AGBA is proud to boast today a membership of more than 1000 members based in more than 50 countries that include scholars from reputed academic institutions, corporate leaders, consultants, governmental officials and entrepreneurs based in western and developing countries.

AGBA, as a global organization, aims to help academics and scholars at business schools across the developing countries to connect with the western/developed world for mutual benefit. Such collaboration would accelerate the process of globalization by furnishing ample opportunities to scholars in emerging countries to get recognition, disseminate new knowledge and assert themselves on the global stage.

AGBA's Vision:

To be globally recognized as a leading non-profit organization dedicated to serve the academic, professional, government, corporate and entrepreneurial sectors worldwide.

AGBA's Mission:

Building on the dynamics of the ongoing globalization process, AGBA is committed to provide a global platform aimed at assisting academics, scholars, consultants, professionals, officials and entrepreneurs of developing countries to assert themselves on the global stage for recognition, networking and dissemination of knowledge.

AGBA's Core Business is to...

- Nurture globally competitive talents; expertise and skills across the developing world;
- Arrange apprenticeship for academics, scholars, professionals, officials, consultants, and entrepreneurs on the global stage;
- Provide advisory services in the fields of commerce, trade, industry;
- Offer customized training worldwide;
- Offer professional development programs;
- Provide knowledge management services; and
- Provide industry development services.

Environment:

AGBA believes in promoting strategic alliances among business schools across the emerging countries in order to assist them for upgrading their teaching pedagogy, research and professional services to global standards of excellence as mandated by Association to Advance Collegiate Schools of Business (AACSB --- www.aacsb.edu).

Sustainability:

AGBA's sustainability comes from the following sources:

- Its tax-exempt status as a non-profit entity incorporated in the American state of Texas to support its endeavors and pursuits across the world;
- Its affiliation with prominent business schools across the developing world provides flexibility and a springboard for professional programs, projects and pursuits;
- Its global platform where West meets with the East, and the North meets with the South; and
- Variegated, rich, and vast expertise, skills and competencies of its more than 1000 members hailing from more than 50 countries significantly contribute to its sustainability on the global stage.

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- College of Management, University of Dammam, Saudi Arabia
- Ajman University of Science and Technology, Ajman, United Arab Emirates
- Thunderbird International Business Review, USA
- Inderscience Publishers of UK/Switzerland
- NAMA Business Group, Saudi Arabia
- GLOCEN Corporation Inc., Houston, Texas, USA
- Value-One Corporation Inc., North Carolina, USA
- Faculty of Management Studies and Research, Aligarh Muslim University, India
- COMSAT Institute of Information Technology, Islamabad, Pakistan
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AGBA's Regional Chapter(s)

"AGBA – South Asia Chapter" is based at the COMSAT Institute of Information Technology, Islamabad, Pakistan. Please visit <http://www.agba.org.pk> for details.

AGBA Membership

- Regular Annual Membership Fee: \$ 100
- Regular Annual Membership Fee for Students: \$ 50
- Regular Annual Membership Fee for Least Developed Countries (LDCs): \$50
- Regular Annual Membership Fee for Least Developed Countries (Students): \$25
- Regular Annual Institutional or Corporate Membership Fee: \$1000
- Regular Institutional or Corporate Membership Fee (LDCs): \$500
- AGBA Regional Chapter Annual Fee: \$1,000
- AGBA Regional Chapter (LDCs) Annual Fee: \$500
- AGBA Sponsor and/or Partner: \$1000 (Annual Fee)
- AGBA Sponsor and/Partner: \$500 (Annual Fee for LDCs)
- AGBA Fellow: Complimentary
- AGBA Patron: Complimentary

AGBA Consulting

AGBA maintains a roster of more than 1000 members hailing from more than 50 countries, who offer their world-class expertise for consulting globally at a subsidized rate.

Their expertise, skills and competences range from entrepreneurship development to institution building, from AACSB accreditation to establishing new business schools, and from training to faculty development.

AGBA Projects

AGBA is contemplating to launch following additional projects in the foreseeable future in order to assist academic institutions and professional bodies across emerging countries to assert themselves on the global stage:

- (1) Launch of an "AGBA Journal" with Emerald Publishers of the UK in 2012;
- (2) Initiate publication of an annual monograph consisting of best papers out of our conference proceedings by a reputed global publisher;
- (3) Assisting in the upgrading a business school in an emerging country to global standards;
- (4) Launch of a "Global Doctoral Program in Global Management" jointly by 3 different universities based in 3 different continents (North America, Europe and Asia);
- (5) Establishment of a "Global Consulting Wing" within AGBA framework; and
- (6) Establishment of additional "AGBA Chapters" across Brazil, Russia, India, China and Africa etc.

2011 AGBA News

- (1) AGBA is inviting proposals from academic institutions, professional organizations and governmental agencies to establish its regional chapters across Brazil, Russia, India, China, Middle East, and Africa.
- (2) AGBA is inviting nominations to designate additional "AGBA Fellows" based in different regions across the world. "AGBA Fellow" is the highest honorary title conferred on a "world-class academic, or scholar, or entrepreneur, professional, or consultant" for his or her outstanding contribution to the field of global business and entrepreneurship. This honor is conferred at its global conferences.
- (3) AGBA is inviting proposals from any business school based in an emerging country to seek its assistance for upgrading to world-class standards.

