Role of intermodality in global sourcing and offshore outsourcing: maritime transport and new rail connections between Europe and Asia

Original

Availability:
This version is available at: 11583/2496643 since:

Publisher:
International Association for Scientific Knowledge (IASK)

Published
DOI:

Terms of use:
openAccess
This article is made available under terms and conditions as specified in the corresponding bibliographic description in the repository

Publisher copyright

(Article begins on next page)
# TABLE OF CONTENTS

**FORWARD** ................................................................................................................................. 1

**WELCOME TO OVIEDO** ........................................................................................................... 2

**PROGRAM COMMITTEE** .......................................................................................................... 3

**KEYNOTE SPEAKERS** ................................................................................................................. 7

  - Thomas Baaken  
    Science-to-Business marketing: how to get Universities closer to markets ............ 9
  - Raymond Hackney  
    Knowledge management & social dynamics ................................................................. 11
  - David M. Kemme  
    Crisis, Recession, Recovery: 2007-2010 – Lessons Learned, Lessons Lost ........... 13

**PAPERS & POSTERS (ENGLISH)** ............................................................................................. 15

  - Nuno Moutinho  
    Project Evaluation: Main Characteristics ................................................................. 17
  - Rachmat Kriyantono, Dennis Wood, Mark Balnaves  
    A Critical Ethnography of Crisis Management  
    Dealing with a Mudflow Crisis in Sidoarjo, Indonesia ............................................. 33
  - K. Smimou  
    Additional Evidence on Foreign Partial Acquisition in the Canadian Context ........ 43
  - Burcu Dincergok  
    The Relationship between Macroeconomic Factors and  
    Stock Return Indices: Evidence from Istanbul Stock Exchange ............................. 54
  - Shobana Nelasco, Austin N. Nosike  
    Impact of Globalisation on the Debt of South Asian Developing Countries ........ 60
  - Austin Njiribeako Nosike  
    Globalization and Post-Communism: Myths and Realities  
    of Labour Market in Central and Eastern Europe (CEE) ........................................ 65
  - Jacinta A. Opara, Nkasiobi S. Oguzor, Helen E.Adebola, Tunji O.Adeyemi  
    Gender and High School Organization: Insights  
    on Leadership Styles in the Niger Delta Region ....................................................... 75
  - Austin N. Nosike  
    Cash Management and Small Business  
    Enterprises in a Sub-Saharan Economy ................................................................. 83
Timothy A. Falade-Obalade, Jacinta Agbarachib Opara
Globalization and Sovereign Wealth Funds: Issues and Challenges.....................90

Sunday O. E. Ewah, Jude U. Bassey
Marketing Banking Services to Stimulate Economic Growth in Nigeria...............97

Pouyans Esmaeilzadeh, Murali Sambasivan, Naresh Kumar
Emerging Health Information Technologies: Are They Aliens for Health Care Professionals? .................................................103

Tomohiro Ando
Bayesian Portfolio Selection under a Multifactor Asset Return Model with Predictive Bayesian Model Selection.........................111

Hakan Tarakci, Kwei Tang, Sunantha Teyarachakul
Learning and Forgetting Effects on Maintenance Outsourcing............................121

Daniela-Emanuela Dânăciç, Lucian Belașcu, Livia Ilie
Estimating Determinants of Employment Probability: An Empirical Evidence from Romania ..............................................131

Carole Lalonde

Zamira Acosta, Jaime Febles
Application of the Rasch Model to the Analysis of the Perspectives of Technological Improvement and to the Role of the Training in Small and Medium Canary Companies ........................................150

S. Y. Janjua, J. Sobia
Competence Management in Pakistan: An Exploratory Study on Management Development Needs of Managers .........................160

S. Y. Janjua, J. Sobia
Proposed Two-Phase Research Methodology for Forecasting Future Competencies of Managers ...........................................169

Eugenia Suárez-Serrano
Managing Cross-cutting Policies within the Spanish Network of Educating Cities .................................................................182

