

IABE-2016 Florence and Pisa

CONFERENCE

PROGRAM

June 16-18, 2016

University of Florence, School of Economics and Management
University of Pisa, Department of Economics and Management



Conference Chairs

Professor Giovanni Liberatore, University of Florence
Professor Silvio Bianchi Martini, University of Pisa



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CALL FOR PAPERS

IABE-2017 Dubai Winter Conference

January 15-17, 2017

In partnership with the

Canadian University Dubai

Submission Deadline: November 15, 2016. Early Online Submissions Welcome!

Organizing Committee

Dr. Karim Chelli, Conference Chair
Dr. Marius Gavriltea, Program Chair
Dr. Berina Gilani, Program Chair

"Seek Share Innovate Transform"

We invite papers/articles, abstracts, or cases on topics related to research, practice, and teaching in all subject areas of Business Administration, Economics, International Business, E-Business, Public Administration, Healthcare Administration, and related subjects areas. Please refer to our list for nearly 70 subject areas in 10 broadly defined tracks for the conference. Please visit our website: www.iabe.org.

All manuscripts will be double-blind peer-reviewed on a continual basis throughout the year. We will email result of the review process to the author(s) in about eight weeks after the submission. All recommended manuscripts will be scheduled for presentation at the conference and for publication in the IABE *Proceedings* on CD. Based on the reviewers' recommendations and subject area, the highly competitive papers will be published in one of the refereed journals. Each journal has the ISSN and Call Number issued by the U.S. Library of Congress, Washington. Our journals are sponsored by the universities. The journals are our Registered Trademarks or Trademarks. The journals are double blind peer-reviewed and publicly available publications.

Instructions for Submission of Manuscripts for the Review:

Submission Deadline: November 15, 2016. Early Online Submissions are Welcome!

Paper Format: Please Use MS Word Arial font size 10 with single spacing.

Margins: All margins 1 inch each; Maximum 30 pages for review!

Online Submissions: Please submit your paper online at <http://www.iabe.org>. It's easy!

E-Mail Submissions: E-mail paper in an MS-Word file attachment to: Review@iabe.org

On completion of the review process in about eight weeks, author(s) of accepted papers will be emailed a letter of acceptance along with other information. **Submit your paper early for full considerations!**

Registration Fee*: \$365 per participant. Please visit our website www.iabe.org for more information.

Benefits: Registration fee includes an opportunity to publish your accepted paper in a publication, one printed issue of the journal or Proceedings CD containing your paper, the luncheon, the reception, breakfast/coffee breaks, an international forum to present your paper, attend other presentations, listing of your paper in the program, one-year IABE membership, and an opportunity to meet and network with your international colleagues in a friendly environment. **+ Dubai!**

Welcome to the IABE-2016 Florence and Pisa!

Dear IABE Participants,

Welcome to the IABE-2016 Florence and Pisa Conference of the International Academy of Business and Economics (IABE-2016 Italy) and welcome to Italy! This Summer Conference is an exciting event to you as well as to us. As we have in the past, IABE is providing again another forum for you to interact with hundreds of like-minded scholars from all continents. Enjoy this truly global intellectual atmosphere! Explore the cities of Florence and Pisa!

Throughout its existence, IABE has offered its members flexibility and open access, and we hope we can continue providing the same benefits in the future. Increasingly, though, we are going to need your help as we face the unavoidable challenges and constraints of growth. The IABE Annual conference will continue to be held during October each year; likewise, most IABE journals will continue to be published in March, June, October and December each year. Therefore, we now encourage all year-round submissions. Among other challenges, growth of our conference and journals has meant pressure on our paper review infrastructure and we believe the above innovations will make the whole paper submission-review-feedback process an enjoyable experience for all.

To all the authors, reviewers and board members who helped shape the current conference, we say thank you for your dedication and for making the 2016 Summer Conference a milestone in IABE history. To all IABE members, we announce that we will be holding our IABE-2016 Las Vegas conference at **Harrah's Hotel and Casino, October 9-11, 2016** (www.iabe.eu; www.iabe.org). We also be holding IABE-2017 Dubai at Canadian University Dubai, January 15-17, 2017 and IABE-2017 West Palm Beach at Keiser University, March 19-21, 2017.

