



SOSRES



The Social Sciences
Research Society



INTERNATIONAL
CONFERENCE ON
BUSINESS & MANAGEMENT



Conference
Program

ICBM - 2011



To find your own paper:
Please point **EDIT** and then **FIND**;
Type your first or last name and hit the **ENTER** key.

PLENARY SESSION PROGRAM

16 April 2011, Saturday Convention Center A, 19.30 - 20.30

APPLICATION OF ICT IN SUPPORT OF THE ACTIVITIES OF BUSINESS AND GOVERNMENT: CHALLENGES AND OPPORTUNITIES

Plenary Session Organizer/ Moderator

Tunc Medeni, Middle East Technical University (METU), Turkey &
TURKSAT (Turksat Satellite Communication Cable TV and Operation Inc.) &

Plenary Speakers

Paul G. Nixon, The Hague University of Applied Sciences, the Netherlands
Rajash Rawal, The Hague University (de Haagse Hogeschool), The Netherlands
Habin Lee, Brunel University West London, United Kingdom
Asim Balci, Ankara Development Agency, Turkey

PARALLEL SESSIONS PROGRAM

Friday, 15 April 2011

12.00 – Registration

Session A1 Room: Agora 14.00- 15.40	Banking & Finance Chair: Siti Salwani Razali , International Islamic University, Malaysia
1	Paolo Piselli , Bank of Italy, Italy Emidio Coccozza , Bank of Italy, Italy <i>“Testing for East-West Contagion in the European Banking Sector during the Financial Crisis”</i>

2	Faruk Akin , Bilecik University, Turkey Ferudun Kaya , Bilecik University, Turkey <i>“Factors Affecting Individuals’ Bank Choice”</i>
3	Santos Jose Dacanay , University of the Philippines Baguio, Philippines <i>“Off-Balance Sheet Activities of Philippine Commercial Banks: Regulation Issues and Measurement Problems”</i>
4	Ayse Günsel , Okan University, Turkey Ayca Tukel , Okan University, Turkey <i>“Does Information Technology Capability Improve Bank Performance?: Evidence from Turkey”</i>
5	Siti Salwani Razali , International Islamic University, Malaysia <i>“Revisiting the Principles of Gharar in Islamic Financing Instruments with Special Reference to Bay al-Dayn and Bay al-Inah”</i>
6	Alsadek Gait , Al-Meregeb University, Libya <i>“The Likelihood of Engaging in Islamic Methods of Finance by Libyan Business Firms”</i>

Session A2 Room: Celcus 14.00- 15.40	Strategic Management Chair: Vincent Richard Injety , Helderberg College, South Africa
1	Huseyin Selcuk Kilic , Marmara University, Turkey <i>“A Fuzzy AHP Based Performance Assessment System for the Strategic Plan of Turkish Municipalities”</i>
2	Vincent Richard Injety , Helderberg College, South Africa <i>“Strategic Management in the Third Sector with Special Reference to Organizations Engaged in Development Work”</i>
3	Izet Zeqiri , South East European University, Macedonia Rufi Osmani , South East European University, Macedonia <i>“Strategic Management and Competitive Advantages of Small Business”</i>
4	Lars Gunther , University of Technology Chemnitz, Germany Daniela Menzel , University of Technology Chemnitz, Germany David Jentsch , University of Technology Chemnitz, Germany <i>“Strategy Project’: A Participatory Way to Enhance Strategic Thinking and Acting of SMEs: Implications from a Case Study”</i>
5	Kiomars Ashtarian , Tehran University, Iran Hannaneh M.Kangarani , Tehran University, Iran Mahnaz Hosseinzadeh , Tehran University, Iran <i>“Network Analysis: A New Approach for Evaluation of Industrial Operational Plans (Study of Textile Industry of Iran)”</i>
6	Tulin Arslan , University of Wurzburg, Germany <i>“Introduction to the Topic of International Management Experience and Practice Report”</i>

Session A3 Room: Smyrna 14.00- 15.40	Business Economics & Project Management Chair: Thomas Mathew , St. Francis Institute of Management & Research, India
1	Linda Silina , Latvia University of Agriculture, Latvia <i>“Business Assessment and Development of Courland Region”</i>
2	Mohammadsaleh Zakerinia , University of Tehran, Iran Seyed Farid Ghaderi , University of Tehran, Iran <i>“Short Term Wind Power Forecasting Using Time Series Neural Networks”</i>
3	Ahmad Makui , Iran University of Science and Technology, Iran Rouzbeh Ghousi , Iran University of Science and Technology, Iran Ehsan Jahani , Iran University of Science and Technology, Iran <i>“Rapid Plant Assessment”</i>
4	Thomas Mathew , St. Francis Institute of Management & Research, India <i>“Understanding the Management Characteristics of Engineering Students in Mumbai – India”</i>

5	Piotr Jaskowski , Lublin University of Technology, Poland Slawomir Biruk , Lublin University of Technology, Poland Agata Czarnigowska , Lublin University of Technology, Poland <i>“Evaluating Surrogate Measures for Construction Project Schedule Robustness”</i>
6	Piotr Jaskowski , Lublin University of Technology, Poland Slawomir Biruk , Lublin University of Technology, Poland Agata Czarnigowska , Lublin University of Technology, Poland <i>“Estimating Distribution Parameters of Schedule Activity Duration on the Basis of Risk Related to Expected Project Conditions”</i>

