



Responsible Leadership, Entrepreneurship, and Innovation in an Era of Global Change

CIK Conference: April 24-26, 2015
Harvard University Campus (Radcliffe Inst.), Cambridge, MA

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**CYRUS Institute of Knowledge April 24-26, 2015 Conference Program, Harvard
University Campus (Radcliffe Inst.), Cambridge MA 02138 -USA**

Dear Participants,

Welcome to the CYRUS Institute of Knowledge (CIK) conference, “**Responsible Leadership, Entrepreneurship, and Innovation in an Era of Global Change.**” We hope you will enjoy the intellectual discussions and networking environment the conference provides. Thank you for your participation. CIK acknowledges the significant contributions of *Bentley University, South Asia Institute at Harvard University, Southern New Hampshire University, and Suffolk University.*

The main objectives of the conference are: 1) Responsible Leadership, Entrepreneurship, and Innovation in an Era of Global Change, 2) Sustainable Development and Entrepreneurial Opportunities in the regions of the Middle East, North Africa, and Central Asia, 3) Sharing CIK’s purpose in advancing the intellectual atmosphere by generating theoretical and applied knowledge in management sciences, and 4) Creating a networking environment by inviting scholars, practitioners, philanthropists, and others who share the values and mission of CIK. Consider yourself now as part of our network!

THE CYRUS CHRONICLE as CIK’s flagship publication is forthcoming this fall. The *Chronicle* will focus on management sciences, economics, and related social science topics. Given the evolution of globalization and critical importance of the regions, this will be a great platform for an exchange of ideas for promotion and dissemination of scholarship about regions.

CIK is a forward looking think-tank, and **THE CYRUS CHRONICLE** will serve as a highly visible platform for meaningful communication relevant to affirmation regions. CIK’s vision, “to cultivate the discourse on human capital potentials for better living,” is the appropriate response to current challenges facing the regions. Professor Tagi Sagafi-nejad, who has an MA and PhD from the University of Pennsylvania, is the editor for the *Chronicle*. Dr. Sagafi-nejad is ex-editor of the *International Trade Journal* and formerly the Radcliffe Killam Distinguished Professor of International Business, and Director of the Center for the Study of Western Hemispheric Trade. Dr. Sagafi-nejad is well-known internationally and has outstanding credentials to develop **THE CYRUS CHRONICLE** into a high quality publication. He will be assisted by an editorial board consisting of distinguished members from world-class institutions of higher learning, practice and industry. The aim is to make **THE CYRUS CHRONICLE** a high quality publication.

CONFERENCE EXECUTIVE COMMITTEE

Dr. Nader Asgary, President of CIK and Professor of Management and Economics, Bentley University
Dr. Gabrielle Bedewi – Member of CIK Board of Directors and Advanced Analytics Practice at Ernst & Young,
Dr. Shahriar Khaksari, Professor of Finance, Suffolk University
Dr. Massood Samii, Professor of International Business Department, Southern New Hampshire University

Co-Sponsors:

- ***Bentley University***
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- ***Southern New Hampshire University***
- ***Suffolk University***

CIK, Box 380003, Cambridge MA 02238-0003, USA - <http://www.cyrusik.org/>

RESPONSIBLE LEADERSHIP, ENTREPRENEURSHIP, AND

INNOVATION IN AN ERA OF GLOBAL CHANGE

April 24-26, 2015

Harvard University Campus (Radcliffe Institute), Cambridge MA 02138 -USA

Friday, April, 24

5:00 - 7:30 PM Registration and welcoming reception- Cambridge Room, Hyatt Regency Cambridge, 575 Memorial Drive, Cambridge, MA 02139, USA

Saturday, April, 25

8:30 AM – 6:00 PM Registration -1st Floor - Harvard University Campus (Radcliffe Institute), Cambridge MA

9:00 - 9:15 AM

Welcoming Remarks:
Knafel Gymnasium, 2nd Floor

9:15 -10:30 AM

Plenary Presentation I: *DECISION MAKING, TRANSACTION COST, AND ECONOMIC DEVELOPMENT*
Knafel Gymnasium, 2nd Floor