We appreciate following universities sponsoring our journals and the IABE-2016.

Journal Name	Sponsoring University
Journal of International Business and Economics (JIBE)	The George Washington University, Washington D.C., U.S.A.
Journal of Academy of Business and Economics (JABE)	School of Social Sciences, South Stockholm University Sodertorn, Sweden
Journal of International Finance and Economics (JIFE)	College of Business Administration, CSU Stanislaus California, USA
International Journal of Business Research (IJBR)	School of Business, Keiser University, Florida, USA
Review of Business Research (RBR)	Catholic University of Brasilia
European Journal of Business Research (EJBR)	Johannes Kepler University Linz, Linz, Austria

On behalf of the IABE Executive Committee and the IABE Members, we highly appreciate our Luncheon Keynote Speakers, Cav. Alessandro Sorbello of Griffith University, Australia and Dr. Eliane Karsaklian of LARGEPA, Sorbonne, France.

Enjoy IABE-2016 Florence and Pisa! Prepare for IABE-2016 IABE-2016 Las Vegas in October, IABE-2017 Dubai in January, 2017 and IABE-2017 West Palm Beach in March, 2017!

Warm Regards,

Professor Giovanni Liberatore, Conference Chair
Professor Silvio Bianchi Martini, Conference Chair



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IABE-2016 Italy - Executive Committee:

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Professor Luciano Marchi, Program Chair (President of the Italian Association of Professors of Ragioneria and Economia Aziendale SIDREA)
Professor Andrea Amaduzzi, Program Chair, University of Milano-Bicocca, Italy
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Dr. Alessandra Rigolini, Program Chair, University of Pisa, Italy

IABE-2016 Italy - Session Chairs

- | | |
|---------------------|--------------------------|
| Antonio Corvino | Juan Pedro Aznar Alarcon |
| Asayehgn Desta | Maria Baldini |
| Cesar Maloles | Nabin Khanal |
| Christine Duller | Silvio Bianchi |
| Federica Doni | Tim Mantz |
| Giovanni Liberatore | |

INTERNATIONAL JOURNAL OF BUSINESS RESEARCH - SPECIAL ISSUE -

As part of the IABE 2017 Florence and Pisa conference, the IABE is publishing a special issue of IJBR with the theme

**“Strategic Management and Business Sustainability:
Value Creation, Performance Measurement and Disclosure.”**

On behalf of the IABE, our publishing authors and everyone attending the 2017 Florence and Pisa Conference, we would like to thank the Sponsor of IJBR, our special guest editors, and our guest reviewers for their contributions to the special issue of IJBR.

IJBR SPONSOR:

School of Business, Keiser University, U.S.A.

SPECIAL GUEST EDITORS:

Professor Giovanni Liberatore, University of Florence, Italy
Professor Silvio Bianchi Martini, University of Pisa, Italy

IJBR SPECIAL ISSUE REVIEWERS:

Maria Baldini, University of Florence
Katia Corsi, University of Sassari
Antonio Corvino, University of Foggia
Federica Doni, University of Milano-Bicocca
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Raffaele Fiorentino, University of Napoli-Parthenope
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We invite you to join the IABE as a Professional Member. As a Professional Member of the IABE, you will have full online access to one of the IABE journals of your choice and you will receive Professional Membership Certificate for an annual fee of US \$75 (**€60**). **You may also register for** online subscription to an additional journal of your choice. Please join the IABE Professional Membership ONLINE at www.iabe.eu or www.iabe.org soon.

ONLINE Paper Submission:

IABE reviews papers for the conference presentation and for the journal publications throughout the year. Please submit your papers ONLINE at www.iabe.eu or www.iabe.org. **It's easy, quick and secure!** **You may also check status of your paper submitted and a summary of reviewers' comments.**

Paper Submissions Deadlines:

IABE-2016 Las Vegas: July 1, 2016 www.iabe.org

IABE-2017 Dubai: November 15, 2017 www.iabe.org

IABE-2017 West Palm Beach: January 10, 2017 www.iabe.org

ONLINE Conference Registration:

Please complete your registration ONLINE at www.iabe.eu or www.iabe.org. During online registration, you can submit your formatted paper, if any, and pay your total registration fee using credit/debit card or checking account. It is easy, quick, and secure to register online and pay through Paypal.

