



# CYRUS

Institute of  
Knowledge

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A  
DIFFERENCE

## Exploring the Era of Change

Challenges and Opportunities in Globalizing  
The Middle East, North Africa and Central Asia

October 5-7, 2012

### Co-Sponsors

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UNIVERSITY

Dear Participants,

Welcome to the CYRUS Institute of Knowledge (CIK) conference, "Exploring the Era of Change: Challenges and Opportunities in Globalizing the Middle East, North Africa, and Central Asia." We hope you enjoy the intellectual discussions and networking environment the conference provides. Thank you for your participation.

CIK acknowledges the significant contributions of Bentley University, HULT International Business School, Southern New Hampshire University, Suffolk University, and the U.S. Department of Education's Fund for the Improvement of Post-Secondary Education (FIPSE).

The main objectives of the conference are: 1) Exploring the era of changes, challenges, and opportunities for development in the affirmation regions, 2) Sharing CIK's purpose in advancing the intellectual atmosphere by generating theoretical and applied knowledge in management sciences and economic development, 3) Creating a networking environment and inviting scholars, practitioners, philanthropists, and others with interests in the values and mission of CIK to become involved. Consider yourself now part of our network!

#### **CONFERENCE EXECUTIVE COMMITTEE**

Dr. Nader Asgary, President of CIK and Professor of Management and Economics, Bentley University

Dr. Gabrielle Bedewi, Global Demography and Segmentation Leader, Nielsen Measurement Sciences/Population Centre of Innovation

Dr. Shariar Khaksari, Professor of Finance, Suffolk University

Dr. Massood Samii, Professor and Chairman of International Business Department, Southern New Hampshire University

#### **Co-Sponsors:**

- Bentley University
- HULT International Business School
- Fund for the Improvement of Postsecondary Education (FIPSE)
- Southern New Hampshire University
- Suffolk University

## AGENDA

### Exploring the Era of Change: Challenges and Opportunities in Globalizing the Middle East, North Africa, and Central Asia

October 5-7, 2012

HULT International Business School  
One Education Street, Cambridge, MA 02141

#### **Friday, Oct. 5**

5:30 - 8:30 PM Registration-5th Floor, HULT IBS/EF Education Building-One Education  
Street, Cambridge, MA 02141

6:00 - 6:45 PM **CIK Members' Meeting**  
*Pacific Room, 5<sup>th</sup> Floor*

7:00 - 8:30 PM Welcome reception-6th Floor

#### **Saturday, Oct. 6**

8:00 - 5:00 PM Registration-5th Floor, HULT IBS Building

8:00 - 8:45 AM Continental Breakfast

9:00 - 9:30 AM **Welcoming Remarks**  
*Conference Room, 6<sup>th</sup> Floor*

9:30-10:45 AM **Invited Speakers**

**Topic: The Rationale for Regulating Air Pollution: Human Exposures,  
Health Effects, Regulatory Costs versus Benefits**  
*Conference Room, 6<sup>th</sup> Floor*

10:45-11:00 AM Coffee Break

11:00-12:00 AM **SESSIONS**

**SESSION A: MEET THE DEANS-TRANSFORMATION IN HIGHER  
EDUCATION**  
*Conference Room, 6<sup>th</sup> Floor*

**SESSION B: THE INTERNATIONAL ENVIRONMENT: ENERGY, NATURAL  
RESOURCES, DEVELOPMENT, AND SUSTAINABILITY**  
*Pacific Room, 5<sup>th</sup> Floor*

**SESSION C: INNOVATIVE CASE DEVELOPMENT, WRITING, AND  
PUBLISHING**  
*Atlantic Room, 5<sup>th</sup> Floor*

## CYRUS Institute of Knowledge Oct. 5-7, 2012 Conference Program

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12:00 AM-12:45 PM	<b>Invited Speaker</b> <b><u>Topic:</u></b> Progress through Education, Innovation and Entrepreneurship <i>Conference Room, 6<sup>th</sup> Floor</i>
12:45 - 1:45 PM	Lunch
2:00 - 2:45 PM	<b>Speaker:</b> <b><u>Topic:</u></b> CYRUS Institute of Knowledge (CIK): Values and Mission <i>Conference Room, 6<sup>th</sup> floor</i>
2:45 - 3:30 PM	<b>Invited Speaker</b> <b><u>Topic:</u></b> Recent Developments in Globalization Trade, and Role of Exchange Rates <i>Conference Room, 6<sup>th</sup> floor</i>
3:30 - 4:00 PM	Coffee Break
4:00 - 5:15 PM	<b>SESSIONS</b>  <b><u>SESSION D:</u></b> National & International Development <i>Pacific Room, 5<sup>th</sup> Floor</i>  <b><u>SESSION E:</u></b> FINANCE AND INVESTMENT <i>Atlantic Room, 5<sup>th</sup> Floor</i>  <b><u>SESSION F:</u></b> MEET THE EDITORS <i>Conference Room, 6<sup>th</sup> Floor</i>
5:30 - 6:15 PM	<b>Invited Speaker</b> <b><u>Topic:</u></b> Village Leadership and the Village Effect <i>Conference Room, 6<sup>th</sup> Floor</i>
6:15 – 7:45 PM	Dinner
<b><u>Sunday, Oct. 7</u></b>	
8:00 - 12:00 PM	Registration-5th floor, HULT IBS Building
8:00 - 8:45 AM	Continental Breakfast
9:00 - 9:45 AM	<b>Invited Speaker</b> <b><u>Topic:</u></b> Understanding Changing Consumer Markets in Africa: Nielsen's Reach & Read Initiative <i>Conference Room, 6<sup>th</sup> Floor</i>
10:00 - 11:15 AM	<b>SESSIONS</b>  <b><u>SESSION G:</u></b> HIGHER EDUCATION PARTNERSHIPS IN A GLOBALIZING WORLD

