



**SOCIAL SCIENCES RESEARCH SOCIETY (SoSReS)**

**INTERNATIONAL CONFERENCE on BUSINESS and MANAGEMENT (ICBM)**

**27-29 April 2012 Izmir – Turkey**

## **CONFERENCE PROGRAM**

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## **PLENARY SESSION PROGRAM**

28 April 2012, Saturday  
Conference Room: 101  
Hours : 19.30 - 20.30

### **GLOBAL ECONOMIC CRISIS:**

Challenges and Responses From Private Sector and Governments

#### **OPENING ADDRESS**

Coskun Can Aktan, The Social Sciences Research Society & Faculty of Economics and Administrative Sciences, Dokuz Eylul University, Turkey

Ocal Usta, Dean, Faculty of Economics and Administrative Sciences, Dokuz Eylul University, Turkey

#### **KEYNOTE SPEAKER**

Faik Koray, Louisiana State University, USA

#### **CONTRIBUTIONS FROM MAIN SPEAKERS**

Sedef Akgungor, Dokuz Eylul University, Turkey

C. Coskun Kucukozmen, Izmir University of Economics, Turkey

Maria Fekete Farkas, Szent Istvan University, Hungary

Kennedy W. Munyua, Mount Kenya University, Kenya

## PARALLEL SESSIONS PROGRAM

**Friday, 27 April 2012**

### 13.00 Registration

Session A1 Room: 101 14.00- 15.40	<b>Health-Care Economics and Management &amp; Social Welfare</b>  <b>Chair:</b> Chia-Jen Chang, Chung Yuan Christian University, Taiwan
1	Burcu Guven, Beykoz Logistics Vocational School, Turkey <i>“The Assessment of the Effects of Physical Activity and Healthy Nutrition Services on the Employee Health and a Research in Internet Technology Sector”</i>
2	Aycan Akcin, Eastern Mediterranean University, Turkish Republic of Northern Cyprus <i>“The Corruption in Health Sector- A Normative Aspect”</i>
3	Chia-Jen Chang, Chung Yuan Christian University, Taiwan <i>“The Effect of Social Structure Change on the Social Welfare Expenditure in Taiwan”</i>
4	Jozsef Csernak, Karoly Robert College, Hungary <i>“The Effects of the Crisis on the Rural Households in Hungary”</i>
5	Cordelia Mason, Universiti Kuala Lumpur, Malaysia <i>“Deriving a Strategy Map to Help Medijaring Achieve its Vision of Becoming the Premier Third Party Administrator in Malaysia”</i>
6	Chiu-Ping Chen, I-Shou University, Taiwan Chih-Chung Wang, Kaohsiung Medical University Chung-Ho Memorial Hospital, Taiwan Dong-Jong Yang, I-Shou University, Taiwan <i>“Self-efficacy Moderates the Effect of Message Framing on Therapeutic Exercise”</i>

Session A2 Room: 102 14.00- 15.40	<b>Performance Management</b>  <b>Chair:</b> Paul Hempel, City University of Hong Kong, Hong Kong
1	Huseyin Selcuk Kilic, Marmara University, Turkey <i>“The Performance Evaluation of Municipalities with Vikor: An Application among Municipalities in Istanbul”</i>
2	Ibrahim Kir, Bitlis Eren University, Turkey M. Oya Cetik, Cukurova University, Turkey <i>“A Performance Evaluation Model by the Analytic Hierarchy Process”</i>
3	Paul Hempel, City University of Hong Kong, Hong Kong Jenny S.Y. Lee, City University of Hong Kong, Hong Kong <i>“Team Conflict and the Effectiveness of Team Empowerment in Enhancing Team Performance in High Technology Companies”</i>

4	Nevien Khourshed, Arab Academy for Science, Technology and Maritime Transport, Egypt <i>“Process Concept to Performance Management”</i>
5	Suat Begec, TUA, Turkey Sadi Can Saruhan, Marmara University, Turkey <i>“More Effective Management Perspective by Using Diversities: In the Army Examples”</i>