Session A4 Room: Selcuk 14.00- 15.40	Health Economics & Tourism Economics Chair: Payal Mehra , Indian Institute of Management Lucknow, India
1	Mahadzirah Mohamad , University of Malaysia, Terengganu, Malaysia Abdul Manan Ali , University of Malaysia, Terengganu, Malaysia Nur Izzati Ab Ghani , University of Malaysia, Terengganu, Malaysia <i>“A Structural Model of Destination Image, Tourist’s Satisfaction and Loyalty Intention”</i>
2	Hacer Neyir Tekeli Yazici , Istanbul Kultur Universty, Turkey <i>“The Factors that Effect Investment Decisions and Investment Places in Tourism and the Importance of These Factors for Tourism Investments”</i>
3	Ahmad Rusdi Abdullah , University of Malaysia, Terengganu, Malaysia Mahadzirah Mohamad , University of Malaysia, Terengganu, Malaysia Safiek Mokhlis , University of Malaysia, Terengganu, Malaysia <i>“Examining the Structural Relationships of Service Recovery, Destination Image and Behavioural Intentions of Foreign Tourists: A Proposal”</i>
4	A.Turan Ozturk , Cankaya University, Turkey <i>“The Role of Advance Audit and Organization of Occupational Safety and Health Convention for Enterprises”</i>
5	Payal Mehra , Indian Institute of Management Lucknow, India <i>“Socio-Demographic Influencers on Patient Provider Interactions and Outcomes: Emerging Economy Perspectives”</i>

Session A5 Room: Artemis 14.00- 15.40	Manufacturing Industry Chair: Francesco Scalera , University of Bari, Italy
1	Turan Erman Erkan , Atilim University, Turkey Poyraz Gurson , Atilim University, Turkey Yavuz Selim Ozdemir , Atilim University, Turkey <i>“Intellectual Capital Management Awareness and Level in Manufacturing Industry in Ankara”</i>
2	Halil Tunca , Ege University, Turkey Mehmet Karacuka , Ege University, Turkey A. Nazif Catik , Ege University, Turkey <i>“A Metafrontier Approach to Measure Productivity Differences of Domestic and Foreign Affiliated Firms”</i>
3	Francesco Scalera , University of Bari, Italy <i>“Managerial Strategies to Combat the Automotive Industry Crisis: The Context of Fiat Automobiles Srbija”</i>
4	Bengi Baraz Cinar , Anadolu University, Turkey Ozan Aglargoz , Anadolu University, Turkey <i>“The Role of Music in Manufacturing Organizations”</i>
5	Mohammad Saeed Jabalameli , IUST, Iran Abdolsalam Ghaderi , IUST, Iran Davood Shishebori , IUST, Iran <i>“An Efficient Algorithm to Solve Dynamic Budget Constrained Uncapacitated Facility Location- Network Design Problem”</i>

6	Gulin Feryal Can , Kocaeli University, Turkey Yildiz Yulugkural , Kocaeli University, Turkey Bahadır Yorur , Kocaeli University, Turkey <i>“Assessment of the Effect of Innovation Capability Dimensions on the Overall Innovation Capability Using Multi Criteria Decision Making Methods”</i>
---	---

15.40-16.00 Coffee Break

Session B1 Room: Agora 16.00- 17.40	Total Quality Management & Systems Thinking & Organizational Performance Chair: K. Oygur Yamak , Marmara University, Turkey
1	Said Hozien , The Arab Contractors Co., Egypt Adel El-Kordi , Alexandria University, Egypt Refaat Abdel-Razek , Zagazig University, Egypt Shafik Khoury , Alexandria University, Egypt <i>“A Proposed System for Monitoring, Evaluation and Improving Construction Projects’s Quality for Egyptian Contracting Companies”</i>
2	Rassoul Noorossana , Iran University of Science and Technology, Iran Hossein Khaleghi , Iran University of Science and Technology, Iran Davood Shishebori , Iran University of Science and Technology, Iran M. Javad Akhgari , Iran University of Science and Technology, Iran Attieh Brouni , Iran University of Science and Technology, Iran <i>“Six Sigma Approach to Reducing Scraps of Gauge Measurement Tool Production Process”</i>
3	Leila Baktash , Islamic Azad University, Iran Rohollah Moghimi , Islamic Azad University, Iran Alireza Anvari , Islamic Azad University, Iran <i>“A Comparative Study on Total Quality Management and Lean Production within Lean Strategy Approach”</i>
4	Gholam Reza Jalali Naieni , Iran University of Science and Technology, Iran Ahmad Makui , Iran University of Science and Technology, Iran Leili Vakilzadeh , Iran University of Science and Technology, Iran Rouzbeh Ghousi , Iran University of Science and Technology, Iran <i>“Accident Analysis by Data Mining Methods”</i>
5	K. Oygur Yamak , Marmara University, Turkey Melis Kaytaz , Marmara University, Turkey <i>“The Analysis of Population Registration System from a Operations System's Perspective”</i>
6	Isik Cicek , Okan University, Turkey Bilal Ozer , Okan University, Turkey <i>“The Effect of Outsourcing Human Resource on Organizational Performance: The Role of Organizational Culture”</i>