Conference Room, 6<sup>th</sup> Floor

**SESSION H: NEW BOOKS & RESEARCH: FROM TEACHING TO PUBLISHING TO THE CLASSROOM**

Pacific Room, 5<sup>th</sup> Floor

**SESSION I: ENTREPRENEURSHIP, MIGRATION, AND DEVELOPMENT: CHALLENGES OF 21<sup>ST</sup> CENTURY**

Atlantic Room, 5<sup>th</sup> Floor

11:15 - 11:30 AM      Coffee Break

11:30 AM - 12:30 PM      **Invited Speakers**

**Topic: Transition 2014 and Prospects of Development and Peace in Afghanistan**

**Topic: Building A 21<sup>st</sup> Century City Based on Values and Foresight-The Story of Bilbao Spain**

Conference Room, 6<sup>th</sup> Floor

12:45 - 1:45 PM      Lunch

1:45 - 2:15 PM      **Meet the CIK's Board of Directors**

CIK Purpose, Goals and Outreach: Question and Answer Session

Conference Room, 6<sup>th</sup> Floor

2:15 - 3:45 PM      **SESSIONS**

**SESSION J: PEACE THROUGH EDUCATION, COLLABORATION, AND MAKING A DIFFERENCE**

Conference Room, 6<sup>th</sup> Floor

**SESSION K: MANAGEMENT AND STRATEGY: CHALLENGES OF ETHICAL PERFORMANCE IN 21<sup>ST</sup> CENTURY**

Pacific Room, 5<sup>th</sup> Floor

**SESSION K: CULTURE, ENTREPRENEURSHIP, AND ORGANIZATION**

Atlantic Room, 5<sup>th</sup> Floor

3:45 - 4:30 PM      **Closing Remarks**



## **SPEAKERS**

**Dr. Nader Asgary, President of CIK and Professor of Management and Economics at Bentley University**

### **TALK SYNOPSIS**

The purpose of this talk is to share CIK's values, mission, and operational model with the participants. The presentation will highlight the critical role that we can play in this era to advance knowledge about and within the regions. This is a historical time in the Middle East, Central Asia, and North Africa, somewhat comparable to the 1848 revolution in Europe which led to Modern Europe.

There is no question that organizations and businesses capable of analyzing and applying advanced knowledge in management sciences and development are in high demand always, and especially during transitional periods. It is an unusual time in the target regions and the world, a time which requires active participation and contributions. It is the era of revolution in terms of communication, technology and minds for billions of people. It is time for intellectuals, entrepreneurs, and philanthropists to make a difference which will enlighten millions of minds and enrich quality of life for billions. It is time to focus intensely on the regions' historical characteristics, achievements, human and natural resources and its significant deficit in development. It is time to think Big, act Big, and be a forward planner. CYRUS's vision, which states "cultivate the discourse on human capital potentials for better living" is the appropriate response to the challenges.

CYRUS associates tend to have a foot in two worlds. First, some associates are sons and daughters of the affirmation regions and possess an ethnic identity, language skills, and the insights only embraced by insiders. Second, associates possess a wealth of intellectual and experiential knowledge which is enhanced by state of the art business, consulting, and collegiate teaching experience. Therefore, CYRUS has the depth, breadth, and competitive edge to offer tangible solutions to critical issues of sustainable development. We invite like-minded individuals to join with us in our mission to contribute to the advancement of knowledge which leads to prosperity and tolerance.

### **BACKGROUND**

Nader Asgary is President of CIK and Professor of Management and Economics at Bentley University. He was named Associate Provost for International Relations and Director of the Cronin International Center in 2006. As Associate Provost, he managed all things "international" at Bentley, and led many initiatives to enhance the globalization agenda of the University. He also developed relationships with international institutions worldwide, through study abroad programs, faculty research, and other endeavors. Dr. Asgary has been the principal investigator (PI) on several large public and private grants. The primary purpose of these grants has been to support student exchange, faculty development, dual degree programs, economic development, and entrepreneurship.

Dr. Asgary has published in numerous national and international journals, such as Economic Inquiry and Journal of Business Ethics, has participated in many international and national conference presentations and has been a guest speaker and professional journal reviewer. Dr. Asgary has been a member of evaluation teams for accreditation on behalf of the New England Association of Schools and Colleges, NEASC, and other organizations. He has taught courses in International Business, Economics, and Finance at the undergraduate and graduate levels for more than 20 years, and he has been the recipient of many educator awards. As an entrepreneur, he has initiated several successful programs and businesses. Dr. Asgary received a B.S. in Civil Engineering and then worked in the public and private sectors for a few years before earning his MA and Ph.D. in Economics.