Session A3 Room: 103 14.00- 15.40	<b>Corporate Culture &amp; Corporate Social Responsibility &amp; Public Relations</b> <b>Chair:</b> Esra Nemli Caliskan, Istanbul University, Turkey
1	Gokce Akdemir Omur, Istanbul University, Turkey Aysegul Ozbebek Tunc, Istanbul University, Turkey Esra Nemli Caliskan, Istanbul University, Turkey <i>“Corporate Social and Environmental Responsibility in the Service Sector: A Case Study from Turkey”</i>
2	Asfida Parama Rani, STIE Indonesia Banjarmasin, Indonesia Edi Cahyono, Universitas Haluoleo, Indonesia <i>“The Implementation of Marketing Concept in Corporate Culture Approach: A Study Case on Drinking Water Distribution, in East Java Indonesia”</i>
3	Alexander Phoek, Universitas Musamus, Indonesia Irene Herdjiono, Universitas Musamus, Indonesia Edi Cahyono, Universitas Haluoleo, Indonesia <i>“An Evaluation of Corporate Social Responsibility Implementation of PT Djama Aru, Wanaam Papua, Indonesia”</i>
4	Md. Khalid Hossain, RMIT University, Australia <i>“Climate Change Impacts and the Plausible Nature of Corporate Environmental Strategy”</i>
5	Mohamad Zia’addini, Islamic Azad University, Iran Zahra Sohi, Islamic Azad University, Iran Amin Farahbakhsh, Islamic Azad University, Iran <i>“Public Relations and its Role in Marketing and Development”</i>

#### 15.40-16.00 Coffee Break

Session B1 Room: 101 16.00- 17.40	<b>Knowledge Management &amp; Information Systems &amp; Innovation</b> <b>Chair:</b> Tunc Medeni, Turksat & Middle East Technical University, Turkey
1	Bahadir Akcam, Western New England University, United States Aydin Guclu, Middle East Technical University, Turkey Ahmet Guler, Turkish National Police, Turkey Hakan Hekim, Diyarbakir Police Department, Turkey Gokhan Ogunc, Turkish National Police, Turkey <i>“Critical Success Factors of IT Enabled Organizational Change in Hierarchical Government Organizations: LIAS Case”</i>
2	Ruslan Romli, Northern University of Malaysia, Malaysia Norazuwa Mat, Northern University of Malaysia, Malaysia <i>“The Influential Of Organizational Leadership And Learning On Information Technology Performance”</i>

3	Burcin Cetin Karabat, Sakarya University, Turkey <i>“Increasing Awareness on Insider Information Security Threats in Human Resources Department”</i>
4	Anna Wildowicz-Giegiel, Univeristy of Bialystok, Poland <i>“The Knowledge Capital Creation in Poland against the Background of the EU-27 Countries”</i>
5	Okechukwu Lawrence Emeagwali, The American University, Turkey Johnson Uche Olu-Egbuniwe, The American University, Turkey <i>“Hypercompetition: The Driving Force behind Successful Business Innovations?”</i>
6	Miragha Naghiyev, Azerbaijan National Academy of Science, Azerbaijan <i>“Cognitive Approach in Development of Innovation Management Models for Companies”</i>

Session B2 Room: 102 16.00- 17.40	<b>Sustainability &amp; Ecotourism Management &amp; Infrastructure &amp; Competitiveness</b> <b>Chair:</b> Bussagone Tavonprasith, Thaksin University, Thailand
1	Sibel Bayar Caglak, Istanbul University, Turkey Gulsum Aydin, Istanbul University, Turkey Guler Alkan, Istanbul University, Turkey <i>“Foreign Investments in Turkish Transportation Sector”</i>
2	Mansoureh Vahabzadeh, Tehran University, Iran Maryam Tajalli, Tehran University, Iran <i>“Examining the Role of Tourism Exhibitions in Sustainable Development of Tourism Industry”</i>
3	Bussagone Tavonprasith, Thaksin University, Thailand Keskaew Charoanwiriapap, Thaksin University, Thailand Weena Leelaprasertsin, Thaksin University, Thailand Chuleerat Kongruang, Walailak University, Thailand <i>“People’s Participation in Ecotourism Management around Songkhla Lake Basin, Thailand”</i>
4	Fioralba Vela, University of Vlora, Albania Rezarta Brokaj, University of Vlora, Albania <i>“Government Role in Infrastructure Development in Albania: Efforts for Sustainability”</i>
5	Vita Zarina, Business School Turiba, Latvia Iveta Strele, Business School Turiba, Latvia Kaspars Fogelmanis, Business School Turiba, Latvia Andris Vanags, Business School Turiba, Latvia <i>“Analysis of Competitiveness of Latvian Enterprises”</i>