Carla Susana Marques, Susana Covelos, Alexandra Braga, Vítor Braga
Innovation and Firm Performance: A SURE Approach ........................................193

Michela Pellicelli, Bruno Dalla Chiara
Role of Intermodality in Global Sourcing and Offshore Outsourcing: Maritime Transport and New Rail Connections between Europe and Asia...200

J. García-Diez, P. Lorca, J. De Andrés
Gender Equality in Management in Asturias.........................................................210
C. Dossena, A. Francesconi  
Online Reputation within E-Marketplaces for Professional E-Services .......... 220

Ratna Wardhani, Sidharta Utama, Hilda Rossietta  
International Accounting Standards and Governance System in Asia: The Role to Quality of Earnings ................. 228

Nebil Messabia, Abdelhaq Elbekkali  
Information Technology Governance: It Is Also About Putting Stakeholders in Their Places ......................... 240

Rute Abreu, Fátima David  
Sustainability of the Portuguese Caixa Geral de Aposentações .................. 251

Rute Abreu, Fátima David  
Portuguese Deposit Guarantee Fund: Analysis of the Annual Report ............ 259

Gyula Fülöp, Ildikó Pelczné Gáll  
Concept of Environmentally-Conscious Strategic Management ................ 268

Stephen Grainger  
How is Producing Guanxi Changing as a Chinese State Owned Enterprise becomes Privatised? ................ 285

Ronald W. Spahr, Pankaj Jain, Fariz Huseynov, Bhavik Rajesh Parikh  
Tax Policy Considerations in a Competitive Global Economy When Treating Government as Firms’ Third Financial Stakeholder ............. 295

Emmanuel Chisa Ibara  
Institutional Framework for Developing Sustainable Quality Distance Education in West Africa: Guidelines, Engines and Policy Options .......... 318

Theresa Dominic  
Graduates’ Views on Application of External Recruiting Methods ............... 323

Abdelmajid Amine, Dhruv Bhatli  
Leveraging Consumer Initiated Brand Communities for Product Innovation .... 329

Raquel M. B. Sampaio, Luciano M. B. Sampaio  
Entry of Branded and Unbranded Gas Stations in Brazilian Local Markets .......... 337

Angela Evans, Dionisia Tzavara  
An Investigation into the Impact of the Financial Crisis on the Corporate Social Responsibility Strategies of Milan-based Companies Operating on a Global Scale ...................... 349

Jesús Barrena-Martínez, Macarena López-Fernández, Pedro M. Romero-Fernández  
A Conceptual Framework to Analyze the Relationship between Corporate Social Responsibility and Strategic Human Resource Management ........ 362

Harry Deinibiteim Monimah  
Democracy and Good Governance: The Nigerian Experience Since 1999........ 370
Felipe Martinez
Creating an Own Organizational Design .............................................................. 382

Dr. Mohammad Salehi, Abdolreza Bagherzadeh Nimchahi, Seyed Taher Ghaderi
The Effect of the Strategic Planning of the Managers on the Development of the Staff Performance .................................................... 391

Austin N. Nosike
Corporate Finance and Credit Options in a Global Age ....................................... 396

Nkasiobi Silas Oguzor
Technical and Economic Efficiency of Palm Oil Marketing in the Niger Delta Region of Southern Nigeria ............................................. 402

Timothy Adedapo Falade-Obalade
Managing Socio-Economic Instability in Zimbabwe: A Historical Overview of Crime, Crisis and Corruption ......................................... 409

Jacinta A. Opara
Motivating the Nigerian Worker for Strategic Human Management: Insights and Concerns ................................................................. 416

Lawrence Ogbo Ugwuanyi
An African Theory of Citizenship and Its Curative Potential for Civil Conflicts Arising from Regionalism and Inequality .......................... 422

Nkasiobi Silas Oguzor
Farm Enterprise Ownership and the Commercialization of Food Production in a Developing Economy ......................................................... 431