**Dr. Mohsen Bahmani-Oskooee, UWM Distinguished Professor Patricia and Harvey Wilmet Professor, Editor, Journal of Economic Studies, Director of the Center for research on International Economics**

### **TALK SYNOPSIS**

The deterioration of the U.S. trade balance that occurred in 1971, despite a 15% devaluation of the dollar, enticed some researchers to conclude that the short-run effects of currency devaluation can be different than its long-run effects. Indeed, due to adjustment lags, a country's trade balance can keep deteriorating in the

short run and improve only afterward; the shape of this pattern has led to it being called the “J-Curve” phenomenon. Most studies in the literature have shown that there is neither a short-run nor a long-run relationship between a country’s trade balance and its exchange rate, reducing the significance of using exchange rate changes to deal with a trade deficit. In my research, I go against this tradition and show that when trade flows are disaggregated to the commodity level, every country pair’s bilateral trade includes at least some industries that react favorably to exchange rate changes.

#### **BACKGROUND**

Mohsen Bahmani-Oskooee is a University Distinguished Professor and the Patricia and Harvey Wilmet Professor of Economics at the University of Wisconsin-Milwaukee. He is also the director of UWM’s Center for Research on International Economics. He has published more than 300 refereed journal articles, book chapters, and books in the fields of international economics and open economy macroeconomics. His research deals with the impact of currency depreciation on countries’ trade flows, trade balances, consumption, investment, wages, income distribution, and money demand in many developed and developing countries. His most recent research analyzes U.S. trade with its partners at the industry level. His published articles have appeared in such journals as the Journal of Political Economy, The Review of Economics and Statistics, the Journal of Development Economics, Economic Development and Cultural Change, Southern Economic Journal, etc. Dr. Bahmani-Oskooee currently serves as the Chair of the Economics Department at UW-Milwaukee and as the editor of the Journal of Economic Studies.

#### **Mr. Alfonso Martinez Cearra, Director General of Bilbao Metropoli-30**

#### **TALK SYNOPSIS**

Bilbao is a port in the Spanish Basque Country. At the end of the 1980s, the three pillars of its economy, port, banking and manufacturing, were under heavy pressure from European competition and lack of technological investment. A revitalization scheme was put forward by the local governments along with the main businesses that came together in a public-private non-profit organization set up in 1992: Bilbao Metropoli-30.

In the last twenty years, the metropolitan area of Bilbao has undergone a dramatic transformation in urban, economic and social issues, including the internationally recognized Guggenheim Museum. At the same time, the world has suffered geopolitical changes that are reshaping the ranking of most developed countries. As a consequence, new uncertainties might affect the future of Bilbao, in particular, those related to external factors. On the one hand, cities are taking the place of countries as centers of attraction and competitiveness, particularly in Europe. People, capital and knowledge travel between cities rather than countries. On the other hand, the fastest growing urban areas today are located in emerging regions and continents, reformulating in this way the rules of the game.

After intense and thorough research of many cities around the world, we have found that emerging places are following on the tracks of developed ones in their strategies, therefore subject to the same mistakes only fifty years later.

This presentation will shed light on the priorities for the long-term development of cities in fast growing countries, facilitating in this way the adoption of the right decisions to cut corners in their process development and enabling them to jump ahead of the currently most advanced places in the world.

#### **BACKGROUND**

Alfonso Martinez Cearra graduated as an engineer in 1979. He worked at executive positions in European manufacturing companies before being appointed as the Executive Director of Promobisa, the City of Bilbao’s economic development company, in 1989. Since 1992, Alfonso has served as Director General of Bilbao Metropoli-30, a public-private partnership set up to revitalize metropolitan Bilbao.

Alfonso represents Bilbao Metropoli-30 in the Bilbao Convention Bureau (BiCB), the Association for Benchmarking Implementation (AiB), and the Board of Uniport Bilbao. He is Vice-Chairman of the British Chamber of Commerce in Bilbao and member of The Basque Agency for Innovation and Eusko Ikaskuntza (Basque Studies Society). He is member/collaborator to The Institute for Large Scale Innovation, Global Business Network, The Internet Society, The System Dynamics Society, The European Institute for

Comparative Urban Research (EURICUR), The World Future Society, ICMA, Club Financiero de Bilbao, The International Network for Urban Development, The Internet Corporation for Assigned Names and Numbers (ICANN@large), and Foundation Member of the Committee for Geelong (Australia). He is a frequent speaker at international meetings and is the director and professor for university courses.

**Dr. Melody Cofield, Legacy Women Institute International, Founder and Executive Director of *Legacy Women Institute International***

### **TALK SYNOPSIS**

If it takes a village to raise a child, how does the village affect the nation, and what happens when the village no longer exists? Without question, we have become a nation of individualists seeking to satisfy personal needs. There is, however, a growing consciousness even among the scientific community that we are inextricably connected to everything around us. The wisdom of this ancient African village proverb is a reminder to us of this connection, yet today, we find ourselves at a quandary about where to even find the village. The village not only affects how children are raised, but ultimately affects how we raise a nation, and even more, the world. This presentation will explore how technology, value systems, and global paradigms changed the village and the effect this may have on all lives and the challenges we face in the 21<sup>st</sup> century. It will also introduce universal principles that, when applied, will create a village effect that can change lives clear across the globe and many lives forever.

