



VIII IBEC 2019

**Normandie Université IAE Rouen
January 7-10, 2019**

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IBEC

The International Business and Economy Conference is administrated by an executive committee and an editorial team. To achieve the objective of providing a platform for intellectual discussion among scholars and practitioners, IBEC rests on the collaboration of recognized scholars and institutions that voluntarily collaborate every year.

IBEC Timeline

2002- San Francisco State University (SFSU), San Francisco, California, US

2003- Japan Town, San Francisco, California (Sponsored by SFSU and Seoul National University)

2004- San Francisco, California (Sponsored by SFSU, Seoul National University, and Iona College, New York)

2005- University of Hawaii at Manoa

2006- Hawaii, sponsored by University of Hawaii, SFSU, Seoul National University and Iona College, NY

2007 and 2008- San Francisco State University

2009- Host: Advent Institute of Management, Udaipur, India

2010- Host: University of Economics and Management, Prague, the Czech Republic

2011- Host: Universidad Panamericana at Guadalajara, Mexico

2012- Royal Prince Hapuna hotel, Big Island, Hawaii, US

2013- Host: University of Caen, Normandy, France

2014- Host: Tianjin Polytechnic University, China

2015- Host: Assumption University of Thailand, Suvarnabhumi Campus Bangkok, Thailand

2016- Host: Nürtingen-Geislingen University (NGU), Germany

2017- Host: Universidad Austral de Chile at Puerto Montt, Chile

2018-Host: San Francisco State University, San Francisco, CAL, USA

2019-Host: Normandie Universite at Rouen, France

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San Francisco State University,
and US-Korea Business Institute.



School of Business, Iona College,
New Rochelle, NY, USA.



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Escuela de Ciencias Económicas y
Empresariales, Campus Guadalajara,
México.



Tuesday, January 8

2 pm-6pm *Main Hall - Registration*

6 pm *Room A-150*

Introduction--Vice President of Research

**Speech—Professor Sebastien Damart
University of Paris-Dauphine**

7:30 *Main Hall - Welcome Aperitif Dinner*

Wednesday, January 9

8:30 Session 1 – Room C 202

- | | |
|-----------------|---|
| E. Tovar Garcia | Export Composition and Eurozone Trade Balance in Manufacturing Goods |
| P. Salgado | Social Enterprise in Mexico, An Experience from the Triple Helix Approach |
| F. Fawaz | Solow Residual Transfer Through Trade and its Impact on Economic Complexity: A Spatial Approach |

10:00 Coffee Break – Room C 207

10:30 Session 2 – Room C 202

- | | |
|------------|---|
| M. Hussein | Are Millennial Males and Females Different in Their Financial and Banking Behavior? |
| S. Thach | The Effect of Age and Color on E-commerce: Implications for Baby Boomers and Visually Impaired Persons |
| T. Kincl | The Influence of Attribute Performance on Overall Customer Satisfaction – The Evidence From London Hotel Market |

12:00 Lunch – University restaurant – Ground floor

2:00 Session 3 – Room C 202

- M. Becerra Montanez Stock Market Prediction Using oft Computing: A hybrid Approach of Analysis
- L. Rodriguez-Reyes Individual Strategies for Retirement Funds: A Back-testing Analysis in Mexico's AFORES
- J. Kang Operating Profit-And-Risk Integrated Decision & Evaluation over a Firm's Strategic Fixed-Cost Spending

3:30 Coffee Break – Room C 207

4:00 Session 4 – Room C 202

- J. Fang Cash is King: An easy way to prepare cash flow statements
- J. Manley An Exploratory Look at an Approach to Completing an Impact Study
- J. Kim Measuring Institutional Efficiency and Innovation Efficiency: Case of Korea and Asean

7:30 Gala Dinner—Restaurant La Place, (*Place du vieux marché, Rouen*)

Thursday, January 10

8:30 Session 5 – Room C 202

- C. Espinosa Organizational Climate and Labor Performance in Courts of the Accusatory System in the State of Oaxaca, Mexico
- S. Pareti Strategies of Transformation from a Historical District into a Tourist Destination
- E. Blunck Technology Driven Disruption in Global Retailing

10:00 Coffee Break – Room C 207

10:30 Session 6a – Room C 202

- S. Ullah Impact of ICTs on State Fragility: A Global Perspective
- M. Awad Business Model Scalability
- G. Mangiero A Comparison of Sustainability and Sustainable Value in 3 Industries

Session 6b – Room C 206

- A. Jaiswal-Dale The Role Of Social Networking In Capital Sourcing
- M. Arredondo Quality of Work Life: an analysis of Professionals in International Enterprises in Guanajuato
- R. Chinchwadkar Political Uncertainty, Elections, and Entrepreneurial Finance

12:00 Lunch – University restaurant - Ground floor

1:00 Session 7 – Room C 202

- De Feis People and the Propensity to Adapt
- G. Davizon Know-how in the Productive and Organization Scheme of Human Capital in 21st Century enterprises
- C. Morales Reduction of Employee Turnover Rates through the Application of Artificial Neural Networks

2.30 – Meeting point in the main hall to go to the city tour

3:00 City Tour—Jeanne d’Arc – Rue Bouvreuil in front of the dungeon

7:30 Dinner - Restaurant La Place, (*Place du vieux marché, Rouen*)

Friday, January 11

11:00 Optional Museum Tour – Musée des Beaux-Arts, Esplanade Marcel Duchamp, 76000 Rouen