Session B2 Room: Celcus 16.00- 17.40	Supply Chain Management Chair: Nazura Sayuti , RMIT University, Australia
1	Gulsum Aydin , Istanbul University, Turkey Sibel Bayar Caglak , Istanbul University, Turkey Guler Alkan , Istanbul University, Turkey <i>“The Effects of E-Commerce on Supply Chain in Turkey”</i>
2	Hamed Mohamadi Fardi , University of Borås, Sweden Christian Tveitan , University of Borås, Sweden Per Hilletoft , University of Borås, Sweden <i>“Research Outlook on Sustainable Supply Chain Management”</i>
3	Turan Erman Erkan , Atılım University, Turkey Ugur Bac , Atılım University, Turkey <i>“Supply Chain Performance Measurement: A Case Study about Applicability of SCOR Model in a Manufacturing Industry Firm”</i>

4	Rashed Sahraeian , Shahed University, Iran Alireza Fallah Tafti , Shahed University, Iran <i>“A Multi-Objective Model for Decision Making in a Closed-Loop Supply Chain Network”</i>
5	Nazura Sayuti , RMIT University, Australia <i>“Critical Determinants of Agile Supply Chain in Buyer and Supplier Relationship: A Literature Review and Future Direction”</i>
6	Robert Morvai , Szent István University, Hungary Janos Varga , Szent István University, Hungary <i>“Innovation in Supply Chains”</i>

Session B3 Room: Smyrna 16.00- 17.40	Corporate Governance Chair: Igor Todorovic , University of Banja Luka, Bosnia-Herzegovina
1	Kader Tan Sahin , Karadeniz Technical University, Turkey Abdullah Uzun , Karadeniz Technical University, Turkey <i>“The Country-Level Implementation of Codes of Good Governance: Evidences from Turkey”</i>
2	Aysegul Ozbebek , Istanbul University, Turkey Esra Kilicarslan Toplu , Istanbul University, Turkey <i>“Does Culture Matter for Corporate Governance?: A Case Study of Turkey”</i>
3	Renato Sassi , Nove de Julho University, Brazil Adriano Arrivabene , Nove de Julho University, Brazil <i>“The Importance of Governance in the Implantation of a Project Business Intelligence Appropriate to the Requirements of the Law Sarbanes Oxley”</i>
4	Igor Todorovic , University of Banja Luka, Bosnia-Herzegovina <i>“Impact of Corporate Governance on Performance of Companies”</i>
5	Zoltán Zorog , Karoly Robert College, Hungary Kornélia Nagymihály Ficzer , Karoly Robert College, Hungary Eszter Bakos-Tóth , Karoly Robert College, Hungary <i>“The Financial, Controlling and IT Aspects of the Sarbanes-Oxley Act”</i>
6	Z. Beril Akinci Vural , Ege University, Communication Faculty Burcu Oksuz , İzmir University of Economics, Communication Faculty <i>“The Impact of Public Relations on Corporate Governance: Does PR Management Really Contribute to Governance Quality?”</i>

Session B4 Room: Selcuk 16.00- 17.40	Economic Crisis Chair: Anuradha Venkateswaran , Wilberforce University, USA
1	Nandita Sethi , Institute of Public Enterprise, India Jayashree Patil-Dake , Badruka College Post Graduate Centre, India <i>“Coping with the Global Meltdown: India’s External Sector”</i>
2	Okay Ucan , Cukurova University, Turkey Basak Gul Aktakas , Cukurova University, Turkey <i>“Transmission Mechanism of Shocks for Pre & Post 2008 Global Economic Crisis Period: An Empirical Analysis for Turkey”</i>
3	Anuradha Venkateswaran , Wilberforce University, USA <i>“Effect of the Global Economic Crisis on Turkish Firms”</i>
4	Anatolie Caraganciu , University Lucian Blaga of Sibiu, Romania Iulian Caraganciu , University Lucian Blaga of Sibiu, Romania <i>“Global Crisis: Speed of Transmission to the Third Countries”</i>
5	Theodora Hatzizafeiriou , Aegean University, Greece George Aspridis , Technological Educational Institute of Larissa, Greece <i>“How The Economic Crisis is Affecting the Social Structures of the European Mediterranean Countries”</i>
6	Angela Roman , “Al. I. Cuza” University of Iasi, Romania Valentina Diana Rusu , “Al I. Cuza” University of Iasi, Romania <i>“Effects of the Current Global Economic Crisis on Small and Medium Enterprises Sector in Some EU Member Countries: A Comparative Study”</i>