### **BACKGROUND**

Dr. Melody A. Cofield is founder and executive director of *Legacy Women Institute International*, a social enterprise created to inspire women to forge legacies that change the world. She is an entrepreneur, author, speaker, executive leadership coach, and consultant specializing in women's leadership and personal development. Since 1998, Dr. Melody has been committed to *unleashing untapped human potential*. She founded *You Rock, Inc.* in 2001 to inspire talent development for people motivated to operate at their highest potential.

With her marketing and business M.B.A., global vision, leadership education, and sensitivity to the necessities of both the for-profit and non-profit sectors, Dr. Melody has designed many unique programs including: *The Employee Coaching Program; Mosaic Connections; The Village Effect; Village Leadership; Life Ahead; Beyond Life Ahead; Our Community Café; Friday Soirees; Mission Possible: Dream, Believe, Achieve; The New Entrepreneur Forum; and The Hardwire Success Coaching Practice.*

**Legacy Women Institute International** is a social enterprise focused on the twin role of pioneering social change and providing legacy education, branding, marketing, and media services for women. Our social charge is to pioneer the Legacy Women Movement and our mantra is *Progressive Women Make a Difference.*

**Professor Hamidullah Farooqi, Associate Professor, Faculty of Economics, University of Kabul, Elected Chairman of Logar Province Public Council, Former Cabinet Member of Islamic Republic of Afghanistan**

### **TALK SYNOPSIS**

#### **Transition 2014 and Prospects of Development and Peace**

The presentation will discuss the following:

- Economic Development Challenges in Afghanistan
- Concerns of Afghan people on prospects of peace and stability during transition period
- Prospects of successful transition without progress on governance reforms
- Anxieties of Afghan people about peace process and negotiation with armed opposition
- Implications of NATO's planned drawdown
- Challenges for upcoming Afghan election 2014

### **BACKGROUND**

Dr. Farooqi has held many public and private positions in Afghanistan and around the world. His focus is on economic development, civil society, and political stability. He also has been invited speaker and panelists at



many well-known national and international conferences.

**Dr. Michael W. Link, Chief Methodologist & SVP Nielsen Institute for Measurement Innovation, The Nielsen Company**

**TALK SYNOPSIS**

Retail trade and consumer habits in Africa are as diverse and complex as the populations that comprise the continent, with nearly 594 million consumers being served through 2.6 million retail points. Getting products into consumers' hands regularly and at low cost is an essential element of any successful market venture in Africa; however, the roadblocks and challenges are many. While large "modern trade" stores are emerging in many countries, the landscape is still dominated by informal traders with shifting and limited products. As the retail environment changes, route to market strategies need to have the ability to respond to this fluid situation. Global approaches alone will not work unless these are tied to a detailed understanding of the micro-economics of particular geographies and tailored local-level execution strategies. Nielsen's "Reach & Read" initiative capitalizes on the growing ability to utilize new technologies combined with traditional methodologies to provide both a centralized approach to understanding this critical region as well as detailed country-by-country assessments of the retail and consumer landscape. Using cellular technologies, satellite imagery, innovative estimation techniques, and other approaches, Nielsen has been able to make significant progress in identifying new consumer opportunities, such as geographic population expansion, route to market and dynamics, and changing consumer buying behavior in Africa.

**BACKGROUND**

Michael W. Link, Ph.D. is Chief Methodologist and Senior Vice President at The Nielsen Company, directing the activities of Nielsen's Institute for Measurement Innovation. He has a broad base of experience in survey research, having worked in academia (University of South Carolina, 1989-1999), not-for-profit research (RTI International, 1999-2004), and government (Centers for Disease Control and Prevention, 2004-2007) before joining Nielsen. Dr. Link's research efforts focus on developing methodologies for confronting the most pressing issues facing measurement science, including improving participation and data quality, using of multiple modes in data collection, and utilizing new technologies such as mobile platforms and social media. Along with several colleagues, he received the American Association for Public Opinion Research 2011 Mitofsky Innovator's Award for his research on address-based sampling. His numerous research articles have appeared in leading scientific journals, such as *Public Opinion Quarterly*, *International Journal of Public Opinion Research*, and *Journal of Official Statistics*.

**Petros Koutrakis, Ph.D., Professor of Environmental Sciences, Harvard School of Public Health**  
**Constantine Vardavas, M.D., Ph.D., Senior Scientist, Harvard School of Public Health**

**Iny Jhun, Doctoral Candidate, Harvard School of Public Health**

**TALK SYNOPSIS**

**The Rationale for Regulating Air Pollution: Human Exposures, Health Effects, Regulatory Costs versus Benefits.**

This presentation will provide context for why regulating air pollution is necessary and economically justified. Air pollution exposure leads to a wide array of adverse health outcomes. Consequently, there are health benefits to cleaner air. Methods for quantifying these benefits will be presented and the benefits will be compared to the costs to provide economic rationale for improving air quality.

**BACKGROUND**

Dr. Koutrakis' research activities focus on the development of human exposure measurement techniques and the investigation of sources, transport, and the fate of air pollutants. In collaboration with his colleagues in the Environmental Chemistry Laboratory, he has developed ambient particle concentrators and high volume samplers that can be used to conduct human and animal inhalation studies. He has also developed a personal ozone monitor, a continuous fine particle measurement technique and several other sampling methods for a variety of gaseous and particulate air pollutants. These novel techniques have been used extensively by air pollution scientists and human exposure assessors in the United States and worldwide.

