

Texas A&M International University  
College of Business Administration  
Center for the Study of Western Hemispheric Trade

in conjunction with

Tecnológico de Monterrey, campus Monterrey  
Escuela de Graduados en Administración de Empresas (EGADE)  
Cátedra de Investigación Economía de la Frontera Norte de México

Present:

**"Western Hemispheric Trade:  
Facing New Global Challenges"**

13th Annual Conference - April 2-4, 2008

## Concurrent Academic Sessions

Thursday, April 3, 2008  
10:00 a.m. - 12:00 p.m.

### Session I:

Desafíos en la Economía Mexicana

Chair: Pablo Camacho-Gutiérrez, Texas A&M International University  
WHTC 103

*(Des) empleo en México y Emigración hacia Estados Unidos, perspectiva 2008-2030*  
Ernesto Peralta, ITESM

*Estructura y Viabilidad Económica de la Cuenca de Burgos, México*  
Alejandro J. Flores, ITESM  
José Polendo, ITESM

*Estabilidad en la Cuenta Corriente de México: Análisis de Series de Tiempo 1955-2006*  
Pablo Camacho-Gutiérrez, Texas A&M International University  
Vanessa M. González Cantú, Universidad Autónoma de Tamaulipas

### Session II:

Labor Capital Formation in the Global Context

Chair: Claudio Salinas, Texas A&M International University  
WHTC 104

*Exploring Cross-Cultural Differences in Consumers A Comparison of NAFTA-based Cultures*  
José Nicolás Barragán-Codina, Universidad Autónoma de Nuevo León

*Perceptions of Educational Leaders of Salient Factors in Turn Around Efforts in Pursuit of Future Success in Meeting Average Yearly Progress Concerns*  
Emma Alicia Garza, Texas A&M International University  
Claudio Salinas, Texas A&M International University

*The Challenge of Leadership: Key Framework for Leaders in the XXI Century*  
Raúl López-Palomino, Universidad Regiomontana

Thursday, April 3, 2008  
1:30 - 3:30 p.m.

**Session III:**

**Globalization, Business Cycles & Consumption in Different Countries**

**Chair: Andres E. Rivas, Texas A&M International University**

**WHTC 103**

*Health Care as a Necessity or a Luxury: Estimation of the Income Elasticity of Demand for Health Care in Industrialized and Developing Nations*

Adolfo Benavides, Texas A&M University-Corpus Christi

*Has Globalization Increased Business Cycle Correlations Among Countries?*

Jim Lee, Texas A&M University-Corpus Christi

*The Concurrent Holiday Effect on US Stock Market Returns*

Armand Picou, Texas A&M University - Corpus Christi

*Comparing Consumption Convergence Among Developed and Emerging Nations*

A. N. M. Waheeduzzaman, Texas A&M University-Corpus Christi

**Session IV:**

**Global Information Challenges**

**Chair: Balaji Janamanchi, Texas A&M International University**

**WHTC 104**

*Global Information Industry: A Model of Strategy Design*

Waseem Afzal, Emporia State University

Khaled Alshare, Emporia State University

*International Technology Diffusion in the US and UK: the effects of Mass Media on Public Perception on the RFID introduction*

Carlos Atoche-Kong, EGADE – Tecnológico de Monterrey

Elisa Cobas-Flores, EGADE – Tecnológico de Monterrey

*Mexican Internet Satisfaction: A Demographic Comparison*

George E. Heilman, Winston-Salem State University

Jorge O. Brusa, Texas A&M International University

*Information Technology as a Social Change Agent*

Ruth M. Chatelain-Jardón, Texas A&M International University

Luz María Quevedo Monjarás, Universidad Autónoma de San Luis Potosí, México

C. Zamorano Cañizales, Universidad Autónoma de San Luis Potosí, México

*Information Technology Outsourcing*

Ruth M. Chatelain-Jardón, Texas A&M International University

C. González Fernández, Universidad Autónoma de San Luis Potosí

A. Martínez Rodríguez, Universidad Autónoma de San Luis Potosí

Thursday, April 3, 2008  
1:30 - 3:30 p.m. (cont.)

**Session V:**

**Emerging Challenges in North American Trade**

**Chair: Julio C. Arteaga-García, Universidad Autonoma de Nuevo Leon  
WHTC 125**

*A Free Trade Area as a Factor of Inflation*

Albert J. Milhomme, Texas A&M International University

*A Micro View of the "Consumer's Benefits" of NAFTA*

Albert J. Milhomme, Texas A&M International University

*Normative Conflict Responses in Mexico and Canada*

Denis Griffin, EGADE and ITESM Campus Zacatecas

*Bridging in Mexico*

Michael W. Lackey, Parsons Higher Education Program Management

**Session VI:**

**Production and Operations Management Issues**

**Chair: Haibo Wang, Texas A&M International University  
WHTC 126**

*Comparing Quadratic and Linear Representations for the Quartic Assignment Problem*

Jianing He, South China University of Technology  
Haibo Wang, Texas A&M International University

*Value and Supportive Infrastructure of Innovative Culture in Product Innovation and Service Innovation*

Chunhua Chen, South China University of Technology  
Jiefang Li, South China University of Technology  
Haibo Wang, Texas A&M International University

*Low Cost or Market Shift Drives Manufacturing Outsourcing? A Case Study*

Tongdan Jin, Texas A&M International University  
Jason Liao, Teradyne

Friday, April 4, 2008  
9:00 - 10:45 a.m.