Session B5 Room: Artemis 16.00- 17.40	Knowledge Management Chair: Ken Kamoche , Nottingham Trent University, United Kingdom
1	Mohammad Reza Mehregan , Tehran University, Iran Mahnaz Hosseinzadeh , Tehran University, Iran Azadeh Dabbaghi , Tehran University, Iran <i>“Application of Soft System Methodology to University Course Timetabling”</i>
2	Amel Ben Hadj Salem-Mhamdia , Industrial Engineering University, Tunisia <i>“Project Performance Scorecard in the Tunisian Software Development Company”</i>
3	Renato Sassi , Nove de Julho University, Brazil Allan Mac Quinn Garrigós , Nove de Julho University, Brazil <i>“Methodology for Generation of Corporate Network Hostname”</i>
4	Susanne J. B. Niklas , RheinMain University of Applied Sciences, Germany Stephan Bohm , RheinMain University of Applied Sciences, Germany <i>“Applying Mobile Technologies for Personnel Recruiting: An Analysis of User-sided Acceptance Factors”</i>
5	Ken Kamoche , Nottingham Trent University, United Kingdom <i>“Knowledge Appropriation in an MNC: Toward a Bourdieusian Critique”</i>
6	Yin-Tsuo Huang , Toko University, Taiwan Zheng-Cheng Lin , Hsiuping Institute of Technology, Taiwan <i>“The Moderating Effect of Knowledge Strategy on the Relationship among Knowledge Transfer Mechanisms, Knowledge Management Capability, and Knowledge Management Performance in Taiwan’s Aviation Industry”</i>

17.40-18.00 Coffee Break

Session C1 Room: Agora 18.00- 19.40	Innovation Chair: Lukas Prochazka , University of Economics, Czech Republic
1	Nadia Ayari , University of Navarre, Spain <i>“Internal Capabilities, R&D Cooperation and Firms’ Innovativeness Level”</i>
2	Lukas Prochazka , University of Economics, Czech Republic <i>“Raising Competitiveness of Czech SMEs – Analysis of R&D Supporting Programmes”</i>
3	Gulin Feryal Can , Kocaeli University, Turkey Bahadir Yorur , Kocaeli University, Turkey Yildiz Yulugkural , Kocaeli University, Turkey <i>“Assessment of Relation Between Innovation and Competitiveness Using Fuzzy Regression Analysis”</i>
4	Flávio De São Pedro Filho , Fundação Universidade Federal de Rondônia, Brazil Noemy Witt Ferreira , Fundação Universidade Federal de Rondônia, Brazil <i>“Innovation in Business: A Case Study Focusing on Developments in the Pharmaceutical Industry Trade in Cacao”</i>
5	Sadettin Keskin , Dokuz Eylul University, Turkey <i>“Social Networks, Innovations and Nations”</i>
6	Nurhan Sakar , Anadolu University, Turkey Baris Baraz , Anadolu University, Turkey <i>“Organization Design and Innovation: A Comparative Analysis of Two Corporations”</i>

Session C2 Room: Celcus 18.00- 19.40	Marketing & Consumer Behavior Chair: Barbara Timar Nagyne , Szent István University, Hungary
1	Guzide Oncu Eroglu Pektas , Halic University, Turkey Mustafa Karadeniz , Naval Science and Engineering Institute, Turkey <i>“Brand Creation Strategies of the Foundation Universities: A Survey on Foundation Universities in Istanbul City”</i>
2	Elif Deniz , Dokuz Eylul University, Turkey Ayla Ozhan Dedeoglu , Ege University, Turkey <i>“Virtual Communities of Practice and Consumption Practices: A Case of Turkey”</i>
3	Elif Ustundagli , Ege University, Turkey Miray Baybars , Ege University, Turkey <i>“Attitudes Toward Online Shopping from the Aspects of Personal Characteristics and Shopping Motive through a Developing Concept: Private Shopping”</i>
4	Ali Mollahosseini , Kerman Bahonar University, Iran Zahra Akbari , Kerman Bahonar University, Iran <i>“Investigation the Effect of the Ethical Behavior of Sales Forces on Customer’s Attitudes in Iran Khodro and Saipa Spare Parts Agencies in Kerman City”</i>
5	Mohammed Ashour , Services Marketing, United Kingdom <i>“Investigating Marketing Orientation Influences on Achieving Competitive Advantage within Jordanian Mobile Telecommunication Industry (Behavioral-Attitudinal Perspective)”</i>
6	Barbara Timar Nagyne , Szent István University, Hungary <i>“Satisfaction Barometer of the Customers of Auchan Russia”</i>