Join us as a Paper Reviewer:

We request you to join the IABE as a paper reviewer. Sign up as a paper reviewer ONLINE at www.iabe.eu or www.iabe.org.

Journal Sponsorship:

We are seeking sponsors for some of our journals. If your university / organization is interested in sponsoring our journal, please contact us at Admin@iabe.eu for more details.

IABE-2016 Florence and Pisa Program

WELCOME!

Please read all instructions below:

If you completed registration and you are planning to NOT attend the IABE-2016 Florence and Pisa Summer Conference:

Please email us immediately at Admin@iabe.eu with your name, mailing address, paper title, and publication name. We will send you the receipt for the registration fees and an issue of the publication containing your paper in July/August 2016. Please note that attendance at the conference is optional.

How to search your paper presentation in the Program (DRAFT):

Please click on search icon at the top in Acrobat to search your paper by your last name, or first name, or by paper title. Please note that your name may appear at more than one place in the Program, therefore, search the entire Program.

What to do if you have completed the registration process but your paper/abstract is not listed or is listed incorrectly in the Program:

Please email us immediately at Admin@iabe.eu with details of your paper title and author information and we will add/correct your paper/abstract listing in the Program.

What to do if your presentation is not scheduled at a time or day you wanted:

On your arrival at the University of Florence or the University of Pisa, please contact only Dr. Marius Gavriltea. All rescheduled presentations will be given during the conference, June 16 – 18, 2016. On a space available basis, Dr. Gavriltea will certainly try to help you with rescheduling your presentation, starting on June 16, 2016 and NOT before. Please DO NOT email Dr. Gavriltea regarding rescheduling your presentation.

What should you bring along for your presentation?

Power point equipment will be available for your presentation.

Please bring in 15-20 copies of your formatted paper for distribution at your session. Each paper will have about 15 minutes for presentation. Session chairs will manage their sessions. Dr. Marius Gavriltea, Program Chair, will be available for any additional help.

What to do if you have a problem with your registration at the registration desk:

Dr. Marius Gavriltea and David Morse will be ready to assist you with your problems at the IABE registration desk. If you have any other problem(s), please contact Dr. Gavriltea at the registration desk only (no emails please!).

What to do if you have a problem regarding your fees and/or paper publication: Please fill in the IABE Member Service Form. We will resolve the issue ASAP.

At the registration desk, you will receive your receipt for registration fees (if you have not already received it), your name badge, the printed Program, your issue of the publication, plus any paid additional issues. **You will be required to pay your unpaid fees, if any.**

You may purchase additional issues of the publications or tickets for luncheon for your spouse or guest(s). If you prefer vegetarian luncheon, please contact Dr. Gavriltea.

The name badge is required of all participants/ spouse/ guest to participate in all sessions/events, luncheon, breakfasts, and coffee breaks.

What else? Attend the events and sight-seeing, have fun and entertainment, great food, and visit great places in Florence and Pisa.

Thank You!



IABE-2016 Italy: Summer Conference Program Outline

June 16-18, 2016, Italy

**To be held at the University of Florence,
School of Economics and Management**
Via delle Pandette, 32, 50127 Firenze, Italy



Thursday, June 16, 2016: Arrival of Participants, Early Registrations, and Presentations

11:00	AM	-	4:00	PM	Conference Registration
11:00	AM	-	11:50	AM	Coffee/Snacks
11:50	AM	-	12:00	PM	Official Opening of the conference in Florence
12:00	PM	-	1:50	PM	Paper Presentations: Concurrent Sessions
1:50	PM	-	2:00	PM	Coffee/Snacks
2:00	PM	-	3:50	PM	Paper Presentations: Concurrent Sessions

Friday, June 17, 2016: Registrations and Presentations

9:00	AM	-	4:00	PM	Conference Registration
9:00	AM	-	10:00	AM	Coffee/Snacks
10:00	AM	-	11:50	AM	Paper Presentations: Concurrent Sessions
12:15	PM	-	2:15	PM	IABE-2016 Italy: Luncheon
2:15	PM	-	4:00	PM	Paper Presentations: Concurrent Sessions

**To be held at the University of Pisa,
Department of Economics and Management**
Via Cosimo Ridolfi, 10, Pisa, PI, Italy



Saturday, June 18, 2016: Registrations and Presentations

9:45	AM	-	12:00	PM	Conference Registration
9:00	AM	-	9:50	AM	Coffee/Snacks
9:50	AM	-	10:00	AM	Official Opening of the conference in Pisa
10:00	AM	-	11:50	AM	Paper Presentations: Concurrent Sessions
11:50	AM				IABE-2016 Italy Concludes!