10:30 -10:45 AM

COFFEE BREAK - Knafel Gymnasium, 2nd Floor

10:45 -12:00 PM

Plenary Presentation II: *THE CYRUS CHRONICAL, INSTITUTIONS, AND ENTREPRENEURIAL ACTIVITIES IN AFRICA*
Knafel Gymnasium, 2nd Floor

12:00 - 2:00 PM

POSTER PRESENTATIONS
Knafel Gymnasium, 2nd Floor

12:45 -1:45 PM

LUNCH - Knafel Gymnasium, 2nd Floor

2:00 - 2:45 PM

Plenary Presentation III: *THE STRATEGIC IMPLICATIONS OF RECENT EVENTS IN THE OIL INDUSTRY*
Knafel Gymnasium, 2nd Floor

2:45 – 4:00 PM

Plenary Presentation IV: *ENTREPRENEURSHIP: THEORY AND PRACTICE*
Knafel Gymnasium, 2nd Floor

4:00 -4:15 PM

COFFEE BREAK - Knafel Gymnasium, 2nd Floor

4:15-6:00

SESSION A: CONVERSATION WITH EDITORS AND SENIOR SCHOLARS
Knafel Gymnasium, 3rd Floor

4:15- 5:15 PM

SESSION B: MARKETING AND BRANDING
Knafel Gymnasium, 2nd Floor – Section A

SESSION C: HUMAN CAPITAL AND CULTURE

Knafel Gymnasium, 2nd Floor – Section B

SESSION D: INDUSTRIAL DEVELOPMENT AND DEVELOPING ECONOMIES

Conference Room, Knafel 112, 1st Floor

5:15 - 6:15

SESSION E: MANAGEMENT SCIENCES, NAURAL, AND HUMAN RESURCES

Knafel Gymnasium, 2nd Floor – Section A

SESSION F: GLOBALIZATION, ENTREPRENEURSHIP, AND ETHICS

Knafel Gymnasium, 2nd Floor – Section B

SESSION G: ENTREPRENEURSHIP AND INNOVATION

Conference Room, Knafel 112, 1st Floor

Sunday, April, 26

8:30 AM – 1:00 PM

Registration -1st Floor - Harvard University Campus (Radcliffe Institute), Cambridge MA

9:00 -10:15 AM

SESSION H: TECHNOLOGY, SMES, VENTURE CAPITAL, AND FINANCIAL PERFORMANCE

Knafel Gymnasium, 2nd Floor – Section A

SESSION I: ENTREPRENEURSHIP, INNOVATION, AND *COMPETITIVE ADVANTAGE*

Knafel Gymnasium, 2nd Floor – Section B

SESSION J: MARKET TURBULENCE, EMERGING MARKET *COMMUNICATION*

Conference Room, Knafel 112, 1st Floor

SESSION K: CONVERSATION WITH EDITORS AND SENIOR SCHOLARS

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Plenary Presentation V: *TRANSITION IN HIGHER EDUCATION*

11:30 -11:45 PM

Closing Comments, *Question and Answer Session*

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Knafel Gymnasium, 2nd Floor

9:15 -10:30 AM **Plenary Presentation I: *DECISION MAKING, TRANSACTION COST, AND ECONOMIC DEVELOPMENT***

Knafel Gymnasium, 2nd Floor

Introduction by: Ahmad Etebari, University of New Hampshire

Economics and Decision Making in Transplantation

Reza Saidi, Alpert Medical School of Brown University, Providence, RI

Corruption and Economic Development: Case of Afghanistan

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

Deconstructing the ‘Ease of Doing Business’ Rankings Used By FDI Investors: Transaction Cost and Institutional Theory Perspectives

Farok J. Contractor, Rutgers Business School, Newark, New Jersey

10:30 -10:45 AM **COFFEE BREAK - Knafel Gymnasium, 2nd Floor**

10:45 -12:00 PM **Plenary Presentation II: *THE CYRUS CHRONICAL, INSTITUTIONS, AND ENTREPRENEURIAL ACTIVITIES IN AFRICA***