Session C3 Room: Smyrna 18.00- 19.40	Internationalization & Competitiveness Chair: Barbara Jankowska , Poznan University of Economics, Poland
1	Andres Mauricio Figueroa Castro , Universidad del Rosario, Colombia Hugo Alberto Rivera , Universidad del Rosario, Colombia <i>“A Theoretical Approach to the Internationalization Process of MNEs in the Food Industry in Colombia”</i>
2	Barbara Jankowska , Poznan University of Economics, Poland <i>“Implications of Coopetition for International Competitiveness and Internationalization of Firms: Perspective of SME and Big Companies”</i>
3	Jahanyar Bamdad Sofi , Allame Tabatabaee University, Iran Hesamoddin Bagheri , Azad University of Tehran, Iran Elaheh Sadat Razavi , Azad University of Tehran, Iran <i>“Analyzing Situation of NIGC in Exporting LNG to the China Markets”</i>
4	Mehdi Alinaghian , Iran University of Science and Technology, Iran Mehdi Ghazanfari , Iran University of Science and Technology, Iran Alireza Salamatbakhsh , Iran University of Science and Technology, Iran Narges Norouzi , Iran University of Science and Technology, Iran <i>“Competitive Approach on Multi-objective Periodic Vehicle Routing Problem Using MOPSO”</i>
5	Melisa Erdilek Karabay , Marmara University, Turkey <i>“Assessing the Measurement of Intangible Assets in Telecommunication Sector: Evidence from Turkey”</i>
6	Ruta Kesnere , University of Latvia, Latvia Roberts Skapars , University of Latvia, Latvia <i>“The Methodology of Choise of Most Effective Fiscal Stimuli to Improve Latvia’s National Competitiveness”</i>

Session C4 Room: Selcuk 18.00- 19.40	Organizational Culture Chair: Maria Fekete Farkas , Szent István University, Hungary
1	Mazlum Celik , TMA Defense Sciences Institute, Turkey Omer Turunc , TMA Defense Sciences Institute, Turkey Memduh Beğenirbas , TMA Defense Sciences Institute, Turkey <i>“The Role of Trust, Burnout and Interpersonal Deviance for Achieving Organizational Performance”</i>
2	Tom Hagstrom , Stockholm University, Sweden Tomas Backstrom , Malardalen University, Sweden Susanna Goransson , Malardalen University, Sweden <i>“Company Culture and Sustainable Competence: A Case Study”</i>
3	Aysegul Ozbebek , Istanbul University, Turkey Esra Kilicarslan Toplu , Istanbul University, Turkey <i>“Empowered Employees’s Knowledge Sharing Behavior”</i>
4	Abdullah Al-Otaibi , Kuwait Oil Company, Kuwait Priya Ranjan Sarkar , Kuwait Oil Company, Kuwait <i>“Success Story about a Newly Formed Planning Team (Exploration & Production Development): A Case Study”</i>
5	Claude Alavoine , IPAG Business School, France Claudine Batazzi , University of Nice, France <i>“Nature and Exchange of Information in Intercultural Business Negotiations”</i>
6	Kenneth Obinna Agu , Szent István University, Hungary Maria Fekete Farkas , Szent István University, Hungary <i>“Cultural Conflict Management Program for Firms and Organizations”</i>

Session C5 Room: Artemis 18.00- 19.40	Decision Making Chair: Agnes Virlics , Lucian Blaga University of Sibiu, Romania
1	Ali Acilar , Bilecik University, Turkey Gozde Koca , Bilecik University, Turkey Caglar Karamasa , Bilecik University, Turkey <i>“Digital Divide among Enterprises in a Developing Country”</i>
2	Mohammadsaleh Zakerinia , University of Tehran, Iran Ehsan Vaezi , University of Tehran, Iran Seyed Ali Torabi , University of Tehran, Iran <i>“Optimal Placement of Wind Turbine Farms in Iran”</i>
3	Agnes Virlics , Lucian Blaga University of Sibiu, Romania <i>“Rosia Montana Gold Corporation – A Canadian Company – The Most Ambitious Business Projects, of Eastern Europe, Ever”</i>
4	Mine Isik , Istanbul Technical University, Turkey Ozay Ozaydin , Dogus University, Turkey Ilker Topcu , Istanbul Technical University, Turkey <i>“Recent Developments in Decision Support Systems”</i>
5	Ibrahim Emre Karaa , Celal Bayar University, Turkey <i>“Impact of Anchoring Bias on Corporate Profits and Shareholders Wealth”</i>
6	Rostislav Kopitov , Transport and Telecommunication Institute, Latvia Lev Faingloz , Transport and Telecommunication Institute, Latvia <i>“Comparison of Different Approaches to the Management System Construction and Their Influence on the Enterprise Controllability”</i>

Saturday, 16 April 2011

Session D1 Room: Celcus 09.00- 10.40	Managerial Economics & Business Economics Chair: Turan Erman Erkan , Atilim University, Turkey
1	Ebru Karpuzoglu , Trakya University, Turkey <i>“A Research on Transition Management in Family Companies”</i>
2	Yetkin Bulut , Ondokuz Mayıs University, Turkey <i>“Conjoint Analysis and its Implications in the Multilateral Research-Case Studies”</i>
3	Derya Tas , University of Southampton, United Kingdom <i>“Mortgage Holding in the Credit Card Debt Puzzle: Evidence from the U.S.”</i>
4	Yavuz Yildirim , Yeditepe University, Turkey Gazanfer Unal , Yeditepe University, Turkey <i>“Modeling ISE 100 with Continuous AR(1) Model”</i>
5	Habib Rahman , Sarhad University, Pakistan <i>“The Impact of Foreign Debt on Pakistan’s Economy”</i>
6	Turan Erman Erkan , Atilim University, Turkey Babek Erdebilli Daneshvar , Atilim University, Turkey <i>“ERP System Selection by AHP Method: Case Study from Turkey”</i>