Session B3 Room: 103 16.00- 17.40	<b>Organizational Change &amp; Organizational Loyalty &amp; Behavioral Finance</b> <b>Chair:</b> Vijaya Bhaskar Choudary, Madanapalle Institute of Technology & Science, India
1	Pradeep Kumar, Madanapalle Institute of Technology & Science, India Vijaya Bhaskar Choudary, Madanapalle Institute of Technology & Science, India <i>“Team Networking for Technology Change Management”</i>
2	Hakan Turgut, Baskent University, Turkey Ismail Tokmak, M.O.D., Turkey Cem Gucl, T.A.F., Turkey

	<i>“The Effect of Organizational Justice Perception of the Employees on Their Organizational Loyalty: Case Study of A University”</i>
3	Cem Gucel, T.A.F., Turkey Ismail Tokmak, M.O.D., Turkey Hakan Turgut, Baskent University, Turkey <i>“The Effect of The Locus of Control on Organizational Citizenship Behavior The Mediating Role Perceived Organizational Support : Case Study of A University”</i>
4	Dorota Palubska, University of Lodz, Poland <i>“Participative Forms of Work Organization as a Source of Intrapreneurship in a Company”</i>

Session C1 Room: 101 17.50- 19.30	<b>Education &amp; Social Capital</b>  <b>Chair:</b> Dorota Konopka, Stanislaw Staszic College of Public Administration in Bialystok, Poland
1	Dorota Konopka, Stanislaw Staszic College of Public Administration in Bialystok, Poland <i>“Trust and Mistrust in Business Relationships”</i>
2	Dariusz Lizak, University of Economics in Katowice, Poland <i>“Social Capital versus Competitive Advantage in Polish Package Sector”</i>
3	Jozsef Csernak, Karoly Robert College, Hungary Krisztian Kisari, Szent Istvan University, Hungary Istvan Takacs, Karoly Robert Collage, Hungary <i>“The Effectiveness of Social Researches Conducted in a Cooperation of Institutions of Tertiary Education in Hungary Based on a Concrete Example”</i>
4	Azizah Daut, MARA University of Technology, Malaysia Sany Sanuri Mohd Mokhtar, Northern University of Malaysia, Malaysia Faizuniah Pangil, Northern University of Malaysia, Malaysia <i>“The Influence of Educational-Specific Capital on the Tangible Career Outcomes of MBA Graduates”</i>
6	Siti Normala Sheikh Obid, International Islamic University Malaysia, Malaysia Lotfi Demikha, International Islamic University Malaysia, Malaysia <i>“Human Governance: Earnings Management Practices”</i>

Session C2 Room: 102 17.50- 19.30	<b>Business Economics</b>  <b>Chair:</b> Rafikullah Deraman, University of Malaya, Malaysia
1	Krisztian Kisari, Szent Istvan University, Hungary Laszlo Attila Csapo, Szent Istvan University, Hungary Zoltan Zorog, Karoly Robert College, Hungary Istvan Takacs, Karoly Robert Collage, Hungary <i>“The Context of Introducing ERP Systems”</i>
2	Rafikullah Deraman, University of Malaya, Malaysia Hafez Salleh, University of Malaya, Malaysia Faizul A. Rahim, University of Malaya, Malaysia <i>“Implementing E-Purchasing in Construction Organizations: An Exploratory Study for Organizational Critical Success Factors”</i>
3	Robert Marciniak, University of Miskolc, Hungary