Introduction by: Gabrielle Bedewi – Ernst & Young

Knafel Gymnasium, 2nd Floor

The Cyrus Chronicle Journal: Aim and Objects

Editor: Tagi Sagafi-nejad, Professor Emeritus, Loyola University, Maryland, USA

Role of Institutions in the Sustainable Development

Nader Asgary, President of CIK and Professor Bentley University, Waltham, USA

Leading Entrepreneurial Activities in Africa through AAAE, American University of Cairo

Tarek Hatem, Professor of Entrepreneurship, American University of Cairo, Cairo Egypt

12:00 - 2:00 PM

POSTER PRESENTATIONS

Knafel Gymnasium, 2nd Floor

12:45 - 1:45 PM

LUNCH – *Knafel Gymnasium, 2nd Floor*

2:00 - 2:45 PM

Plenary Presentation III: *THE STRATEGIC IMPLICATIONS OF RECENT EVENTS IN THE OIL INDUSTRY*

Introduction by: Michael Quinn, Bentley University

Knafel Gymnasium, 2nd Floor

OPEC Perspective

Professor Massood Samii, Southern New Hampshire University, New Hampshire, USA

Industry Perspective

Professor Fariborz Ghadar, Penn State University, Pennsylvania, USA

2:45 - 4:00 PM

Plenary Presentation IV: *ENTREPRENEURSHIP: THEORY AND PRACTICE*

Introduction by: Shahriar Khaksari, Suffolk University

Knafel Gymnasium, 2nd Floor

Corruption Perceptions and Entrepreneurial Intentions in a Transition Economy Context: Empirical Evidence from Bulgaria

Diana Traikova, Leibniz Institute of Agricultural Development in Central and Eastern Europe (IAMO), Halle, Germany

Tatiana S. Manolova, Bentley University, Waltham, USA

Judith Möllers, Leibniz Institute of Agricultural Development in Central and Eastern Europe (IAMO), Halle, Germany

Gertrud Buchenrieder, Martin-Luther-University Halle-Wittenberg, Halle, Germany

Entrepreneurship in Post-Communist Transition Economies

Sheila M. Puffer, Northeastern University, Boston, USA
Elitsa R. Banalieva, Northeastern University, Boston, USA
Daniel J. McCarthy, Northeastern University, Boston, USA

A Resource-Based View of Social Enterprises: How Resources Contribute To Their Growth

Sophie Bacq, Northeastern University, Boston, USA
Kimberly A. Eddleston, University of St. Gallen and Northeastern University, Boston, USA

Digital Entrepreneurship and Development: Case Studies from Egypt

Nagham El Houssamy and Nadine Weheba, American University of Cairo, Cairo, Egypt

4:00 - 4:15 PM

COFFEE BREAK

Knafel Gymnasium, 2nd Floor

4:15 - 6:00 PM

SESSION A: CONVERSATION WITH EDITORS AND SENIOR SCHOLARS

Knafel Gymnasium, 3rd Floor

Ahmad Etbari, University of New Hampshire, New Hampshire, USA
Michael Quinn, Bentley University, Waltham, USA
Tarek Hatem, American University of Cairo, Cairo, Egypt
Tatiana S. Manolova, Bentley University, Waltham, USA
Tagi Sagafi-nejad Professor Emeritus, Loyola University Maryland, Maryland, USA
Massood Samii, Southern New Hampshire University, New Hampshire, USA
Alf Walle, University of Alaska at Fairbanks, Alaska, USA

4:15 - 5:15 PM

SESSION B: MARKETING AND BRANDING

Session Chair: Nada Nasr Bechwati, Bentley University

Knafel Gymnasium, 2nd Floor – Section A

A Special Session on Marketing: An Elevated View of Marketing
Nada Nasr Bechwati, and Gary Ottley, Bentley University, Waltham, USA

Mindfulness in Marketing Information Systems and Marketing Strategizing

Emma (Junhong) Wang and Pierre Berthon, Bentley University, Waltham, USA

Effect of Misclassification/Non-Classification of Country of Origin on Brand Evaluations in an Emerging Market

Irfan Butt and Naseer Ahmad Khan
Sultan Qaboos University, Muscat, Oman

SESSION C: HUMAN CAPITAL AND CULTURE

Session Chair: Alf Walle, University of Alaska

Knafel Gymnasium, 2nd Floor – Section B

Prediction Markets: An Incentive for Sabotage?

