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The Impact of the Brand Equity of the Private Labels on the Consumer's Purchase Intentions: A conceptual Approach

Adi Alic, School of Economics and Business in Sarajevo, Bosnia and Herzegovina; Anto Domazet, School of Economics and Business in Sarajevo, Bosnia and Herzegovina; and Emir Agic, School of Economics and Business in Sarajevo, Bosnia and Herzegovina

Can Consumers' Positive Emotions toward Global Brands Influence their Brand Quality Perceptions?

Tugba Orten Tugrul, Izmir University of Economics, Turkey

Customer Complain Handling: Perspective Service Organizations and Customers

Kurniawati Chrisjatismiko, Trisakti University, Indonesia

FINANCE I

Room: Samurai 2

Chair: Martin Robert Young

The Effect of Ownership Structure on Firm Value in Indonesia

Isnurhadi Banaluddin, Sriwijaya University, Indonesia and Evada Dewata, Sriwijaya Polytechnic, Indonesia

Investor Overconfidence: An Examination of Individual Traders on the Tunisian Stock Market

Salma Zaiane, FSEG Tunis, Tunisia

The Impact of Trading Information in Derivative Markets on the Korean Stock Market

Tae Hyuk Kim, Pusan National University, South Korea

Uncertainty and Return Analysis on Emerging Markets: A Comparison between Romania and other Emerging Countries

Marilen Pirtea, West University of Timisoara, Romania; Claudiu Botoc, West University of Timisoara, Romania; and Cecilia Anis, West University of Timisoara, Romania

Transaction Multiples for Privately Held Businesses in the European Context - Does Size Matter?

Stefan Grbenic, St. Polten University of Applied Sciences, Austria and Bernd Markus Zunk, Graz University of Technology, Austria

LUNCH: 12:40 - 13:30**KEYNOTE SPEAKER: 13:30 - 13:50**

Room: Shogun 1-2

A Perspective on Research in Emerging Financial Markets

Jonathan Batten, Hong Kong University of Science & Technology, Hong Kong

SESSION III: 14:00 - 16:00**BANKING I**

Room: Shogun 1

Chair: Jonathan Batten

Credit Development in Italy and the Recent Financial Crisis: Empirical Evidences by Bank Size

Franco Tutino, Sapienza University of Rome, Italy; Concetta Colasimone, Sapienza University of Rome, Italy; and Giorgio Carlo Brugnoli, Sapienza University of Rome, Italy

Basel 2.5: A Contribution to Regulatory Fatigue and Capture

Imad Moosa, RMIT University, Australia