Track: Economics

Session Chair: Federica Doni

FIELD SURVEY ON LOYALTY PROGRAMS: ITS STRATEGIC USAGE AND EFFECTS

Ikuko Sasaki, Tohoku Gakuin University, Japan
Akimichi Aoki, Senshu University, Japan
Yukiko Kusu, Aoyama Gakuin University, Japan
Tomofumi Uetake, Senshu University, Japan
Kunimaru Takahashi, Aoyama Gakuin University, Japan

GLOBAL TRADE AGREEMENTS: IMPLICATIONS FOR SUSTAINED RESEARCH AND DEVELOPMENT

Kristina Lybecker, Colorado College, U.S.A.
Robert Freeman, University of Maryland Eastern Shore, U.S.A

THE STUDY OF COST AND PROFIT RELATED TO EFFICIENT MANAGEMENT OF REAL ESTATE DEVELOPMENT PROJECT FOR HOUSING ESTATE IN THAILAND

Thirawat Chantuk, Faculty of Management Science, Silpakorn University, Thailand
Jittapon Chumkate, Faculty of Management Science, Silpakorn University, Thailand
Teera Kulsawat, Faculty of Political Science and Law, Burapha University, Thailand

TWO TALES ABOUT ONE WORLD? RECONSTRUCTING FINANCIAL ANALYSTS' VIEW ABOUT THE VALUATION IMPACT OF CORPORATE MULTINATIONALITY THROUGH THE LENS OF INTERNATIONAL BUSINESS RESEARCH

Stefan Eckert, International Institute Zittau, Dresden University of Technology, Germany
Arkadiusz Ral-Trebacz, International Institute Zittau, Dresden University of Technology, Germany
Yvonne Sefrin, International Institute Zittau, Dresden University of Technology, Germany
Georg Trautnitz, University of Bamberg, Germany

“IT’S ON THE WEBSITE ... HOW ITALIAN STATE UNIVERSITIES COMMUNICATE THEIR ANNUAL REPORT”

Micaela Sini Scarpato, Department of Economics, University of Parma, Italy

ANALYSIS OF PREDICTABLE INFLUENCED LEVEL OF MARKETING MIX FACTORS AFFECTED THE TEENAGER ATTITUDE IN WESTERN REGION OF THAILAND TOWARD ONLINE SOCIAL MEDIA PURCHASE

Prasopchai Pasunon, Faculty of Management Science, Silpakorn University, Thailand
Kedwadee Sombultawee, Faculty of Management Science, Silpakorn University, Thailand
Thirawat Chantuk, Faculty of Management Science, Silpakorn University, Thailand

Track: Marketing

Session Chair: Tim Mantz

IS THERE A POSITIVE IMPACT OF MARKETING INVESTMENT IN SALES? A CASE OF A SMALL COMPANY IN HONDURAS

Miguel Calderón, Zamorano University, Honduras
Osvaldo Zucchini Barrios, University of Calabria, Italy

ATTRIBUTE CONTEXT COVARIATION WITHIN ALL-IN-ONE PRODUCTS

Timothy K. Mantz, Keiser University, Fort Lauderdale, Florida, USA
Kathy Mantz, Argosy University, Seattle, Washington, USA

MEASURING MANAGERS EMOTIONAL INTELLIGENCE AND THE INFLUENCE IT HAS ON SUBORDINATES ORGANIZATIONAL COMMITMENT

Manuel Urban, University of Latvia, Riga, Latvia

EXAMINING THE CAUSAL RELATIONSHIP BETWEEN CONSUMERS AND BRAND WITH CSR

Kedwadee Sombultawee, Silpakorn University, Petchaburi, Thailand

EXPERIENCE AS A FACTOR IN IMAGE MODIFICATION. A CASE FROM ICELAND

Thorhallur Gudlaugsson, School of Business, University of Iceland, Reykjavik, Iceland
Fridrik Larsen, School of Business, University of Iceland, Reykjavik, Iceland