Jessica Zinger, Bentley University, Waltham, USA

Leveraging Spiritual Norms to Enhance Employee Responses during Times of Market Turbulence in Muslim Majority Markets

Dina M. Abdelzaher, University of Houston-Clear Lake, Houston, USA

Amir Abdelzaher, Herzing University

Zahir Latheef, University of Houston, Houston, USA

ETHNOGRAPHY: Understanding the Middle East on its Own Terms

Alf H. Walle, University of Alaska at Fairbanks, Alaska, USA

SESSION D: INDUSTRIAL DEVELOPMENT AND DEVELOPING ECONOMIES

Session Chair: Tagi Sagafi-nejad, Loyola University Maryland

Conference Room, Knafel 112, 1st Floor

Industry and Power: Industrialization and the Automotive Sector in Pre- and Post-Revolutionary Iran

Tagi Sagafi-nejad, Professor Emeritus, Loyola University Maryland, Maryland, USA

A North-South Framework of Industrial Development: Experimentation in and Internationalization across Mobile Telecommunications Markets of Africa

Mohammad Jahanbakht, Carnegie Mellon University, Pittsburgh, USA

Romel Mostafa, University of Western Ontario, Canada

Francisco Veloso, Catholic University of Portugal, Portugal

A Political Economy Approach to Solving Ghana's Petroleum Extraction Challenges

Kwamina Panford, Northeastern University, Boston, USA

Challenges for Introducing New Water Technologies to the Marketplace

Hossein Zarrin, Element Six, Santa Clara, California, USA

5:15 - 6:15 PM

SESSION E: MANAGEMENT SCIENCES, NAURAL, AND HUMAN RESURCES

Session Chair: Jila Asgary, Deluxe Corporation

Knafel Gymnasium, 2nd Floor – Section A

Building Blocks of Academic Leaders: A Zebra Approach

S. Venkata Seshaiiah, IBS, Hyderabad, India

Measuring the Influence of the Change Management Process towards the Developmental Capacity of the Business Model

Ljubomir Drakulevski, "Ss. Cyril and Methodius" University in Skopje, Skopje
Leonid Nakov, "Ss. Cyril and Methodius" University in Skopje, Skopje

Connecting Common Wealth: Caribbean and Caribbean Diaspora

Leeanna Joy Seelochan, University of the West Indies, Trinidad and Tobago

The Making of a Social Entrepreneur in North Africa: The Role of Global Networks and Organizations

Ray Matsumiya, Executive Director, University of the Middle East Project, USA

SESSION F: GLOBALIZATION, ENTREPRENEURSHIP, AND ETHICS

Knafel Gymnasium, 2nd Floor – Section B

Session Chair: Ahmad Etebari, University of New Hampshire

How Aspirations Lead To Risk Taking

Elzotbek Rustambekov, Anil Nair, and Mike McShane, Bryant University, Providence, Rhode Island, USA

Responding to Global Economic Changes, Entrepreneurship Education and Higher Education in Nigeria

Olabisi I. Aina, Ekiti State University, Ado-Ekiti, Ekiti State, Nigeria
Patrick O. Aina, Ekiti State University, Ado-Ekiti, Ekiti State, Nigeria
Yinka Adesina, Obafemi Awolowo University, Ile – Ife, Osun State, Nigeria
A.A. Awe, Ekiti State University, Ado-Ekiti, Ekiti State, Nigeria

Corporate Social Responsibility: Its Economic Impact and Link to the Bullwhip Effect

Nader Asgary and Gang Li, Bentley University, Waltham, USA

SESSION G: ENTREPRENEURSHIP AND INNOVATION

Session Chair: Nizar Becheikh, American University of Cairo

Conference Room, Knafel 112, 1st Floor

Innovative Behavior of Egyptian Entrepreneurs: a Model of Antecedents and Consequences