Session D2 Room: Smyrna 09.00- 10.40	Small Businesses Chair: Labros Sdrolias , Technological Education Institute of Larissa-Greece, Greece
1	Anca-Daniela Vlodoi , Academy of Economic Studies, Romania Florin Mihoc , Emanuel University of Oradea, Romania Adela Laura Popa , University of Oradea, Romania Cristian Hnatiuc , Emanuel University of Oradea, Romania Ioan Fotea , Emanuel University of Oradea, Romania <i>“Do All SMEs Need RM?: A Managerial Perspective Regarding Romanian SMEs”</i>
2	Labros Sdrolias , Technological Education Institute of Larissa-Greece, Greece <i>“Greek Small and Medium Size Enterprises (SMEs) and the Importance of Forming Wide and Competitive Dynamic Multinational Business Alliances.”</i>
3	Rony Germon , University of Technology of Troyes, France Patrick Laclemece , University of Technology of Troyes, France Babiga Birregah , University of Technology of Troyes, France <i>“A Matrix Approach for Threat Assessment on Human Capital in SMEs”</i>
4	Amir Khorasgani , Middlesex University, United Kingdom <i>“Optimal Accounting-Based Default Prediction Model for the UK SMEs”</i>
5	Hemin Ashrafi , Istanbul University, Turkey <i>“Time Span and Criteria for Women Economic Empowerment Applicable for Turkish Grameen Micro-Credit Project”</i>
6	Sevgi Donmez Mac , Sakarya University, Turkey Suayyip Calis , Sakarya University, Turkey <i>“Labour Practices in the Content of Corporate Social Responsibility: An Evaluation on Automotive Manufacturer Companies’ Websites”</i>

Session D3 Room: Selcuk 09.00- 10.40	Business Administration & Risk Management Chair: Oege Dijk , European University Institute, Netherlands
1	Jozsef Krisztián Kisari , Károly Róbert Collage, Hungary Zoltán Zorog , Károly Róbert Collage, Hungary István Takács , Károly Róbert Collage, Hungary <i>“The Management’s Role in the Success of the Introduction of Management Information Systems”</i>

2	Kun Tian , Cardiff Business School, United Kingdom Huw Dixon , Cardiff Business School, CEPR, United Kingdom <i>“A Microeconomic Investigation of Heterogeneity in Producer Price Stickiness”</i>
3	Oege Dijk , European University Institute, Netherlands <i>“Risky Competition: Does Social Comparison Induce Risk-Taking?”</i>
4	Agata Czarnigowska , Politechnika Lubelska, Poland Piotr Jaskowski , Lublin University of Technology, Poland Slawomir Biruk , Lublin University of Technology, Poland <i>“Project Performance Reporting and Prediction: Extensions of Earned Value Management”</i>
5	Ali Bozorgi-Amiri , Islamic Azad University, Iran Mohammad Saeid Jabal-Ameli , Iran University of Science and Technology, Iran Seyed Gholamreza Jalali-Naini , Iran University of Science and Technology, Iran Seyed Mohammad Javad Mirzapour Al-e-hashem , Iran University of Science and Technology, Iran <i>“A Multiobjective Stochastic Programming for Humanitarian Logistics under Uncertainty”</i>
6	Sebastian Vaduva , Emanuel University of Oradea, Romania Ioan Fotea , Emanuel University of Oradea, Romania Mariana Lazar , Emanuel University of Oradea, Romania Carmen Sass , Emanuel University of Oradea, Romania <i>“Improving the Absorption of European Funds by Public Administration: Case Study Romanian City-Halls”</i>

Session D4 Room: Artemis 09.00- 10.40	Organizational Culture & Organizational Commitment & Leadership Chair: Ulas Cakar , Dokuz Eylul University, Turkey
1	Parisa Rungruang , Mahidol University, Thailand <i>“Antecedents of Organizational Commitment of Academics in Thailand: Qualitative Analysis”</i>
2	Roya Anvari , University Technology Malaysia, Malaysia Salmiah Mohamad Amin , University Technology Malaysia, Malaysia <i>“Strategic Training Practices and Turnover Intention: The Mediating Role of Organizational Commitment”</i>
3	Ulas Cakar , Dokuz Eylul University, Turkey Ozan Nadir Alakavuklar , Dokuz Eylul University, Turkey <i>“Inherent Chaos in the Organizational Order: An Epistemological Approach”</i>
4	Shih Yung , Chou University of the Incarnate Word, USA John M. Pearson , Southern Illinois University Carbondale, USA <i>“Information Technology Professionals as Citizens: A Demographic Study”</i>
5	Akif Tabak , TMA Defense Sciences Institute, Turkey Mazlum Celik , TMA Defense Sciences Institute, Turkey Serhat Burmaoglu , TMA Defense Sciences Institute, Turkey <i>“A Study on the Perception of the Leadership Characteristic by the Employees on the Context of Implicit Leadership Theory”</i>
6	Azize Ergeneli , Hacettepe University, Turkey Senem Erdem Albas , Hacettepe University, Turkey <i>“The Investigation of the Role of Cultural Variables in the Relation Between Leader’s Empowering Behaviour and Employee’s Psychological Empowerment Perception: An Evaluation in a Multinational Company in Automotive Industry”</i>