Dr. Koutrakis has conducted a number of comprehensive air pollution studies in the United States, Canada, Spain, Chile, Kuwait, Cyprus and Greece that investigate the extent of human exposures to gaseous and particulate air pollutants. Other research interests include the assessment of particulate matter exposures and their effects on the cardiac and pulmonary health. Dr. Koutrakis is the Head of the Exposure, Epidemiology and Risk Program and the Director of the EPA/Harvard University Center for Ambient Particle Health Effects.

Dr. Koutrakis is a member of national and international committees and the past Technical Editor-in-Chief of the Journal of the Air & Waste Management Association. He has published over 170 peer reviewed papers in the areas of air quality, exposure and health effects assessment and instrumentation.

### **BACKGROUND**

Dr. Vardavas is a Senior Research Scientist at the Harvard School of Public Health (HSPH), within the Center for Global Tobacco Control of the Department of Society, Human Development and Health, USA. He also serves as the Deputy Director of the Smoking and Lung Cancer Research Center of the Hellenic Cancer Society (HACS) in Athens, Greece. Dr Vardavas has served as a consultant to the World Health Organization (WHO-EURO) on the adoption, monitoring and impact of smoke free legislations in Europe. He has published over 80 original articles, reviews and editorials on tobacco control, with a specific focus on the assessment, monitoring and effect of exposure to SHS within population and experimental based studies and currently serves as co-Editor-in-Chief, of *Tobacco Induced Diseases*. Dr. Vardavas and has served as the PI on the FETAL study, a prospective birth cohort (n=1,600) in Greece which aimed to assess the role prenatal and postnatal SHS exposure have on acute and chronic disease development. Currently he is the Scientific Director and co-Investigator of the HEART project (Hellenic Action for Research Against Tobacco), a six year collaboration aimed at policy actions for promoting a tobacco free future in Greece.

### **BACKGROUND**

Iny Jhun is a doctoral student in the Department of Environmental Health at the Harvard School of Public Health (HSPH). She is studying fine particle pollution trends in Santiago, Chile and the impact of air quality regulations on ozone trends in the continental U.S. She is a 2009 graduate of the Massachusetts Institute of Technology (MIT) with a degree in Biological Engineering, and was a member of the Tau Beta Pi National Engineering Honor Society. Before she started her doctoral program at HSPH, she was a research assistant at the MIT Center for Environmental Health Sciences and conducted molecular epidemiological experiments to inform diagnostic and therapeutic intervention for inflammatory bowel disease patients. Last summer, she was a research fellow at the U.S. Environmental Protection Agency (EPA) and investigated the impact of climate change on the effectiveness of air quality control programs. There, she also collaborated with technical staff to build novel capabilities for EPA's BenMAP tool, including the ability to perform health impact assessments of multiple pollutants. In her free time, she plays guitar and piano, and volunteers as an 8th grade math tutor at Roxbury Prep Charter School.

**Dr. Kamal Youcef-Toumi, Professor Mechanical Engineering Department  
Massachusetts Institute of Technology**

### **TALK SYNOPSIS**

Education, Innovation and entrepreneurship are becoming more and more critical for facing today's economic challenges. Indeed, today's wealth is created through the production of goods and offering of services and dependent more on a qualified work force. And knowledge-based economies are said to dominate future markets. However, nations today are facing some unusual challenges. These include rising debt level, high unemployment, complex global value chains, and more importantly the emergence of new competitors. Innovation and entrepreneurship are believed to be not only a valuable factor in dealing with such economic challenges and but also a source for growth and competitiveness.

To this end, education centers and government agencies have addressed this issue from different fronts. In particular, innovation and entrepreneurship has been promoted through the creation of a culture, environment, and business ventures. Government agencies have used commercialization arms for science

and technology to encourage excellence in research and development. These mechanisms also aim at nurturing talent to help advance a nation's transition to a knowledge-based economy.

This presentation will start with a brief summary of some aspects of the current world state. Then, it covers trends and features of knowledge-based economies emphasizing the education, innovation and entrepreneurship facet. Issues of building knowledge, connecting to knowledge and targeting new growth areas will be discussed. Examples from MIT and some leading institutions will be used for illustration.

### **BACKGROUND**

Kamal Youcef-Toumi joined the MIT Mechanical Engineering Department faculty in 1986. He earned his advanced degrees (M.S. 1981 and Sc.D. 1985) in Mechanical Engineering from MIT. His undergraduate degree (B.S. in Mechanical Engineering awarded in 1979) is from the University of Cincinnati. Professor Youcef-Toumi's research has focused primarily on design, modeling, simulation, instrumentation, and control theory. The applications have included manufacturing, robotics, automation, metrology and nano/biotechnology. He teaches courses in the fields of dynamic systems and controls; robotics; and precision machine design and controls.