Yomna Sameer, British University in Egypt, Cairo, Egypt
Nizar Becheikh, American University of Cairo, Cairo, Egypt
Sandra Ohly, Universität Kassel, Germany

The Entrepreneur's Enigma: From Analysis to Artistry

Dan Khanna, Angelo State University, San Angelo, USA

Hybrid Entrepreneurs in Kuwait

Hanas A. Cader and Ralph Palliam, American University of Kuwait, Kuwait

Sunday, April, 26

8:30 AM – 1:00 PM Registration-1st Floor - Harvard University Campus (Radcliffe Institute), Cambridge MA

9:00 -10:15 AM **SESSION H: TECHNOLOGY, SMES, VENTURE CAPITAL, AND FINANCIAL PERFORMANCE**

Session Chair: Jalila El Jadidi, Bentley University

Knafel Gymnasium, 2nd Floor – Section A

Technology and the Institutional Work of Multinational Enterprises: The Role of the Intranet

Róisín Donnelly, Bentley University, Waltham, USA

The Impact of Commercial Legislation on SMEs Business Development in the UAE

Zahi Yaseen, American University of Ras Al Khaimah, Oman

Marketing for Early Stage Ventures – Leveraging Low-Cost Marketing Options that Lead to Growth

William S. Horn, Chief Strategy Officer, iGlobe, Inc. & Southern New Hampshire University, New Hampshire, USA

Determinants of Firm Financial Performance: An Empirical Investigation in Context of Public Limited Companies

Syed Hassan Amjad and Nadeem Iqbal, Europa University of Viadrina, Germany

SESSION I: ENTREPRENEURSHIP, INNOVATION, AND COMPETITIVE ADVANTAGE

Session Chair: Tarek Hatem, American University of Cairo

Knafel Gymnasium, 2nd Floor – Section B

Innovation Architecture

Dan Khanna, Angelo State University, San Angelo, USA

Sustaining Competitive Advantage: MNC Issues in Innovation, Taxonomies and Measurements

John Chambers, Southern New Hampshire University and JCC Executive Partners, New Hampshire, USA

Firm-Created Social Media Communication and Consumer Brand Perceptions

Rabail Khalid and Nadeem Iqbal, Europa University of Viadrina, Germany

Good Ol' Boys and Steel Magnolias: How and why Corporate Boards Appoint Female Directors

Vasilias Vasiliou, Bentley University, Waltham, USA

Women Entrepreneurs: The Catalyst for Social Change

Melody Cofield, Legacy Women Institute International, Rochester, NY, USA

SESSION J: MARKET TURBULENCE, EMERGING MARKET COMMUNICATION

Session Chair: Hamidullah Farooqi, University of Kabul, Afghanistan

Conference Room, Knafel 112, 1st Floor

Determinants of the Effect of Electronic Word of Mouth Communication: An Emerging Market Study

Nasser A. Alqahtani and M. Sadiq Sohail King Fahd University of Petroleum and Minerals, Dhahran, Saudi Arabia

Reconciliation of Competing Logics of Production and Distribution of Wealth: Different Approaches to Political Economy and Challenges of Leaders and Entrepreneurs in Developing Countries

Hossein Seifzadeh, Montgomery College, Maryland, USA

Pouya Seifzadeh, Indiana University-Purdue University Columbus, Columbus, USA

Outside Perspectives and Local Traditions: Charting a Strategic Course for the Middle East

Alf H. Walle, University of Alaska at Fairbanks, Alaska, USA

What's big about Big Data?

Gabrielle Bedewi Mitschow, Ernst & Young, Rochester, NY, USA

What's Wrong with Lahore?