10.40-11.00 Coffee Break

Session E1 Room: Celcus 11.00- 12.40	Marketing Chair: Daniel Hagan , Middlesex University, United Kingdom
1	Umut Kubat , Akdeniz University, Turkey Ayşe Kuruuzum , Akdeniz University, Turkey <i>“An Examination of the Relationship among Personal values, Perceived Value of Education and Satisfaction”</i>
2	Daniel Hagan , Middlesex University, United Kingdom <i>“Ethical Consumption in Recession: An Investigation of the UK Ethical Food Consumption”</i>
3	Burcu Genc , Gediz University, Turkey Elif Ustundagli , Ege University, Turkey Feride Deniz Zaptcioglu Salcan , Izmir University of Economics, Turkey Nihan Kutahnecioglu , Izmir University, Turkey <i>“Evaluation of Consumers’ New Product Adaptation from the View of Uncertainty Avoidance”</i>
4	Malgorzata Bartosik Purgat , Poznan University of Economics, Poland <i>“Country of Origin Impact on the Buying Behaviour of Young European Consumers: Marketing Implications”</i>
5	Ioan Fotea , Emanuel University of Oradea, Romania Emanuel Poli , Emanuel University of Oradea, Romania Mariana Lazar , Emanuel University of Oradea, Romania Silvia Fotea , Emanuel University of Oradea, Romania <i>“Applying Relationship Marketing Principles Based on Customer Satisfaction Research in a Direct Marketing Company in Romania”</i>
6	Aykan Candemir , Ege University, Turkey Keti Ventura , Ege University, Turkey Ipek Kazancioglu , Ege University, Turkey <i>“Content Analysis of Top 1000 Turkish Company Web Sites: Marketing Mix Practices”</i>

Session E2 Room: Smyrna 11.00- 12.40	Entrepreneurship Chair: Agostinho Bucha , ESCE (College of Business Administration), Portugal
1	Atıl Taser , Bilecik University, Turkey İsa İpcioglu , Bilecik University, Turkey <i>“The Effects of Business Education on Entrepreneurship Characteristics”</i>
2	Kamel Hawajreh , Petra University, Jordan Abdullah Barakat , Shaqra University, Suudia Arabia <i>“Entrepreneurial Management and Its Role in Achieving Strategic Success”</i>
3	Muhammad Tanko , Kaduna State University, Nigeria <i>“An Assessment of Entrepreneurial Competence among Women Entrepreneurs in Kaduna State”</i>
4	Evrım İldem Develi , Istanbul Kultur University, Turkey Begum Erdil Sahin , Istanbul Kultur University, Turkey Yeliz Sevimli , Istanbul Kultur University, Turkey <i>“Entrepreneurship and Importance of Personality on Entrepreneurship: A Research on Trainees of Entrepreneurship Education Program”</i>
5	Agostinho Bucha , ESCE (College of Business Administration), Portugal <i>“The Learning Process of Entrepreneurship in the Degree of Social Communication”</i>
6	Anita Popovska , University American College Skopje, Macedonia Marina Topaloska , FON University, Macedonia <i>“Globalisation of the IT Industry: The Search for Competitiveness Drives the Corporate Offshore Outsourcing in the IT Industry”</i>

Session E3 Room: Selcuk 11.00- 12.40	Human Resources Management Chair: Ngozi Onyejeli , Middlesex University, United Kingdom
1	Ashatu Hussein , Mzumbe University, Tanzania <i>“Employees’ Awareness and Perceptions of Fringe Benefit Packages: A Case of Local and Foreign Owned Companies in Tanzania”</i>
2	Liva Van Scotter , University of Latvia, Latvia <i>“Supervisor and Subordinate Personality Predictors of Work Group Effectiveness”</i>
3	Huseyin Selcuk Kilic , Marmara University, Turkey Emre Cevikcan , Istanbul Technical University, Turkey <i>“Job Selection Based on Fuzzy AHP: An Investigation Including the Students of Istanbul Technical University Management Faculty”</i>
4	Lucell Larawan , Central Philippine University, Philippines <i>“Employee Innovativeness And Achievement Motivation: A Public And A Private Organization's Experience”</i>
5	Karen Druffel , Framingham State University, USA T. Bridgett Perry-Galvin , Framingham State University, USA <i>“Gender Differences in Perceptions of the Role of Industry Mentors in Undergraduate Student Mentorship Program”</i>
6	Ngozi Onyejeli , Middlesex University, United Kingdom <i>“Exploring Employment Relationships in Nigeria: Psychological Contract or Psychological Constraint?”</i>