**Session VII:**

**Challenges in the Mexican Economy**  
**Chair: Fidel Gonzalez, Sam Houston State University**  
**WHTC 103**

*Mexico: Decent Work, Education and Exposure to Globalization as Determinants of Productivity: The Case of The Manufacturing Sector*

Cristina Casanueva Reguart, Universidad Iberoamericana  
Cid-Alonso Rodríguez Pérez, Universidad Iberoamericana

*Competition and Cheating Gas Stations*

Daniel Flores-Curiel, Universidad Autonoma de Nuevo Leon  
Julio C. Arteaga-García, Universidad Autonoma de Nuevo Leon

*Do Changes in Income Affect Mortality? The Case of Mexico*

Fidel Gonzalez, Sam Houston State University  
Troy Quast, Sam Houston State University

*The Effects of Remittances and Foreign Direct Investment on Gross Capital Formation in Mexico: 1980-2003*

J. Ulyses Balderas, Sam Houston State University  
Rogelio Garcia-Contreras, University of St. Thomas

**Session VIII:**

**New Challenges for Competitive Global Markets**  
**Chair: Ismael Aguilar-Barajas, Tecnológico de Monterrey**  
**WHTC 104**

*Comparative Analysis of Technology and Strategic Wine Market between Chile and Canada*

Martin Montalva, Santiago University of Chile  
Rosana de Pablo Redondo, Universidad Nacional de Educación a Distancia (UNED)

*A model for country attractiveness evaluation for FDI location selections: Industry perspective*

Chang Yan, Southern New Hampshire University

*Between Competition and Cooperation.- Mexico - China Commercial Relations in a Globalized World*

Edgardo Ayala, ITESM  
Mario Villarreal, ITESM

*Rural Infrastructure in India and Business Opportunities*

C. S. N. Raju, Acharya Nagarjuna University, India

Friday, April 4, 2008  
9:00 - 10:45 a.m. (cont.)

**Session IX:**

Trade & Management Issues  
Chair: Jorge Brusa, Texas A&M International University  
WHTC 125

*Gender, Group Loans and the Creation of Capital by Mexican Microfinance Institutions*  
Denis Griffin, EGADE and ITESM Campus Zacatecas

*The Entrepreneur Spirit and the Direction and Negotiation Strategies*  
Luz María Quevedo Monjarás, Universidad Autónoma de San Luis Potosí, México  
Francisco Ballina Ríos, Universidad Nacional Autónoma de México  
Salvador Marín Hernández, Universidad de Murcia, FEE  
Juan Manuel Buenrostro Morán, UASLP, FCA

*Strategic Alliance Formation among SMEs in a Traditional Society*  
Arcelia Toledo, EGADE, ITESM Mexico and IPN México  
German Otalora, EGADE, ITESM México

*New Management Paradigms - Key Factors to Survive in a Competitive Global Market*  
Jorge Gómez de la O, Universidad Regiomontana

**Session X:**

New Issues in Global Finance  
Chair: George E. Heilman, Winston-Salem State University  
WHTC 126

*Mergers and acquisitions in the European banking industry: their incidence on the reconfiguration of the Latin American banking industry*  
Roberto Santillan Salgado, EGADE - Tecnológico de Monterrey

*Acculturation and Financial Behavior of Hispanics*  
Leonel Prieto, Texas A&M International University  
Tagi Sagafi-nejad, Texas A&M International University  
Andres E. Rivas, Texas A&M International University  
Balaji Janamanchi, Texas A&M International University  
Vanessa Garza, Texas A&M International University  
Doanh (Zone) Nguyen, Texas A&M International University

*International Transmission Mechanism of Country Betas: Evidence from the U.S. and Latin American Stock Markets*  
Andrés Rivas, Texas A&M International University

*Relationship Between Changes In Corporate Governance Regulation and Firm Performance: Mexico's Case*  
Heriberto Garcia-Nuñez, Texas A&M International University

Friday, April 4, 2008  
9:00 - 10:45 a.m. (cont.)

**Session XI:**

**Challenges at the Border**

**Chair: Richard D. Hartley, Texas A&M International University  
WHTC 224**

*An Overview of Crime Statistics and Impact of Law Enforcement Activities in U.S. Border Cities:  
Laredo/ Webb County*

Richard D. Hartley, Texas A&M International University  
Rohitha Goonatilake, Texas A&M International University

*Reducing Commercial Traffic Wait Times at the World Trade Bridge: A Process Reconfiguration Approach*  
Balaji Janamanchi, Texas A&M International University

*The Contribution of the Maquila Industry to the North Eastern Mexican Economy: An Input-Output  
Application*

Joana Chapa, UANL  
Edgardo Ayala, ITESM

*Cultural Differences in Work and Family Conflict: US Women vs. Mexican Women*  
Agustina A. Cavazos, Texas A&M International University

## Sponsoring Institutions

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## Program Chairs

Dr. Jacky Yuk-Chow So, TAMIU  
Dr. Tagi Sagafi-nejad, TAMIU

Dr. Ismael Aguilar, ITESM  
Dr. Alejandro Ibarra-Yúnez, EGADE

## Program Committee

Dr. Andres Rivas  
Dr. Pablo Camacho-Gutiérrez  
Dr. Jorge Brusa  
Dr. Balaji Janamanchi  
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