William Gruben, Texas, USA

SESSION K: CONVERSATION WITH EDITORS AND SENIOR SCHOLARS

Knafel Gymnasium, 3rd Floor

Ahmad Etbari, University of New Hampshire

Nada Nasr Bechwati, Bentley University

Farok Contractor, Rutgers Business School

Michael Quinn, Bentley University

Tagi Sagafi-nejad, Loyola University, Maryland

Massood Samii, Southern New Hampshire University

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Shahriar Khaksari, Suffolk University

10:30 – 11:30 AM

Plenary Presentation V: *TRANSITION IN HIGHER EDUCATION*

Introduction by: Jila Asgary, Deluxe Corporation

William J. Gillett, Dean, School of Business, Southern New Hampshire University, New Hampshire, USA

Lincoln Douglas, Honorable Minister of Arts and Multiculturalism, Trinidad and Tobago

11:30 -11:45 PM

Closing Comments, *Question and Answer Session*

Nader Asgary, President of CIK, Professor at Bentley University, Waltham, USA

11:45 AM - 1:00 PM

POSTER PRESENTATIONS AND NETWORKING

Knafel Gymnasium, 2nd Floor

12:00 -1:00 PM

LUNCH

Knafel Gymnasium, 2nd Floor

Posters Session

**FRUGAL INNOVATION: A STUDY OF EMERGING MARKETS FIRMS SERVING THE BASE
OF THE PYRAMID**

Suman, Rayamajhi, Southern New Hampshire University, USA

**AN INVESTIGATION OF CRUDE OIL PRICE'S INFLUENCE ON THE UNITED STATES,
CHINA, AND SAUDI ARABIA: A COMPARATIVE STUDY**

Steve Simon, Bentley University

BRAIN DRAIN: A STUDY OF THE TOP THREE COUNTRIES WITH HIGH MIGRATION

Neha Singh, Nader Asgary, and Michael Quinn Bentley University, USA

**CULTURAL ASSIMILATIONS AMONG GENERATIONS OF MEXICAN, CHINESE,
AND IRANIAN IMMIGRANTS IN THE UNITED STATES**

Morgan Kruegler, Tyler Kaplan, Mustafa Merchant, and Nader Asgary
Bentley University, USA

**AN ANALYSIS OF ECONOMIC, POLITICAL, AND FINANCIAL FACTORS AFFECTING OIL
PRICE**

Liwen Wang, Yuanmeng Wu, and Erlene Tanice, Bentley University, USA

**ENTREPRENEURS AND GOVERNMENTAL POLICIES IN CHINA AND THE US:
A STUDY ON HOW DIFFERING GOVERNMENTAL BUSINESS POLICIES AFFECT
ENTREPRENEURSHIP**

Kamonruja Benham, Sabrina Gregory, and Yuting Zhang, Bentley University, USA

EFFECTIVENESS OF SOCIAL MEDIA AS A MARKETING TOOL

Jeffrey Santucci, Matthew Wall, and David Li, Bentley University, USA

**POLICIES THAT LEAD TO THE EXPANSION OF THE MIDDLE CLASS: CASES OF U.S,
CHINA, AND COLOMBIA**

Juan Trujillo, Jieyin Sun, and Shuhan Xie, Bentley University, USA

**A COMPARATIVE STUDY OF RENEWABLE ENERGY: CASES OF CHINA, GERMANY, AND
UNITED STATES OF AMERICA**

Michael Hiam, Yajing Wang, and Chi-Jan Yang, Bentley University, USA

**THE SOCIETAL AND ECONOMIC BENEFITS OF EDUCATING WOMEN IN DEVELOPING
COUNTRIES**

Shannon Johnston, Thomas Freeman, and Yunzhi Wu, Bentley University, USA

INCOME INEQUALITY - "FACT OR FICTION?" AN INFERENTIAL STUDY OF INCOME INEQUALITY IN THE UNITED STATES, INDIA AND AUSTRALIA

John O'Connor, Vigneshram Sankaranthi, and Sumitra Sujamani, Bentley University, USA

ROBOTICS AND THE FUTURE OF SUPPLY CHAIN

Bhaskara Venkata Prasad Nandina, Ledina Mita, and Song Yang, Bentley University, USA