Professor Youcef-Toumi was selected as a National Science Foundation Presidential Young Investigator "in recognition of research and teaching accomplishments and academic potential." He served as a member on several professional committees of The National Science Foundation, Chairman of the Information Technology program within The Arab Science and Technology Foundation, Member of the review committee for European Union funded Network of Excellence for Innovative Production Machines and Systems, Member of the Scientific Committee for Qatar Foundation Annual Research Forum, Head of the Controls, Instrumentation and Robotics Area in the Mechanical Engineering Department at MIT, Member of the MIT Council for International Programs, and Research and Strategy Advisor for Qatar Computing Research Institute. He is the Co-Director of the Center for Clean Water and Clean Energy at MIT and KFUPM.

Professor Youcef-Toumi has served as a consultant for a several companies including AT&T Bell Laboratories, EDO Corporation, Varian Radiation Division, Gillette Corp., Delta Search Laboratories, Jentek Sensors, Morgan Stanley Co., General Electric, TEKES - National Technology Agency of Finland, Jordan Hospital, Mitsubishi Electric Corp. Penn State University-College of Medicine - Cancer Institute. He is a member of IEEE and ASME. He served as Chairman of the ASME Dynamics Systems & Control Division Robotics Panel. He was an Associate Editor of the ASME Journal of Dynamic Systems Measurement and Controls, the International Program Committee Chairman for the 2010 IFAC Symposium on Mechatronic Systems, and an Associate editor of the ASME's Dynamic Systems and Control Division (DSCD) Conference Editorial Board. He has served as Editor of several symposia proceedings. Professor Youcef-Toumi is the author of over 175 publications, including a textbook on the theory and practice of direct-drive robots. He holds 9 patents. Professor Youcef-Toumi has been an invited lecturer at over 135 seminars at companies and universities throughout the world.

**Exploring the Era of Change: Challenges and Opportunities in Globalizing  
the Middle East, North Africa, and Central Asia in the 21 Century**

**October 5-7, 2012  
HULT International Business School  
One Education Street, Cambridge, MA 02141**

**Friday, Oct. 5**

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6:00 - 6:45 PM **CIK Members' Meeting**  
*Pacific Room, 5<sup>th</sup> Floor*

7:00 - 8:30 PM Welcome reception-6th Floor

**Saturday, Oct. 6**

8:00 – 5:00 PM Registration-5th Floor, HULT IBS Building

8:00 – 8:45 AM Continental Breakfast

9:00 - 9:30 AM **Welcoming Remarks:**  
Nader Asgary, President of CIK, and Henrik Totterman, Dean of HULT International Business School

*Conference Room, 6<sup>th</sup> Floor*

9:30-10:45 AM **Invited Speaker:**  
**Petros Koutrakis, Constantine Vardavas, and Iny Jhun** Harvard School of Public Health, Harvard University

**The Rationale for Regulating Air Pollution: Human Exposures, Health Effects, Regulatory Costs versus Benefits**

Introduction by: Shahriar Khaksari, Suffolk University

*Conference Room, 6<sup>th</sup> Floor*

10:45-11:00 AM Coffee Break

11:00-12:00 AM **SESSIONS**

**SESSION A: MEET THE DEANS - TRANSFORMATION IN HIGHER EDUCATION**

*Conference Room, 6<sup>th</sup> Floor*

**Session Chair** –Joseph Weiss, Bentley University

Henrik Tötterman, Dean, HULT International Business School Boston

Farhanf Niroomand, Dean, School of Business Administration  
University of Houston-Victoria

Maling Ebrahimpour, Dean, College of Business, University of South Florida -  
St. Petersburg

Cathy Gunn, Dean, College of Education, Morehead State University,  
Morehead, KY

**SESSION B: THE INTERNATIONAL ENVIRONMENT: ENERGY, NATURAL  
RESOURCES, DEVELOPMENT, AND SUSTAINABILITY**

*Pacific, 5<sup>th</sup> Floor*

**Session Chair** - Massood Samii, Southern New Hampshire University

**Oil Market Structure and Prices: A behavioral Analysis**  
Massood Samii, Southern New Hampshire University

**Oil, Foreign Direct Investment and Corruption**  
Michael Quinn and Luisa Melo, Bentley University

**Detection and Prevention of Trade-Based Market Manipulation in  
Developing and Developed Markets**

Xin Yan, the Research Institute of Comprehensive Economics

Lawrence R. Klein, University of Pennsylvania

Viktoria Dalko, Harvard University and HULT International Business School

and Michael H. Wang, The Research Institute of Comprehensive Economics

**SESSION C: INNOVATIVE CASE DEVELOPMENT, WRITING, AND  
PUBLISHING**

*Atlantic, 5<sup>th</sup> Floor*

**Session Chair** - Gina Vega-Salem State University

**Challenges of Writing Cases in Emerging Markets: A Case Study**  
Gina Vega, Salem State University

**Raising Capital in China**  
Shahriar Khaksari and Abu Jalal, Suffolk University

**Financing company growth at MRV Engenharia e Participações S.A.**  
Stefan Platikanov and Shahriar Khaksari, Suffolk University

12:00 AM-12:45 PM

**Invited Speaker:**

**Kamal Youcef- Toumi**, Massachusetts Institute of Technology  
**Progress through Education, Innovation and Entrepreneurship**