AGBA Career Center

AGBA offers assistance to its members seeking information about career development as well as job placement.

Delegates attending our annual global conferences are assisted in career counseling and job placement. Many universities have interviewed candidates at our precious conferences.

AGBA members are encouraged to browse the following websites for career development:

http://bizschooljobs.aacsb.edu/home/index.cfm?site_id=2849
<http://www.academiccareers.com/>
<http://www.academic360.com/faculty/listings.cfm?DiscID=90>
<http://aib.msu.edu/careercenter/jobpost.asp?sort=1>
<http://chronicle.com/section/Jobs/61>
<http://www.jobs.ac.uk/jobtype/academic/>
<http://www.universityjobs.com/jobs/jobs1.php?catid=27>

AGBA Online Resources

AGBA is pleased to offer following online resources to assist members to augment their professional endeavors with world-class resources.

(1) World Bank Resources:

<http://web.worldbank.org/WBSITE/EXTERNAL/WBI/0,,contentMDK:20279028~menuPK:556285~pagePK:209023~piPK:207535~theSitePK:213799,00.html>

(2) BBC Resources:

http://www.bbc.co.uk/worldservice/business/review_globbus.shtml

(3) Governmental Resources:

<http://www.ed.gov/programs/iegpsgpa/index.html>

(4) Cultural Information:

<http://interculturalpress.com/store/pc/viewcategories.asp?idCategory=79&pageStyle=P>

(5) Global Videos:

<http://www.aperianglobal.com>

(6) Videos, DVDs and CDs

<http://www.bigworldmedia.com/>

(7) Films

http://ffh.films.com/Films_Home/Index.cfm

(8) International Trade Webcasts

<http://www.fita.org/webcasts.html>

(9) TV Archives and Film Library

<http://www.footage.net/>

(10) Interviews with Leaders:

<http://www.globalization101.org/ask>

(11) Educational Media:

<http://www.insight-media.com/IMHome.asp>

(12) Popular News:

<http://www.pbs.org/newshour/video/index.html>

(13) American Chamber of Commerce:

<http://www.uschamber.com/webcasts/default>

(14) United Nations Webcast Archives

<http://www.un.org/webcast/archive.htm>

(15) TV News Archives:

<http://tvnews.vanderbilt.edu/>

(16) Global Business Cases:

<http://hbsp.harvard.edu/product/cases>

http://www.thunderbird.edu/knowledge_network/case_series/index.htm

http://www.acrc.org.hk/case/case_showlist.asp?ct=popular

<http://www.ksgcase.harvard.edu/>

<https://store.darden.virginia.edu/>

http://www.dmi.org/dmi/html/publications/casestudy/casestudy_s.htm

<http://www.caseplace.org>

http://www.kellogg.northwestern.edu/Faculty/Kellogg_Case_Collection.aspx

http://casenet.thomsonlearning.com/casenet_global_fr.html

http://casenet.thomsonlearning.com/casenet_global_fr.html

<http://www.fasid.or.jp/english/training/case/casebook.htm>

<http://gsbapps.stanford.edu/cases>

(17) global strategy simulation

<http://www.bpg-businesspolicygame.com>

(18) Global Business Simulation Game

<http://home.att.net/~simulations/corpweb.htm>

(19) Bridging Culture Assessment Program

<http://parkligroup.com/ELearning/BridgingCultures>

(20) A Foreign Language Simulation Game

<http://www.nipporica.com/prod.htm#Redundancia>

(21) A Multinational Management Game

<http://microbuspub.com/mmg.htm>

(22) Global Business Strategy Game

<http://www.bsg-online.com>

(23) Online Exercise for Students

<http://www.glo-bus.com>

(24) Online Global Marketing Management System

<http://www.gmmso2.com>

(25) Online Global Marketing Potential System

<http://www.globalmarketpotential.com>

(26) Online Export and Import Management System

<http://www.eimso.com>

(27) International Operations Simulation

<http://www.intopiainc.com/>

/(28) Interpretive Simulation

<http://www.interpretive.com/rd5/index.php?pg=cm2>

(29) MIT Resources:

<http://web.mit.edu/newsoffice/2009/sloan-mstir-0126.html>

(30) Other Relevant Resources:

<http://www.fita.org/webcasts.html>

<http://www.academic360.com/general/US.cfm>

<http://www.nacra.net/nacra/>

<http://www.xanedu.com>

http://www.globalview.org/default_files/capstone.htm

http://www.bized.co.uk/virtual/vla/the_trade_balance/index.htm

<http://globalchallenge.cesim.com>

<http://www.marietta.edu/~delemeeg/expnom/Fall2001/mason1.html>

<http://www.culturaldetective.com>

<http://www.worldgameofeconomics.com>

<http://www.fekids.com/img/kln/flash/DontGrossOutTheWorld.swf>

<http://www.diversophy.com>