ETHICAL VARIATIONS: COMBATTING DIFFERENCES IN ETHICS IN THE U.S., MEXICO AND BRAZIL

Jennifer Booker and Monica Cortazar, Bentley University, USA

HOW TO OVERCOME CULTURAL DIFFERENCES IN NEGOTIATION BETWEEN INDIANS AND AMERICANS

Greeshma Rajeev, Amanda DiCristoforo, and Nicole Pfleuger, Bentley University, USA

HOW URBANIZATION'S DESTRUCTION OF ARABLE LAND HAS SIGNIFICANT NEGATIVE IMPACTS ON THE REGION'S ECONOMY

Jamie Haddad, Zhang Yueming, and Marc Boudrea, Bentley University

IMPACT OF STUDENT LOAN DEBT ON RECENT GRADUATES

Derek Kilduff, David Wade, and, Daniel Lampie, Bentley University, USA

HOW TRANSITIONING ECONOMIES ARE EFFECTIVELY INCREASING PRIVATE SECTOR GROWTH BY USING DIRECT FOREIGN INVESTOR SUBSIDIES TO FUND LOCAL ENTREPRENEURIAL PROJECTS

Jamie Haddad, Bentley University, USA

SYSTEM OF GOVERNMENTS AND RECRUITING METHODS: A MULTI-COUNTRY COMPARATIVE ANALYSIS

Nicholas Napolitano, Mitchell Reynolds, and Kara Goings, Bentley University, USA

Overseas Posters Session

THE EXAMINATION OF THE RELATIONSHIP BETWEEN ENTREPRENEURIAL ORIENTATION ON CUSTOMER'S LOYALTY OF BANK SADERAT IRAN (WITH REGARD TO ROLE OF MARKET ORIENTATION STRATEGY)

Seyed Ali Makki and Zohreh Rahnama
Islamic Azad University of Mashhad, Iran

THE EFFECT OF FACTORS AFFECTING CUSTOMERS ACCEPTANCE OF INTERNET BANKING BASED ON THEIR INITIAL TRUST

Parisa Geranmayeh, Saderat Bank Iran, Iran

**EFFECT OF FACTORS ON LOYALTY TO BRAND WITH UTILIZATION OF CONTEXTS
SUCH AS SATISFACTION TRUST, PERCEIVED VALUE AND PERCEIVED QUALITY**

Mohammad Reza Bakhtiari, University of Tehran, Iran

**CORRELATION OF ETHICAL ATTITUDES AND COMMITMENT TO THE SOCIAL
CONSEQUENCES OF ECONOMIC DECISION-MAKERS: A CASE STUDY
FROM SADERAT BANK OF TEHRAN PROVINCE**

Soheila Azadeh and Alireza Khazaei, Farabi Institute of Higher Education, Iran.

INFORMATION SECURITY IN DIGITAL ECONOMY

Payam Hanafizadeh, Allameh Tabataba'i University, Iran

Mona Vanaki, Allameh Tabataba'i University, Iran

**A PROPOSAL FOR CALCULATING LARGE PROJECTS PROGRESS: FOCUSED ON OIL AND
GAS COMPANIES**

Arash Kohli, Iranian Offshore Engineering and Construction Company, Iran

**AN ANALYSIS OF NETWORKING STRUCTURE AND MESSAGE RATE IN SOCIAL
NETWORKS**

Mohadeseh Rokni, Iran

Thank you!

Notes:

Notes:

THE CYRUS CHRONICLE

The flagship journal of the CYRUS Institute of Knowledge

THE CYRUS CHRONICLE

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Professor Emeritus,
Loyola University Maryland,
USA

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Purpose:

The CYRUS Institute of Knowledge (CIK) Journal is a refereed interdisciplinary journal. The editorial objective is to create opportunities for scholars and practitioners to share theoretical and applied knowledge. The subject fields are management sciences, economic development, sustainable growth, and related disciplines applicable to the Middle East, Central Asia (MENA) and North Africa. Being in transitional stages, these regions can greatly benefit from applied research relevant to their development. **THE CYRUS CHRONICLE** provides a platform for dissemination of high quality research about these regions. We welcome contributions from researchers in academia and practitioners in broadly defined areas of management sciences, economic development, and sustainable growth. The Journal's scope includes, but is not limited to, the following:

