Conference Program

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

Ayre Gran Hotel Colón
Calle del Pez Volador, 1, 28007, Madrid
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

<table>
<thead>
<tr>
<th>Time</th>
<th>9.00 – 9.50</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Plenary Session</td>
</tr>
</tbody>
</table>

Welcome Address:
Robert Holman
Conference Chair and Director of the IISES

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

<table>
<thead>
<tr>
<th>Time:</th>
<th>10.20 – 12.10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair:</td>
<td>Pankaj Kumar Gupta</td>
</tr>
</tbody>
</table>

Authors and Titles:
Plácido Roberto Cruz Chávez, Gustavo Rodolfo Cruz Chávez, Judith Juarez Mancilla, Francisco Isaias Ruiz Ceseña
Autonomous University of Baja California Sur, Colonía El Mezquitito La Paz, México
Measuring Tourist Satisfaction in Los Cabos
Francisco Isaías 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 Abbes, Algeria
The Impact of Online Social Network’s Usage on the Purchase Decision Process: Quantitative and Qualitative Study

João Lopes, Ana Santos
UECE, ISEG Lisbon/University of 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

---

IISES
International Institute of Social and Economic Sciences
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**

<table>
<thead>
<tr>
<th>Time</th>
<th>9.00 – 10.50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair</td>
<td>Mabutho Sibanda</td>
</tr>
</tbody>
</table>

**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, Chia, 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