

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 Abbès, 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 de 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

