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2006 IABT Program

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IABT Track Chairs

Accounting Track: Dr. Moh'd Rujoub, Eastern Connecticut State University

Finance, Banking, Financial Economics Track: Dr. Seyed Mehdian, University of Michigan-Flint

Information Systems and Technology, including E-business, E-commerce: Dr. Doncho Petkov, Eastern Connecticut State University

Management Track: Dr. Elizabeth Scott, Eastern Connecticut State University

Marketing Track: Dr. Branko Cavarkapa, Eastern Connecticut State University

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Dr. Chiaku Chukwuogor-Ndu, Eastern Connecticut State University

2006 IABT Program

Welcome Address by the President of Eastern Connecticut State University

May 31st, 2006

On behalf of the Eastern Connecticut State University community, it is my pleasure to welcome you to the 2006 Conference of the International Academy of Business and Technology and to declare this conference open.

Eastern is proud to be the host campus for this important gathering and, in particular, congratulates the IABT membership on its selection of themes.

We are all aware of the impact of globalization on how business is conducted in the world of today. Companies that do not think globally and act accordingly are doomed to be the covered wagons of a mechanized and wireless world.

The importance of new techniques in employee monitoring, the use of genetic information in employment decisions, strategic management decisions, organizational espionage, and the use of customer data information in pricing decisions are issues that are changing the nature of business and directing leadership to different levels of thinking.

The progress of transition economies and information systems management are two other areas that bear our attention, and you will be engaged in discussions that will bring these topics in full relief.

Additionally, you will explore the management of technology within a context of national and international culture and explore regional integration as it pertains to international and interregional competitiveness.

Finally, you will examine global responsibility within marketing and accounting contexts.

It sounds like a full plate, but one that I hope will leave you time to explore the cultural and historical richness of our Mystic Seaport and Mystic Aquarium.

For Eastern Connecticut State University is a public liberal arts university. What you are examining and what our students are studying are intertwined regardless of subject orientation. Eastern champions the development of its students into complete learners whose attention in and out of class, is not so much focused on the specifics of their subject areas, but on their development as critical and analytical thinkers. For it is their development as leaders of tomorrow that concerns us most. Accordingly, examination of business practices and techniques takes on more meaning within a broader framework. That is why your inclusion of international issues, cultural and regional integration, and genetic information in your agenda excites me so.

Therefore, it is no surprise that we are interested in your study of the issues constituting the eight major themes of your agenda; but not for the sake of the subject matter alone, but for how these themes relate to a more human context.

We at Eastern look forward to the presentation of your papers and the discourse in which you will be engaged. For I am confident your activities will achieve the development of ideas to help make a better tomorrow for us all. To the extent that you accomplish this will earmark this conference as a true exercise in leadership and vision.

In closing, I congratulate the organizers, I applaud the presenters, and I welcome all the participants. Eastern is indeed proud of its business faculty and, in particular, extends its gratitude to Dr. Chiaku Chukwuogor-Ndu, Conference Program Chair, for coordinating this excellent event.

On behalf of Eastern, I wish you a most successful conference.

Michael Pernal
President

2006 IABT Program

Address of the Dean of Continuing Education, ECSU

May 31st, 2006

Dear Colleagues

I am delighted to welcome you all to this inaugural conference of the International Academy of Business and Technology. Introducing our students to the world is my passion. As the Dean of the School of Continuing Education at Eastern Connecticut State University, globalization is an important topic for our students. Our students are adults who work for a variety of organizations some of which are international in nature.

Many of our students have a great deal of experience and return to school for bachelor's degrees in order to have their credentials match their experience. However, many do not have the opportunity to interact in a meaningful way with people from other cultures. Their lives may be centered around family and work, and what interactions they may have will be at work or in the community. Understanding various cultures, business practices and social courtesies are important aspects of a well rounded liberal arts education.

It is my goal as the Dean of the School of Continuing Education to bring various educational opportunities through partnerships that can be created with institutions abroad in order to give our students a deeper perspective on the rest of the world. For this reason, I welcome talks with my educational counterparts and business representatives from other countries to see if we can explore mutually beneficial collaborations.

I wish thank the International Academy of Business and Technology for inviting me and for this opportunity to address you.

I wish you all a great conference.

Rochelle Gimenez
Dean, Continuing Education
Eastern Connecticut State University

2006 IABT Program

Address of the President of International Academy of Business and Technology

May 31st, 2006

Dear Colleagues

Welcome to the inaugural conference of the International Academy of Business and Technology. The objectives of the IABT include providing a forum for scholarly and professional discussion on global developments among colleagues in business and technology related areas and the documentation of important research findings. We are delighted at the response for this inaugural conference.

I will like to seize this opportunity to thank every one who has directly or indirectly contributed to the success of this conference. In particular, I thank the Directors of the IABT for their tireless effort in planning and organizing this inaugural conference. On behalf of the Board of Directors of the International Academy of Business and Technology, I thank the President of Eastern Connecticut State University and Eastern for the financial and technology support for the conference. I also thank all our colleagues from different universities and colleges in the United States and abroad for their confidence in this program and for their participation. We hope that in addition to the scholarly and professional interactions in the three days of this conference, long-term collaborative arrangements for mutual benefits of all of us will emerge.

At no time has collaborative effort been more important or more possible than now. Technology has made the world a small place. Communication in most cases is instantaneous. Deregulations, liberalizations and general dismantling of intra territorial restrictions to trade and foreign direct investments in most countries of the world have further enhanced the impact of globalization. Developments in almost every area are occurring so fast. It is the responsibility of academics, scholars and all researchers to keep pace with these developments and document them. This conference is an effort to enable us d that. The importance of this conference and others like it can not be underestimated for how can we know where we are going, if we do not know where we have been.

I thank you all once more. Enjoy the conference. I look forward to seeing you again in two years time.

Chiaku Chukwuogor-Ndu
President, International Academy of Business and Technology