THE VAN WESTENDORP PRICE-SENSITIVITY METER AS A DIRECT MEASURE OF WILLINGNESS-TO-PAY

Dennis Kloss, Roland Berger GmbH, Frankfurt am Main, Germany
Marcus Kunter, European University of Applied Sciences Rhein/Erft, Brühl, Germany

FROM RATIONAL POLICY OF TOURISM DEVELOPMENT TO THE EFFECTIVE POLICY (Case of Georgia)

Merab Khokhobaia, Tbilisi State University, Georgia

Track: **International Business**

Session Chair: **Silvio Bianchi**

ARE REGIONAL-ORIENTED COMPANIES BETTER OFF? PERFORMANCE IMPLICATIONS OF HOME-REGION AND HOST-REGION ORIENTED STRATEGIES

Arkadiusz Ral-Trebacz, International Institute Zittau, Dresden University of Technology, Germany

Stefan Eckert, International Institute Zittau, Dresden University of Technology, Germany

INDIA AND INDONESIA: TWINS OF A KIND

Ratna Vadra IMT, Ghaziabad, India

ESTIMATING THE SHADOW PRICES FOR CHP PLANT PROJECT APPRAISAL IN A RURAL AND LAGGING BEHIND REGION

Djula Borozan, J.J. Strossmayer University in Osijek, Osijek, Croatia

Dubravka Pekanov Starcevic, J.J. Strossmayer University in Osijek, Osijek, Croatia

CONTEXTUALIZING INTERNATIONAL BUSINESS RESEARCH FOR THEORY BUILDING AND DEVELOPMENT

Michael A. Mayo, Kent State University, Kent Ohio, USA

INFORMATION AND COMMUNICATION TECHNOLOGIES IMPACT ON BUSINESS ACTIVITY AND PLANNING IN DEVELOPING MARKETS

Michael A. Mayo, Associate Professor Marketing and Entrepreneurship, Kent State University, USA

Lawrence J. Marks, Associate Professor Marketing and Entrepreneurship, Kent State University, USA

UNION DENSITY AND IDV IN THE NORDIC COUNTRIES

Gylfi Dalmann Adalsteinsson, School of Business, University of Iceland, Reykjavik, Iceland

Thorhallur Gudlaugsson, School of Business, University of Iceland, Reykjavik, Iceland

Svala Gudmundsdottir, School of Business, University of Iceland, Reykjavik, Iceland

Track: Accounting / Management

Session Chair: Giovanni Liberatore

GUIDELINES FOR MANAGEMENT OF TEACHER'S SAVINGS AND CREDIT COOPERATIVES IN THAILAND

Prapaipim Sutheewasinnon, Faculty of Management Science, Silpakorn University, Thailand
 Prasopchai Pasunon, Faculty of Management Science, Silpakorn University, Thailand
 Thirawat Chantuk, Faculty of Management Science, Silpakorn University, Thailand

THE IMPACT OF FREQUENT CUMULATIVE TESTING ON THE ACADEMIC PERFORMANCE OF UNDERGRADUATE STUDENTS IN MANAGERIAL ACCOUNTING

Bonnie P. Stivers, Morehouse College, Atlanta, Georgia, USA
 Emmanuel Onifade, Morehouse College, Atlanta, Georgia, USA

THE CHANGE OF REVENUE MANAGERS' ROLE IN JAPANESE HOTELS

Akimichi Aoki, Senshu University, Kanagawa, Japan
 Tomofumi Uetake, Senshu University, Kanagawa, Japan

SOCIALIZATION TACTICS AND NEWCOMER ADJUSTMENT: MODERATING EFFECTS OF TOLERANCE OF AMBIGUITY

Narasimha Kowtha, Solbridge International School of Business, South Korea

CORPORATE GOVERNANCE AND GLOBALIZATION IN THE BANKING SECTOR

Eric C. Tsai, State University of New York, Oswego, New York, USA

MEASURE OF EFFECTIVE MANAGEMENT RELATED TO FINANCIAL STATEMENT AND FINANCIAL RATIO ANALYSIS OF HOUSING ESTATE IN KANCHANABURI PROVINCE, THAILAND