Introduction by: Mohamed Zatet, Suffolk University

*Conference Room, 6<sup>th</sup> Floor*



## CYRUS Institute of Knowledge Oct. 5-7, 2012 Conference Program

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12:45 - 1:45 PM	Lunch
2:00 - 2:45 PM	<p><b>Speaker:</b> <b>Nader Asgary</b> - CYRUS Institute of Knowledge (CIK): Values, Objectives, and Mission</p> <p><i>Conference Room, 6<sup>th</sup> Floor</i></p>
2:45 - 3:30 PM	<p><b>Invited Speaker:</b> <b>Mohsen Bahmani- Oskooee</b>, the University of Wisconsin-Milwaukee <b>Recent Developments in Globalization Trade, and Role of Exchange Rates</b></p> <p>Introduction by: Farhang Niroomand</p> <p><i>Conference Room, 6<sup>th</sup> floor</i></p>
3:30 – 4:00 PM	Coffee Break
4:00 - 5:15 PM	<p><b>SESSIONS</b></p> <p><b><u>Session D: National &amp; International Development</u></b> <i>Pacific Room, 5<sup>th</sup> Floor</i></p> <p><b>Session Chair</b> -Michael Quinn, Bentley University</p> <p><b>Sustainability – Motivations and Implications: A Review of Literature, 2000-2009</b> Anthony J. Kos and Rangamohan V. Eunni, Youngstown State University</p> <p><b>Welfare Comparisons Among Selected Arab Countries</b> Edward Nissan, University of Southern Mississippi University Farhang Niroomand, University of Houston-Victoria</p> <p><b>Physical infrastructure deficiencies: a Principle Challenge to Sustainable Economic Development in Iraq</b> Abdelwehab A. Alweha, University of Baghdad, Iraq</p> <p><b>Strategy and Business Model: Friends or Foes?</b> Abdolhamid Modares, Bentley University &amp; Sharif University of Technology, Iran, and Nader Asgary, Bentley University</p> <p><b><u>SESSION E: FINANCE AND INVESTMENT</u></b> <i>Atlantic Room, 5<sup>th</sup> Floor</i></p> <p><b>Session Chair</b> - Bulent Aybar, Southern New Hampshire University</p> <p><b>Dynamic Hedging of Carbon Risk</b> John Siam, McMaster University and Jahangir Sultan, Bentley University</p>

**High and Volatile Inflation Rate in Iran: Causes and Possible Remedies**

Hossein Varamini, Elizabethtown College  
and Dena Memari, Bentley University

**Real Estate Volatility and Investment in Real Estate in Developed Markets and Implications for Developing Regions**

Ehsan Nikbakht, Hofstra University

**The Process of Transformation for a World University: Increasing Capacity through Accreditation**

Cathy Gunn, Morehead State University, Mary Lane-Kelso, and Maryam Washahi, Sultan Qaboos University, Oman

**SESSION F: MEET THE EDITORS**

*Conference Room, 6<sup>th</sup> Floor*

**Session Chair-** Tatiana S. Manolova, Bentley University

**Editors:**

Mohsen Bahmani-Oskooee  
Editor, Journal of Economic Studies  
Director of the Center for research on International Economics  
The University of Wisconsin-Milwaukee

Tagi Sagafi-nejad  
Director, Center for the Study of Western Hemispheric Trade,  
Director, International Trade Institute  
Editor, International Trade Journal  
Texas A&M International University

Gina Vega  
Professor and the Editor of CASE Journal, Salem State University

5:30 – 6:15 PM

**Invited Speaker:**

**Melody A. Cofield - Legacy Women Institute International Village Leadership and the Village Effect**

Introduction by: Gabrielle Bedewi, The Nielsen Company

*Conference Room, 6<sup>th</sup> Floor*

6:15 - 7:45 PM

Dinner

**Sunday, Oct. 7**

8:00 – 12:00 PM

Registration-5th floor, HULT IBS Building

8:00 - 8:45 AM

Continental Breakfast

9:00 - 9:45 AM

**Invited Speaker:**

**Michael Link** - the Nielsen Company, Chief Methodologist & SVP at Nielsen Institute for Measurement Innovation

**Understanding Changing Consumer Markets in Africa: Nielsen's Reach & Read Initiative**

Introduction by: Gabrielle Bedewi, The Nielsen Company

*Conference Room, 6<sup>th</sup> Floor*

10:00 - 11:15 AM

**SESSIONS**

**SESSION G: HIGHER EDUCATION PARTNERSHIPS IN A GLOBALIZING WORLD**

*Conference Room, 6<sup>th</sup> Floor*

**Session Chair-** Abdelwehab A. Alweha, University of Baghdad

**Developing Institutional Partnerships: Lessons from a Seven-Year US-Brazilian Educational Partnership Program**

Nader Asgary and Hans Thamhain, Bentley University

**Effects of capital structure on financial and economic performance of companies listed on Tehran Stock Exchange**

Hossein Varamini, Elizabethtown College, Mohammad Nikoonesbati, Raja University, Qazvin, Davoud Khanhossini and Hamed Kheiri, Azad University of Tehran, Iran

