

2nd Business & Management Conference

Madrid, Spain, October 2015



# Conference Program

**2nd Business & Management Conference**  
**October 6-9, 2015**  
**Madrid, Spain**

**[Ayre Gran Hotel Colón](#)**

Calle del Pez Volador, 1, 28007, Madrid



INTERNATIONAL INSTITUTE  
OF SOCIAL AND ECONOMIC SCIENCES

**Tuesday, October 6, 2015**

**Registration: 15.00 – 18.00**

**Welcome reception: 18.00 – 19.00**

**Wednesday, October 7, 2015**

**Registration: 8.30 – 16.00**

**Room: Atlantico**

**Wednesday**

**Time** **9.00 – 9.50**  
**Plenary Session**

**Welcome Address:**

**Robert Holman**  
Conference Chair and Director of the ISES

**Keynote Speech:**

**Takayasu Ito**  
School of Commerce, Meiji University, Tokyo, Japan  
*Does the Fisher Hypothesis Hold in Sweden? An Analysis of Long-Term Interest Rates under the Regime of Inflation Targeting*

**Coffee Break: 9.50 – 10.20**

**Room: Azores**

**Wednesday**

**Time:** **10.20 – 12.10**  
**Chair:** **Pankaj Kumar Gupta**

**Authors and Titles:**

**Plácido Roberto Cruz Chávez, Gustavo Rodolfo Cruz Chávez, Judith Juarez Mancilla, Francisco Isaias Ruiz Ceseña**

Autonomous University of Baja California Sur, Colonia El Mezquitito La Paz, México  
*Measuring Tourist Satisfacction in Los Cabos*

**Francisco Isaias Ruiz Ceseña, Perla Yamely González Núñez, Judith Juárez Mancilla, Plácido Roberto Cruz Chávez, Gustavo Rodolfo Cruz Chávez**

Autonomous University of Baja California Sur, Colonia El Mezquitito La Paz, México  
*Proposal for Measurement of the Ecotourism Potential in Mexican Oasis*

**Luisa Bosetti**

University of Brescia, Brescia, Italy

*Engaging Stakeholders Through Facebook. The Case of Global Compact Lead Participants*

**Amel Graa, Soumia Abdelhak, Hayat Baraka**

Djilali Liabes University, Sidi Bel Abbas, Algeria

*The Impact of Online Social Network' Usage on the Purchase Decision Process: Quantitative and Qualitative Study*

**João Lopes**, UECE, ISEG Lisbon/University of Lisbon, Portugal

**Ana Santos**, ISEG Lisbon/University of Lisbon, Lisbon, Portugal

*Vertical Specialization, Global Value Chains and the Changing Geography of Trade: The Portuguese Rubber and Plastics Industry Case*

**Pankaj Kumar Gupta, Sandeepa Kaur**

Centre for Management Studies, JMI Central University, New Delhi, India

*Credit Rating Framework for Financing of SMEs in India and Role of Central Bank*

**Lunch hosted by the IISES**

**12.10 – 13.10**

**Room: Azores**

**Wednesday**

**Time: 13.20 – 15.10**

**Chair: Anca Tamas**

**Authors and Titles:**

**Seong-Yun Jeong**

Korea Institute of Civil Engineering and Building Technology, Gyeonggi-Do, South Korea

*A Study on the Use of Construction Standard Information in the Planning Stage of the National Road Constructio*

**Elvan Sütken**

Anadolu University, Faculty of Law, Eskisehir, Turkey

*Effects of Ius Gentium on Roman Economic System and Legal Process*

**Aşina Gülerarslan**, Selcuk University, Selcuklu Konya, Turkey

**M. Barış Yılmaz, Yasemin Yılmaz**, İnönü University, Malatya, Turkey

*The Role of Opinion Leaders within the Context of Purchasing Herbal Products for Health*

**Helena Sofia Rodrigues**, Polytechnic Institute of Viana do Castelo/CIDMA, Valença, Portugal

**Manuel Fonseca**, Polytechnic Institute of Viana do Castelo/Applied Management Research Unit (UNIAG), Valença, Portugal

**Paulo Ribeiro Cardoso**, Lusíada University of Porto and Fernando Pessoa University, Porto, Portugal

*The Perception of Road Safety Communication Campaigns: The Gender Influence*

**Anca Tamas**

Bucharest University of Economic Studies, Bucharest, Romania

*Does the Country of Origin Matters for Hybrid Products?*

**Coffee Break: 15.10 – 15.30**

**Thursday, October 8, 2015**

**Registration: 8.30 – 14.00**

**Room: Azores**

**Thursday**

**Time:**

**9.00 – 10.50**

**Chair:**

**Mabutho Sibanda**

**Authors and Titles:**

**Ahmad Khateeb**

Al-Hussein Bin Talal University, Ma'an, Jordan

*Risk Management in Light of Corporate Governance*

**Maria Luisa Jaramillo Gomez**

Universidad of La Sabana, Chía, Cundinamarca, Colombia

*Financial Inclusion from the Perspective of Social Innovation: The Case of Colombia*

**Ramon Bastida Vialcanet, Frederic Marimon**, International University of Catalonia,  
Barcelona, Spain

**Lluís Carreras**, Rovira i Virgili University, Tarragona, Spain

*An Empirical Analysis of the Effects of Human Resource Management Practices on  
Job Satisfaction in Non-Profit*

**Callistus Ikechukwu**

Federal College of Education, Eha-Amufu, Enugu State, Nigeria

*Recommended Changes in Students' Industrial Work Experience Scheme (SIWES)  
Geared Towards Decrease in Unemployment Rate of Business Education Graduates  
in Nigeria*

**Mabutho Sibanda**

University of Kwazulu-Natal, Durban, South Africa

*Stock Market as a Currency Hedge in a Multiple Currency Economy*

**Coffee Break: 10.50 – 11.10**

**Room: Atlantico**

**Thursday**

**Time:**

**19.10 – 19.25**

**E-Session**

**Authors and Titles:**

**Lamara Qoqiauri**

Academy of Economic Sciences of Georgia, Foundation of the Financial-Investment Strategy  
and Policy, Tbilisi, Georgia

*Principle Lines of Forming Attractive Investment Climate in Georgia*

**Akira Yoshinari**

Aichi Institute of Technology, Nagoya, Japan

*Market Category Generation by Meta-Contrast Thesis*



Friday, October 9, 2015

## Bus tour to Toledo

8.45 Hotel lobby