Jittapon Chumkate, Faculty of Management Science, Silpakorn University, Thailand
 Thirawat Chantuk, Faculty of Management Science, Silpakorn University, Thailand

ANALYZING BUSINESS VALUATION QUALITY OF DISCLOSURES FOR DISTRESSED ITALIAN COMPANIES. FROM A LEGALLY RESPECTFUL APPROACH TO THE SUSTAINABILITY OF TURNAROUND ASSESSMENT

Olga Ferraro, University of Calabria (Italy)
 Giovanni Liberatore, University of Florence (Italy)

Track: Economics

Session Chair: Asayehgn Desta

HOW SUSTAINABLE IS THE ECONOMIC DEVELOPMENT IN ROMANIA: AN EMPIRICAL EVIDENCE ON ECONOMIC, ENVIRONMENTAL AND SOCIAL DIMENSIONS

Doru Ioan Ardelean, Vasile Goldi? Western University Of Arad, Romania

Olimpia Neagu, Vasile Goldi? Western University Of Arad, Romania

Vasile Lucian Lazar, Vasile Goldi? Western University Of Arad, Romania

CHILDREN AS RISKY INVESTMENT

Narumon Saardchom, NIDA Business School, Bangkok, Thailand

ECONOMIC GROWTH AND AUTONOMOUS MULTI-PARTY CONSENSUS DEMOCRACY IN ETHIOPIA

Asayehgn Desta, Barowsky School of Business, Dominican University of California, U.S.A.

A DYNAMIC STUDY ON THE REAL ESTATE INVESTMENT INTENSITY UNDER TAX CONVEXITY

Ho Yin Yick, Lingnan University, Hong Kong

THE ORGANIC PRODUCTION AN OPTION FOR SMALL PRODUCERS: THE CASE OF A RURAL WOMAN ASSOCIATION IN SANTANDER COLOMBIA

Silvia Castellanos, Universidad Pontificia Bolivariana, Colombia

Sandra Cuervo, Universidad Pontificia Bolivariana, Colombia

THE SIZE OF UNDERWRITING SYNDICATES AND UNDERPRICING IN IPOs

Jorge Brusa, Texas A&M International University, USA

Rodrigo Hernandez, Radford University, USA

Michael Carter, University of Missouri, USA

Track: Management

Session Chair: Nabin Khanal

CRITICAL FACTORS INFLUENCING THE ADOPTION OF CLOUD COMPUTING

Nabin Khanal, Microsoft, U.S.A.

Greg Parsons, Keiser University, U.S.A.

Tim Mantz, Keiser University, U.S.A.

Richard A. Mendelson, Keiser University, U.S.A.

EXPLICATING THE SHARING ECONOMY THROUGH TCE LENS

Isaac Wanasika, University of Northern Colorado, U.S.A.

EMBEDDING SOCIAL MEDIA TO FOSTERING ENTREPRENEURSHIP EDUCATION: CASE STUDY FROM EGYPT

Randa El Bedawy, Misr International University MIU, Egypt

Mohamed Farag, American University in Cairo AUC, Egypt

VIRTUOUS TWO-WAY LINKS BETWEEN SUSTAINABILITY STRATEGIES AND PERFORMANCE MEASUREMENT SYSTEMS: EVIDENCE FROM AN ITALIAN CASE STUDY.

Stefano Garzella, Università degli Studi di Napoli Parthenope, Italy

Daniela Mancini, Università degli Studi di Napoli Parthenope, Italy

Raffaele Fiorentino, Università degli Studi di Napoli Parthenope, Italy

Rita Lamboglia, Università degli Studi di Napoli Parthenope, Italy

STRATEGY PROCESS: A SCIENTOMETRIC ANALYSIS OF SCIENTIFIC PUBLICATIONS IN BRAZIL AND IN THE USA THROUGH 2012 AND 2014.