**Poverty of Education and its Implication on Establishing A Democratic System of Governance.**

Abdulmaged Trish, Boston University and Jafar Mana, Suffolk University

**SESSION H: NEW BOOKS & RESEARCH: FROM TEACHING TO PUBLISHING TO THE CLASSROOM**

*Pacific Room, 5<sup>th</sup> Floor*

**Session Chair -** Ahmad Etebari, New Hampshire University

**Leadership & Business Ethics: An Introduction**

Joseph Weiss, Bentley University

**The Status of marketing Research in the Arab World**

Nada Nasr Bechwati, Bentley University and Imad Baalbaki, the American University of Beirut, Beirut, Lebanon

**Dynamics of International Business Environment and Strategy: A System Approach**

Massood Samii, Southern New Hampshire University  
Nader Asgary, Bentley University

Dinorah Frutos, Southern New Hampshire University  
Pard Teekasap, Nakhon Pathom, Thailand

**Mainstream Development vs. Indigenous Priorities: Neoclassical Vs. Substantive Options for Afghanistan**

Alf H. Walle, University of Alaska at Fairbanks

**SESSION I: ENTREPRENEURSHIP, MIGRATION, AND DEVELOPMENT: CHALLENGES OF 21<sup>ST</sup> CENTURY**

*Atlantic, 5<sup>th</sup> Floor*

**Session Chair** - Alf Walle, University of Alaska

**Entrepreneurship in the Islamic World**

Wafa N. Almobaireek and Ahmed A. Alshumaimeri, King Saud University, Saudi Arabia and Tatiana S. Manolova, Bentley University

**Transnational Immigrant Entrepreneurship: Taking Advantage of Institutional distance**

Kaveh Moghaddam, Old Dominion University

**Entrepreneurship and Development in the Era of Globalization**

Nader Asgary, Bentley University

11:15 - 11:30 AM      Coffee Break

11:30 AM - 12:30 PM      **Invited Speakers:**

**Hamidullah Farooqi** - Associate Professor, Faculty of Economics, University of Kabul, Elected Chairman of Logar Province Public Council, Former Cabinet Member of Islamic Republic of Afghanistan

**Transition 2014 and Prospects of Development and Peace in Afghanistan**

**Alfonso Martinez Cearra**, Director General of Bilbao Metropoli-30, Bilbao, Spain

**Building A 21<sup>st</sup> Century City Based on Values and Foresight-The Story of Bilbao Spain**

Introduction by: Nader Asgary, CIK/Bentley University

*Conference Room, 6<sup>th</sup> Floor*

12:45 - 1:45 PM      Lunch

1:45-2:15PM

**Meet the CIK's Board of Directors:**

CIK Purpose, Goals and Outreach: Question and Answer Session

*Conference Room, 6<sup>th</sup> Floor*

2:15 - 3:45 PM

**SESSIONS**

**SESSION J: PEACE THROUGH EDUCATION, COLLABORATION, AND MAKING A DIFFERENCE**

*Conference Room, 6<sup>th</sup> Floor*

**Session Chair** - Nader Asgary-Bentley University

**The Pax Populi Peace Initiative in Afghanistan: Leveraging Popular Support to Counter a Longstanding Conflict**

Robert McNulty

Executive Director, Applied Ethics & Bentley University

**Benefits of Integration and Networking in the Middle East and North Africa Region**

Ray Matsumiya

Executive Director, University of the Middle East Project,

**Afro Brazilian Incubator and its Development Projects: Lessons Learned**

Giovanni Benigno Pierre da Conceição Harvey, Executive Director, and Paulo Renato Colombiano dos Santos, Business Incubation Manager of the Afro Brazilian Incubator

**SESSION K: MANAGEMENT AND STRATEGY: CHALLENGES OF ETHICAL PERFORMANCE IN 21ST CENTURY**

*Pacific Room, 5<sup>th</sup> Floor*

**Session Chair** - Nicholas Nugent, Southern New Hampshire University

**Foundations of Business Ethics and Theories of Management: Some Consequences for Organizational Design**

Satya Prakash Saraswat and Nader Asgary, Bentley University

**Educational Foundation to Meet the Challenges Phasing the Region to Build Democracy**

Jafar Mana, Suffolk University and Abdulmaged Trish, Boston University

**Strategies of Equitable Cultural Tourism**

Alf H. Walle, University of Alaska

**SESSION K: CULTURE, ENTREPRENEURSHIP, AND ORGANIZATION**

*Atlantic Room, 5<sup>th</sup> Floor*

**Session Chair** - Hossein Varamini, Elizabethtown College

**Culture and its Influence on Entrepreneurial Characteristics: A Multi Country Study**

Auon M. Khan, Bentley University



**The Impact of Cultural and Organizational Differences on a Foreigner in Business**

Irene Fan, HULT International Business School Boston

**Development of China: Challenges, Risks, and Rewards**

Chuanliang Tao, HULT International Business School Boston

3:45-4:30 PM

**Closing Remarks:**

Nader Asgary, President of CIK, and Henrik Totterman, Dean of HULT International Business School

Conference Room, 6<sup>th</sup> Floor

**Notes**

**Notes**



## Thank You

### Get Involved

We invite scholars, practitioners, philanthropists, and others with interests in the values and mission of CYRUS Institute of Knowledge to get involved.

Become a member and contribute to CIK. We welcome financial contributions as well as intellectual and other logistic assistance. Our non-profit tax-deductible status application is pending approval. Send us an email at [contact@cyrusik.org](mailto:contact@cyrusik.org).

**Make a difference!**