Shobana Nelasco, A. Nilasco Arputharaj
Globalisation and India’s Foreign Trade ................................................................ 436

Timothy Adedapo Falade-Obalade
Analysis of Foreign Direct Investment Inflow as a Strategy for Economic Growth: A Narrative Overview of the Nigeria Experience .......... 442

C. M. van der Bank
A Human Rights Approach to Adult Prostitution in South Africa .......................... 453

Mihaela Herciu, Claudia Ogrean, Lucian Bălașcu
Measuring Firm Competitiveness: Synergy between Tangible and Intangible Assets ................................................................. 463

Sanaz Peyrovan, Mohammad Reza Saeedi, Hossein Dadfar
Structuring the Pharmaceutical Parent Company Organization: A Value-Based Approach – The Case of TPICO ......................................................... 471

Eric Terry, Bettina West
The Impact of Investment Performance Presentation on Investor Preferences ...... 476
Maria Rosaria Marcone
SMEs – Towards Internationalisation: Knowledge Transfer and Dynamics between Firms ................. 485

Belén González-Díaz, Roberto García-Fernández, Antonio López-Díaz
Transparency and Accountability in Supreme Audit Institutions ................. 495

Comaniciu Carmen, Bunescu Liliana
International Aspects of Public Expenditures Impact on Population Health ....... 505

Bruna Ecchia
How to Limit the Impact of Downside Risk in Innovative Projects: An Internal Corporate Solution from Revisiting a Recent Italian Experience ..... 517

Carlos F. Januário, Pedro Sarmento, Maria J. Carvalho
Sports Public Policies: Between Elite Sport and Sport for All ......................... 523

Emmanuella C. Onyenechere, Nkasiobi Silas Oguzor, Jacinta Agbarachi Opara
The State of Infrastructural Facilities for Sustainable Rural Development in South-Eastern Nigeria: A Spatio-Managerial Perspective .. 528

Paula Loureiro
Determinants for Women Success in Management Career’s ......................... 537

Rui Henriques, Miguel Henriques, João Zambujal Oliveira
Analysis of an Investment Decision in the Carbon Market: The EcoSecurities’ VAM Project ................................. 541

Pedro Fernandes Anuncação, João Rocha Santos, Francisco Rodrigues Rocha
The Importance of Ethics in the Conduct of Official Auditing and Accounting Revision Entities: The Missing Link in the Ethics Chain of Value........ 556

Nkasiobi Silas Oguzor, Helen Ebonoluwa Adebola, John A. Idumange
A Study of Stress on Retirees of Higher Education Institutions (HEIs) in Nigeria ......................... 565

Julia Mikhailitsyna, Vitaly Ryabkov, Olga Ryabkova
Human Resources in Russia: A Survey ............................................. 570

Paivand Sepehri, Darius Kermanshahani, Seyedreza Mousavi
Implementation of Customer Relationship Management System in Buhler Iran Using Kotter’s Change Model ................................. 574

PAPERS & POSTERS (PORTUGUESE/S Panish) ........................................................ 585

António Pedro Soares Pinto, Mário Gomes Augusto, Paulo M. Gama
O Impacto das Relações Bancárias e do Governo da Empresa no seu Desempenho: A Experiência das PME’s Portuguesas ......................... 587

Elsa de Morais Sarmento, Alcina Nunes
Análise Comparativa de Empreendedorismo entre Portugal e Espanha com Base nos Dados do WBGES 2008 ......................... 600
Maria José Rainho, Susana Garrido Azevedo, Fernanda Nogueira
Influência de Factores Contextuais e Práticas
de Gestão sobre o Desempenho da Cadeia
de Abastecimento: Proposta de uma Ferramenta Teórica..........................610

Maria Patrocínio Correia
Política Pública de Apoio ao
Desenvolvimento Socioeconómico: Estudo de Caso ..................................621

Teresa Felgueira, Fernanda Vital, Maria José Silva
Actividades de I&D: Principais Determinantes
da Capacidade Inovadora de Marketing .........................................................628