Alberto S. Matsumoto, University Catholic of Brasília, Brasília, Distrito Federal, Brazil

Rafael T. Fujioka, University Catholic of Brasília, Brasília, Distrito Federal, Brazil

Wanderley A. Shiguti, University Catholic of Brasília, Distrito Federal, Brazil

IABE-2016 Florence and Pisa: Summer Conference

June 16 – 18, 2016

At the University of Florence and the University of Pisa

Official Luncheon

Keynote Speakers:	Cav. Alessandro Sorbello - Griffith University, Australia Dr. Eliane Karsaklian - LARGEPA - Sorbonne, France
Topic:	FROM LASAGNA TO LAMBORGHINI, LEVERAGING THE POWER OF AN ITALIAN FESTIVAL AS A COMPREHENSIVE MARKETING TOOL: THE CASE OF ITALIAN WEEK IN AUSTRALIA
Time:	Friday, June 17, 2016, 12:15 PM – 2:15 PM
Venue:	University of Florence, School of Economics and Management
Admission:	IABE-2016 Italy Official Name Badge Required

Track: Accounting

Session Chair: Juan Pedro Aznar Alarcon

COMPARATIVE MANAGEMENT ACCOUNTING IN DEVELOPING COUNTRIES – STATE-OF-THE-ART AND FUTURE PERSPECTIVES

Michael Kuttner, Johannes Kepler University, Austria

Birgit Feldbauer-Durstmüller, Johannes Kepler University, Austria

IMPLEMENTATION PROCESS OF ERP SYSTEMS – QUALITATIVE-EMPIRICAL FINDINGS FROM LARGE AUSTRIAN ENTERPRISES OF THE INDUSTRY SECTOR

Bernhard Gartner, Johannes Kepler University, Austria

Michael Kuttner, Johannes Kepler University, Austria

THE IMPLICATIONS OF TACKLING SEASONALITY FOR THE GOVERNANCE OF A SEASIDE DESTINATION: THE CASE OF ALGHERO

Nicoletta Fadda, Department of Economics and Business, University of Sassari, Italy

Federico Rotondo, Department of Humanities and Social Sciences, University of Sassari, Italy

Lucia Giovanelli, Department of Economics and Business, University of Sassari, Italy

THE ESTIMATION OF EQUITY VALUE: A PREDICTIVE MODEL FOR SMES

Fabio Giulio Grandis, Department of Business Studies, University of Roma Tre, Italy

Federica Palazzi, Department of Economics, Society and Politics, University of Urbino, Italy

KEY DRIVERS OF THE FINANCIAL PERFORMANCE IN THE HOSPITALITY INDUSTRY: BARCELONA HOTEL INDUSTRY

Juan Pedro Aznar Alarcon, ESADE Business and Law School, Ramon Llull University

Josep Maria Sayeras Maspera, ESADE Business and Law School, Ramon Llull University

Jorge Galiana, EAE Business School, Polytechnic University of Catalonia

PAC (PREVENTIVE ARRANGEMENT WITH CREDITORS): A TOOL TO SAFEGUARD THE ENTERPRISE VALUE.

Alessandro Danovi, Università degli Studi di Bergamo, Italy

Patrizia Riva, Università del Piemonte Orientale, Italy

Marina Azzola, Università degli Studi di Bergamo, Italy

Track: Economics

Session Chair: Maria Baldini

THE PROCESSES OF GLOBALIZATION AND TRANSNATIONAL ORGANIZED CRIME

Michele Sabatino, University KORE of Enna, Italy

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PREDICTORS OF PROFITABILITY OF MICRO, SMALL, AND MEDIUM ENTERPRISES IN THE PHILIPPINES

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ABSTRACT

Micro, small, and medium enterprises (MSMEs) contribute significantly to the socioeconomic development of any country in the world. As they grow in number and size, each business enterprise has to operate profitably to survive, grow, and expand. Given the importance of profitability in the good functioning and financial sustainability of the MSMEs, this study examined the key financial measures that influence their profit-generating capacity. Using the data from 201 annual financial statements of 67 MSMEs from 2011–2013, the regression analysis revealed that both asset turnover and debt ratio are significant predictors of profitability. By and large, these predictors imply that the strategic move of MSMEs should entail asset and debt management. The study recommends that the government redirect its policy directions more toward capacitating MSMEs on asset investing, utilization, and maintenance, and less toward access to financing.

Keywords

Profitability predictors; financial performance; MSMEs; return on sales; return on assets; return on equity



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