	<i>“Hybrid Models as a Mix of Shared Services and Outsourcing or could Hybrid Model be the New Management Buzz in the Following Times?”</i>
4	Amanolla Rahpeima, Islamic Azad University, Iran Kambiz Heidarzadeh Hanzae, Islamic Azad University, Iran <i>“The Influence of E-Service Quality on Customer Satisfaction in Online Banking Services, a Study in Iran”</i>
5	Aysegul Ozbebek Tunc, Istanbul University, Turkey Gokce Akdemir Omur, Istanbul University, Turkey Esra Nemli Caliskan, Istanbul University, Turkey <i>“Istanbul Stock Exchange Sustainability Index (ISESI): A New Way of Sustainability Reporting for Turkish Companies”</i>

Session C3 Room: 103 17.50- 19.30	<b>Small Businesses &amp; Entrepreneurship</b> <b>Chair:</b> Maria Fekete Farkas, Szent Istvan University, Hungary
1	Hadiza Saidu Abubakar, Kaduna State University, Nigeria <i>“Global Financial Crisis and Survival of SMEs in Nigeria: Strategies and Options”</i>
2	Jelena Zivkovic, American University of Nigeria, Nigeria Fatima Ademoh, American University of Nigeria, Nigeria <i>“Market Barriers: Obstacles to Entrepreneurial Activity for Northern Nigerian Women”</i>
3	Takuya Miyamoto, Kurume University, Japan <i>“A Research about SME Networks of Japanese Polishing Cluster in Tsubame”</i>
4	Zsofia Hars-Garami, Szent Istvan University, Hungary Maria Fekete Farkas, Szent Istvan University, Hungary <i>“The Regional Efficiency of Credit Guarantee Provided by the Rural Credit Guarantee Foundation: Hungarian Case Study”</i>
5	Budi Harsanto, Padjadjaran University, Indonesia <i>“Improving Small Business Performance: Lessons Learned from MBNQA Winners”</i>
6	Isidore Ekpe, Federal Polytechnic, Nigeria Razli Che Razak, Northern University of Malaysia, Malaysia Norsiah Mat, Northern University of Malaysia, Malaysia <i>“Loan Access, Skill Acquisition, Bonding and the Moderating Effect of Attitude on Women Entrepreneurs’ Business Performance: A Case of Nigerian”</i>

**Saturday, 28 April 2012**

Session D1 Room: 101 09.00- 10.40	<b>Knowledge Management &amp; Information Systems</b> <b>Chair:</b> Ettore Bolisani, University of Padua, Italy
1	Ettore Bolisani, University of Padua, Italy

	Enrico Scarso, University of Padua, Italy Marco Paiola, University of Padua, Italy <i>“KIBS Companies And Their Knowledge-Based Features: A Tentative Classification”</i>
2	Krisztian Kisari, Szent Istvan University, Hungary Laszlo Attila Csapo, Szent Istvan University, Hungary Jozsef Csernak, Karoly Robert College, Hungary Istvan Takacs, Karoly Robert Collage, Hungary <i>“On the Way or in the Way of Development”</i>
3	Maslin Masrom, University Technology Malaysia, Malaysia Abdo Ali Abdullah Al-Wosabi, University Technology Malaysia, Malaysia <i>“Development of a Framework for Assessing Ethics and Information Security at Cyber Cafe”</i>
4	Sadettin Keskin, Dokuz Eylul University, Turkey <i>“Communication and Management of Knowledge in R&amp;D Networks”</i>