Pedro Aceituno Aceituno, Laura Lara Martínez
The Economic History and the Corporate Social Responsibility
as Instruments of Economic Development in the Local Area .........................638

Alcina Nunes
Melhores Qualificações Promovem
uma Melhoria Salarial? O Caso Português ......................................................648

Vitor Ramos, Fabiana Camera, Yann Duzert
Criando Valor Através de Negociações de Ganhos Mútuos na Área de
Compras Públicas Brasileiras: Um Estudo de Caso da Empresa Delta .......658

Fernando Teixeira, Maria Basílio, Elsa Barbosa
A Motivação para o Empreendedorismo
dos Alunos do Ensino Superior em Beja..........................................................669

Fernando Teixeira, Maria Basílio, Elsa Barbosa
Características Pessoais e Comportamentais que
Podem Influenciar a Criação do Próprio Emprego .........................................675

Carlos Fong Reynoso
La PyME en México: en Búsqueda de la Creación de Empresas Exitosas ..........682

ADVANCES IN TOURISM RESEARCH PROGRAM COMMITTEE ...........................691

ADVANCES IN TOURISM RESEARCH KEYNOTE SPEAKER ................................695

César Camisón Zornoza, Beatriz Forés Julián
The Competitiveness of Spanish Tourism Firms:
Strategy, Industry and Destination Effects.......................................................697

ADVANCES IN TOURISM RESEARCH PAPERS & POSTERS ..........................699

Wang Qian
Overall Reflections on Establishing China's Ecotourism Legislative System ....701

Raquel Camprubi, Núria Gali
Induced Tourism Image of Paris through Websites .........................................710
Suzanne Amaro, Cristina Barroco, Joaquim Antunes
The Internet as an Important Tool in Developing the Dao Wine Route Network: A Study of the Dao Wine Route Websites ............ 717

Anke Schneider, Amata Ring
Emotions and Low-Level Features in Picture Composition ......................... 725

Tod Jones, John Glasson, David Wood, Beth Fulton
Regional Planning, Tourism and Resilient Destinations:
Destination Modelling for Sustainable Tourism Planning ....................... 735

Guadalupe Velázquez, Jorge Valderrama, Jose Ruiz,
Omaira Martínez, Ricardo Verján, Juan Flores
Strategies in Tourism Planning: Priorities and New Alternatives ............... 751

Ricardo Verján Quiñones, Omaira Cecilia Martínez Moreno,
José Gabriel Ruiz Andrade, Margarita Ramírez Torres
Promotion as Marketing Strategy to Improve the Tourism Sector: A Case Study in Mexico ........................................ 757

Jorge Morgan
Emergent Actions to Confront Tourism Needs in a Binational Region: The Case of Tijuana, Mexico ....................................... 762

I-yin Yen
Examination of Ambivalent Tourism Attitude: From the Residents’ Perspective ....................................................... 771

Manuel A. B. Salgado, Fernando M. F. R. Lemos, Carlos M. M. Costa, Adília R. Ramos
Tourism Education: Regional Observatory for Centre Region ..................... 776

Changqiu Li
A Convenient Method of Customer Value Identification in Tourist Hotel ........ 786

Changqiu Li
Research on Exploitable Potentiality Evaluation of Regional Agricultural Tourism Resources .................................................. 791

Guillermo Pérez-Bustamante Ilander
Functionality of Destination Websites: An Exploratory Analysis .................. 799

Asunción Fernández-Villarán, Aínara Rodríguez, Raul Amestoy
Reflections on the Implementation of the Social Media as a Factor of Innovation in the Tourism Sector ............................. 809

Vitor Roque, Pedro Duarte
Social Networks at the Service of Tourism: The InforTur Platform .................. 817

Aíce Taupau
Tourist ‘Performance’ in the Hyper-Mediated City of New York .................. 822

AUTHORS’ INDEX ......................................................................................... 829