Session E4 Room: Artemis 11.00- 12.40	Business Ethics & Social Responsibility Chair: Tuan Nooriani Tuan Ismail , La Trobe University, Australia
1	Wenjuan Sui , University of Electronic Science and Technology, China Zheng He , University of Electronic Science and Technology, China Muyue Qiu , University of Electronic Science and Technology, China <i>“A Conceptual Framework for Assessing CSR Behavior”</i>
2	Mioara Borza , University “Alexandru Ioan Cuza” of Iasi, Romania <i>“Some Considerations Regarding the Corporate Social Responsibility Models in Romania”</i>
3	Tuan Nooriani Tuan Ismail , La Trobe University, Australia <i>“Corporate Social Responsibility: The Influence of the Silver Book”</i>
4	Ilke Oruc , Anadolu University, Turkey Zumrut Tonus , Anadolu University, Turkey <i>“The Role of HRM on Business Ethics Application”</i>
5	Tugba Fener , Istanbul Kultur University, Turkey Tugce Elgunler , Istanbul Kultur University, Turkey Deniz Akbulut , Gelisim Vocational School, Turkey <i>“The Division Between Corporate Social Responsibility and Social Marketing: The Comparison of Two Example Projects Realized in Turkey”</i>
6	Meral Erdirencelebi , Selcuk University, Turkey Abdullah Oktay Dundar , Selcuk University, Turkey <i>“The Evaluation of Green Focused Applications from the Point of Enterprises”</i>

Session F1 Room: Convention Center A 14.00-15.40	Organizational Culture Chair: Aminah Ahmad , Universiti Putra Malaysia, Malaysia
1	Guest Speaker: Gulcimen Yurtsever , Gediz University, Turkey <i>“The Emotional Climate of An Organization”</i>

2	Ioan Fotea , Emanuel University of Oradea, Romania Mihai Corcea , Babes Bolyai University, Romania Krisztian Szucs , Emanuel University of Oradea, Romania <i>“Managing Emotions in Healthcare Service Organizations: Winning the Hearts of Patients in a Bucharest-based Private Clinic”</i>
3	Ingrid Bierla , IESEG School of Management, France Benjamin Huver , University of Lille, France Sebastien Richard , University of Lille, France <i>“Presenteeism at Work: The Influence of Managers”</i>
4	N. Derya Ergun Ozler , Dumlupinar University, Turkey B. Alper Buyukaslari , Dumlupinar University, Turkey <i>“The Overall Outlook of Favoritism in Organizations: A Literature Review”</i>
5	Aminah Ahmad , Universiti Putra Malaysia, Malaysia Noryati Ngah , Universiti Putra Malaysia, Malaysia <i>“Direct And Indirect Effects Of Perfectionism And Locus Of Control On Job Satisfaction”</i>
6	Susanna Goransson , Malardalen University, Sweden Tom Hagstrom , Stockholm University, Sweden Tomas Backstrom , Malardalen University, Sweden <i>“Leaders’ Development and Corporate Culture”</i>

Session F2 Room: Convention Center B 14.00-15.40	Globalization & Internationalization Chair: Seema Joshi , North Maharashtra University, India
1	Guest Speaker: Suleyman Yukcu , Dokuz Eylul University, Turkey <i>“Accounting and Finance in the Globalization Era”</i>
2	Paris Bayias , National Technical University of Athens, Greece Vassilis Assimakopoulos , National Technical University of Athens, Greece <i>“About the Significance of National Culture Differences for Domestic Companies that Expand to the International Environment”</i>
3	Seema Joshi , North Maharashtra University, India Anil Pruthviraj Dongre , North Maharashtra University, India <i>“Traces of Globalization in Antiquity with Reference India & World”</i>
4	Sebastian Vaduva , Emanuel University of Oradea, Romania Nicolae Al. Pop , Academy of Economic Studies, Romania Ioan S. Fotea , Emanuel University of Oradea, Romania <i>“Marketing of a Nation in the Era of Globalization: Retaining, Attracting and Fostering the Best Brains”</i>
5	Serdar Oge , Selcuk University, Turkey <i>“The Importance of International Teams and Teamwork as Emerging Management Challenge at International Management”</i>

Session F3 Room: Odeon 14.00-15.40	Auditing & Logistics Management Chair: Guldem Elmas , Istanbul University, Turkey
1	Kayahan Tum , Cukurova University, Turkey <i>“Continuous Audit: From the Concept towards the Implementation”</i>
2	Gulsun Isseveroglu , Uludag University, Turkey Umit Gucenme Gencoglu , Uludag University, Turkey Yasemin Ertan , Uludag University, Turkey <i>“Bank Audits and Risk Management in Turkey”</i>
3	Sibel Bayar Caglak , Istanbul University, Turkey Gulsum Aydin , Istanbul University, Turkey Guler Alkan , Istanbul University, Turkey <i>“The Impact of Seaports Investments on Regional Economics and Developments”</i>

4	Cagatay Iris , Istanbul Technical University, Turkey Mehmet Tanyas , Maltepe University, Turkey <i>“Analysis of Turkish Logistics Sector and Solutions Selection to Emerging Problems Regarding Criteria Listed in Logistics Performance Index (LPI)”</i>
5	Guldem Elmas , Istanbul University, Turkey Fevzi Erdogmus , Istanbul University, Turkey <i>“The Importance of Reverse Logistics”</i>

Saturday Afternoon , 16 April 2011

Sunday, 17 April 2011

Social Program : Sightseeing and Excursions