Session D2 Room: 102 09.00- 10.40	<b>Total Quality Management &amp; Standardization &amp; Strategic Planning</b> <b>Chair:</b> Massoud Arshida, University Tun Abudl Razak, Malaysia
1	Massoud Arshida, University Tun Abudl Razak, Malaysia Syed Agil, University Tun Abudl Razak, Malaysia <i>“Critical Success Factors (CSFs) for TQM Implementation: Current Status and Challenges in Libyan Manufacturing Companies”</i>
2	Michael Gepp, University Erlangen-Nuremberg, Germany Michael Amberg, University Erlangen-Nuremberg, Germany Stefan Horn, Siemens AG, Germany <i>“A Model-based Approach for Systematization of Standardization”</i>
3	Sara Ghahremanpour, Sazeh Consultant, Iran Sima Babae Koochaksaraee, Ministry of Energy of Iran, Iran Roy Andersson, University of Borås, Sweden Peter Lau, SP Technical Research Institute of Sweden, Sweden <i>“Analysis of the Benefits of Using Design of Experiments in Validation of a New Method/Product”</i>
4	Muhammad Rahim Ramzanian, Guilan University, Iran Ramzanali Mobasher Amini, Guilan University, Iran Sahar Massah Choulabi, Guilan University, Iran. <i>“Feasibility Laminate Tubes in the Food Industry with Using QFD and AHP”</i>
5	Gholamreza Zandi, International Islamic University of Malaysia, Malaysia Alireza Shahabi, Islamic International University of Malaysia, Malaysia Mohamed Sulaiman, International Islamic University of Malaysia, Malaysia Hala Mohammad Al-Atiyat, International Islamic University of Malaysia, Saudi Arabia <i>“The Strategic Planning Process and Current Practices: A Comparative Empirical Study of UMW Toyota Motor and Chemical Company”</i>
6	Mohammadreza Bahreinian, Shahid Beheshti University, Iran Farzaneh Soltani, Isfahan University, Iran Mohamadali Ahi, Lappeenranta University of Technology, Finland <i>“The Manager's Personality Effect: A Study of the Relationship between the Personality and the Leadership Style of Managers: A Case Study”</i>



Session D3 Room: 103 09.00- 10.40	<b>Human Resource Management &amp; Motivation &amp; Public Sector Management</b>  <b>Chair:</b> Halil Zaim, Fatih University, Turkey
1	Halil Zaim, Fatih University, Turkey Irfan Kurt, Fatih University, Turkey Selman Tetik, Fatih University, Turkey <i>“Casual Analysis of Employee Satisfaction and Performance: A Field Study in the Finance Sector”</i>
2	Syed Akhtar, City University of Hong Kong, Hong Kong Jenny S. Y. Lee, City University of Hong Kong, Hong Kong <i>“Moderating Role of Conservation Values in a Resource-based Model of Emotional Exhaustion”</i>
3	Zijada Rahimic, School of Economics and Business Sarajevo, Bosnia and Herzegovina <i>“Education and Career Development as Motivational Factors in Companies in Bosnia and Herzegovina”</i>
4	Alia Islam, Arab Academy for Science, Technology and Maritime Transport, Egypt <i>“Investigating the Implications of Accountability on the Egyptian Revolution”</i>
5	Aneta Kargol-Wasiluk, University of Bialystok, Poland <i>“The Implementation of the Public Governance Concept in Poland”</i>

10.40-11.00 Coffee Break

Session E1 Room: 101 11.00- 12.40	<b>Business Economics &amp; Managerial Economics</b>  <b>Chair:</b> Stephan Bohm, RheinMain University of Applied Sciences, Germany
1	Stephan Bohm, RheinMain University of Applied Sciences, Germany Susanne J. Niklas, RheinMain University of Applied Sciences, Germany <i>“Mobile Tagging in the German Market: A Comparative Study on User and Non-User Characteristics”</i>
2	Gunes Kucukyazici, Istanbul Technical University, Turkey <i>“Literature Review on Organizational Path Dependence”</i>
3	Engin Deniz Eris, Dokuz Eylul University, Turkey Pinar Sural Ozer, Dokuz Eylul University, Turkey Omur Neczan Timurcanday Ozmen, Dokuz Eylul University, Turkey <i>“Strategic and Market Oriented Behaviours in Turkish Plastics Industry”</i>
4	Fatima Ademoh, American University of Nigeria, Nigeria Jelena Zivkovic, American University of Nigeria, Nigeria <i>“Factors Hindering Business in Obtaining Funds from Microfinance Banks of Nigeria”</i>
5	Robert Marciniak, University of Miskolc, Hungary Istvan Szintay, University of Miskolc, Hungary <i>“The Hungarian Shared Service Market or What are the Drivers and the Obstacles of Progress?”</i>