Business Development and Governance

Entrepreneurship

Ethics and Social Responsibility

International Business and Cultural Issues

International Economics

International Finance

Innovation and Development

Institutions and Development

Leadership and Cultural Characteristics

Natural Resources and Sustainable Development

Organization and Cultural Issues

Strategy and Development

Women and Business Development

Authors are responsible for the views expressed and the accuracy of the facts provided. Authors' opinions do not necessarily reflect the position of the CYRUS Institute of Knowledge, the Editor, or the Editorial Advisory Board of **THE CYRUS CHRONICLE**.

Editorial Advisory Board Members:

Professor Tagi Sagafi-nejad will serve as editor of **THE CYRUS CHRONICLE**. Dr. Sagafi-nejad is ex-editor of International Trade Journal, the author, in collaboration with John Dunning of The UN and Transnational Corporations: From Codes of Conduct to Global Compact, (2008) and "The Evolution of International Business Textbooks" (2014). He was the Radcliffe Killam Distinguished Professor of International Business, founding Director of the PhD Program in International Business, and Director and Center for the Study of Western Hemispheric Trade at Texas A&M International University (2003-2013). Dr. Sagafi-nejad is well-known internationally and has outstanding credentials to develop The Cyrus Chronicle into a high quality

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the University of South Florida
St. Petersburg, USA

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University of New Hampshire,
USA

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publication. He will be assisted by an editorial board consisting of distinguished members from world-class institutions of higher learning, practice and industry.

Submission Process:

We invite authors to submit their papers and case studies to Editor@Cyrusik.org. We will have a quick turn-around review process of less than two months. We intend to begin with two issues per year consisting of about 5-8 papers and case studies per issue. The first issue is being planned for the fall of 2015. A selected number of papers submitted to the CIK conference will be double-blind reviewed for inclusion in **THE CYRUS CHRONICLE**. We intend to have special issues on themes that are within the scope of Journal. Also, we will have invited guest issues.

THE CYRUS CHRONICLE: An imprint of the CYRUS Institute of Knowledge (CIK)

Background:

This is a historical time for the mentioned regions, and The Cyrus Chronicle intends to offer what is most urgently needed. There is no question that organizations and businesses that are capable of analyzing and applying advanced knowledge in management sciences and development are in high demand, and especially during transitional periods. It is an unusual time in the target regions and the world, a time which requires active intellectual participation and contributions. It is the era of revolution in terms of communication, technology and minds for billions of people. It is a time for intellectuals, entrepreneurs, and philanthropists to help enlighten minds and therefore enrich the quality of life for millions. It is a time to focus intensely on the regions' historical characteristics, achievements, human and natural resources, and its significant deficit in development, management sciences, and democracy. CIK's vision, "to cultivate the discourse on human capital potentials for better living," is the appropriate response to current challenges, and the journal is a platform for sharing the perspectives of scholars and practitioner with a wider audience.

CYRUS associates tend to have a foot in two worlds. First, most of the associates possess a wealth of intellectual and experiential knowledge which is enhanced by their active involvement in business, consulting and scholarly research and collegiate teaching. Second, some associates are sons and daughters of the affirmation regions and possess an ethnic identity, language skills, and the insights only embraced by insiders. Third, most of the CIK board of directors' members and associates are well-known scholars, members of editorial boards of journals, and even editors. CYRUS possesses depth, breadth, and a competitive edge to successfully manage chronicle.

CYRUS is committed to developing knowledge that positively contributes to the life of the world citizens, especially, the target regions. CIK is a charitable, educational, and scientific organization that has been in operation since 2011. It is a secular and nonpartisan organization that has many scholars and practitioner as member. For more information on the Institute, please contact: Editor@Cyrusik.org; Sagafinejad@loyola.edu; Nasgary@Cyrusik.org; Nasgary@Bentley.edu.

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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. CIK is a scientific, secular, and 501.c.3 non-profit tax deductible organization. Send us an email at contact@cyrusik.org.