Session E2 Room: 102 11.00- 12.40	<b>Entrepreneurship &amp; Accounting</b>  <b>Chair:</b> Gozde Inal, Cyprus International University, Turkish Republic of Northern Cyprus
1	Jelena Zivkovic, American University of Nigeria, Nigeria <i>“Critical Literature Review: Women Entrepreneurs and the Struggle in the U.A.E.”</i>
2	Ayşe Gozde Gozum, Ufuk University, Turkey <i>“Analyzing the Entrepreneurial Qualifications of the Entrepreneurship Students: A Study on the Students of the Department of International Entrepreneurship”</i>
3	Huseyin Ersoy, Dokuz Eylul University, Turkey <i>“Competition Positions and Branding Attempts of Small and Medium Size Business in Aegean Region”</i>
4	Victor Munteanu, Romanian American University, Romania Marilena Zuca, Romanian American University, Romania Alina Elena Andrei, University Valahia Romania, Romania Mihaela Condruț Gheorghe, University Valahia Romania, Romania <i>“Creative Accounting Techniques and Solutions for Assets”</i>
5	Naveed Yasin, University of Huddersfield, United Kingdom Gozde Inal, Cyprus International University, Turkish Republic of Northern Cyprus <i>“The Emergence of Pakistani Immigrant Entrepreneurship in Northern Cyprus”</i>
6	Victor Munteanu, Romanian American University, Romania Alina Elena Andrei, University Valahia Romania, Romania Iulia Daciana Ion, University Valahia Romania, Romania <i>“Recognition of Impairment Losses of Intangible Assets in Romania versus IFRs”</i>

Session E2 Room: 103 11.00- 12.40	<b>Business Economics &amp; Managerial Economics</b>  <b>Chair:</b> George Xanthakis, Aegean University, Greece
1	Nurgul Kilinc, Selcuk University, Turkey Selma Dolanbay Dogan, Selcuk University, Turkey <i>“Sources of New Product Ideas of the Ready Made Clothing Companies in Turkey”</i>
2	George Xanthakis, Aegean University, Greece Marianthi Stogiannidou, Aegean University, Greece <i>“HR Management in the Age of Crisis the Case of Greek Civil Engineer Consultant Companies”</i>
3	Nurgul Kilinc, Selcuk University, Turkey Fatma Gursoy, Selcuk University, Turkey Selma Dolanbay Dogan, Selcuk University, Turkey <i>“Comparison of Consumers’ Clothes Purchasing Habits According to Gender in Konya”</i>
4	Zeti Zuryani Mohd Zakuan, Universiti Teknologi MARA, Malaysia Sakina Shaik Ahmad Yusoff, Universiti Kebangsaan Malaysia, Malaysia <i>“Manufacturer’s Liability for Defective Goods in Malaysia: A Paradigm Shift”</i>
5	Norazuwa Mat, Northern University of Malaysia, Malaysia Ruslan Romli, Northern University of Malaysia, Malaysia Norsiah Mat, Northern University of Malaysia, Malaysia

	Norazila Mohd Noor, Northern University of Malaysia, Malaysia <i>“Modelling Workplace Spirituality and Teaching Effectiveness for Academician in Malaysia”</i>
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Session E2 Room: 104 11.00- 12.40	<b>Organizational Learning &amp; Industrial Economics &amp; Islamic Economics</b>  <b>Chair:</b> Nurshuhada Zainon, University of Malaya, Malaysia
1	Keith Lehrer, York University, Canada <i>“Organizational Learning and Disaster Management”</i>
2	Nurshuhada Zainon, University of Malaya, Malaysia Hafez Salleh, University of Malaya, Malaysia Faizul Azli Mohd Rahim, University of Malaya, Malaysia <i>“Success Factors for Information Technology Infrastructure Flexibility in the Construction Industry: A Pilot Study”</i>
3	Mohd. Shuhaimi Ishak, International Islamic University Malaysia, Malaysia <i>“Islamic Perspective on Marketing Mix”</i>
4	Mohd. Shuhaimi Ishak, International Islamic University Malaysia, Malaysia Osman Chuah Abdullah, International Islamic University Malaysia, Malaysia <i>“Conceptual Framework of Good Management from Islamic Perspective”</i>

### **Social Program: Sightseeing and Excursions**

Saturday Afternoon, 28 April 2012

Sunday, 29 April 2012