



SOCIAL SCIENCES RESEARCH SOCIETY (SoSReS)

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

26-27 April 2013 Izmir– Turkey

CONFERENCE PROGRAM

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PLENARY SESSION PROGRAM

26 April 2013, Friday

Conference Room: 101

Hours : 19.30 - 20.30

OPENING ADDRESS

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

KEYNOTE SPEAKER

C. Coşkun Küçüközmen, Izmir University of Economics

"Strengthening International Competitiveness: Recommended Strategies"

PARALLEL SESSIONS PROGRAM

Friday, 26 April 2013

13.00 Registration

Session A1 Room: 101 14.00- 15.40	Business Management and Business Economics I Chair: Shahrokh Dalpour, University of Maine-Farmington, United States
1	Fatma Cakir, Adnan Menderes University, Turkey Oya Eru, Adnan Menderes University, Turkey “The Effects of Retailer’s Mobile Advertisements to Consumer Behaviour”
2	Shahrokh Dalpour, University of Maine-Farmington, United States Natasha Varney, University of Maine-Farmington, United States “Global Business Strategy: A Strategic Perspective Employing Comparative Analysis”
3	Sherine Helmy, PHARCO, Egypt Abdelsalam Aboukahf, Alexandria University, Egypt Ashraf Labib, Arab Academy of Science Technology & Maritime Transport, Egypt “The Impact of Islamic Values on Interpersonal Relationship Conflict Management in Egyptian Business Organizations “An Applied Study””
4	Brano Markić, University of Mostar, Bosnia and Herzegovina Slavo Kukić, University of Mostar, Bosnia and Herzegovina Sanja Bijakšić, University of Mostar, Bosnia and Herzegovina “Discovering Consumer Preferences on the Market of Drinking Water Consumption”
5	Haluk Selvi, Hisarlar A.S. , Turkey Murat Ay, Hisarlar A.S. , Turkey Savas Yapici, Hisarlar A.S. , Turkey “New Approach for Business Management Systems: Action Based Business Management (ABBM)”
6	Fatma Cakir, Adnan Menderes University, Turkey Pınar Delibal, Adnan Menderes University, Turkey “College Students’ Purchasing Behaviours towards New Technologies: An Application at Adnan Menderes University”

Session A2 Room: 102 14.00- 15.40	Knowledge Management & Information and Communication Technologies & Innovation Chair: Stephan Böhm, Hochschule RheinMain, Germany
1	István Vajna, Szent Istvan University, Hungary László Attila Csapó, Szent Istvan University, Hungary Krisztián Kisari, Szent Istvan University, Hungary Anita Tangl Istvánné Vajna, Szent Istvan University, Hungary “The Role of Information Management in the Development of Standards and Financial Impact”
2	Bodo Iglér, RheinMain University of Applied Sciences, Germany Tobias Braumann, RheinMain University of Applied Sciences, Germany Stephan Böhm, RheinMain University of Applied Sciences, Germany “Evaluating the Usability of Mobile Applications without Affecting the User and the Usage Context”
3	Arnela Bevanda, University of Mostar, Bosnia and Herzegovina Sanja Bijakšić, University of Mostar, Bosnia and Herzegovina Brano Markić, University of Mostar, Bosnia and Herzegovina “Internet as a Communication Medium in Young People's Lives“
4	Roland Gacsi, Szent Istvan University, Hungary Erika Blumné Bán, Budapest Business School, Hungary “Controlling Innovation”
5	Stephan Böhm, Hochschule RheinMain, Germany Philip Constantine, Hochschule RheinMain, Germany Bodo Iglér, Hochschule RheinMain, Germany “Assessing User Preferences for Mobile Applications in Public Transportation: A Pre-Study Using a Conjoint-Based Research Methodology”
6	Száva Zsigmond, Budapest Business School, Hungary Péter Tasi, , Budapest Business School, Hungary “The Role of the Coach in the Introduction Process of a Learning by Doing Educational Method in Hungary – An Experience Based Study”

Session A3 Room: 103 14.00- 15.40	Business Studies and Managerial Economics Chair: Aytac Gokmen, Cankaya University, Turkey
1	Éva Neubauer, Szent Istvan University, Hungary “Water Resource Evaluation on Hungary Nowadays”

2	Ceren Uzar, Mugla Sitki Kocman University, Turkey G. Cenk Akkaya, Dokuz Eylul University, Turkey “The Mental and Behavioral Mistakes Investors Make”
3	Aytac Gokmen, Cankaya University, Turkey Dilek Temiz, Cankaya University, Turkey “Born Global Business: A Foreign Trade Related Study”
4	Lukito Adi Nugroho, Meiji University, Japan Takeaki Kariya, Meiji University, Japan “Ownership Redirection in Franchise: Real Options Perspective”
5	Milan Dimitrijevic, International Business, Educational and Cultural Center, Serbia Dragan Jeremic, International Business, Educational and Cultural Center, Serbia “Unique Strategy of Sustainable Development Based on Interaction of PR and ICT for Undeveloped Municipalities in South Serbia”
6	Hale Bozkurt, Adnan Menderes University, Turkey “Digital PR”

Session A4 Room: 104 14.00- 15.40	Organizational Culture & Organizational Social Responsibility Chair: Md Rosli Ismail, University of Selangor, Malaysia
1	Ayşe Gozde Gozum, Ufuk University, Turkey "Towards The Learning Organization: Comparative Analyses Of Chemical Industry Businesses In Turkey."
2	Mahsa Serpoush, Islamic Azad University, Iran “Career Globalization and Its Possible Effects on Both Organizational and Individual Behavior”
3	Md Rosli Ismail, University of Selangor, Malaysia “The Japanese Expatriates in Malaysia: Interaction and Adaption in the Cultural Diversity Environment”
4	Cemalettin Ocal Fidanboy, Baskent University, Turkey Hale Alan, Baskent University, Turkey Hakki Okan Yeloglu, Baskent University, Turkey “The Impact of Organizational Change on Formalization Perception: An Application of It Sector”
5	Iysha Ali, Dar Alhekma College, Saudi Arabia Fatima F.Ficociello, Dar Alhekma College, Saudi Arabia

	“The Role of Waqf in Social Responsibility “
6	Cigdem Sahin, Uskudar University, Turkey “Corporate Social Responsibility: An Advantage or a Burden?”

15.40-16.00 Coffee Break

Session B1 Room: 101 16.00- 17.40	Business Management and Business Economics II Chair: Muchid Albintani, University of Riau, Indonesia
1	Fatma Cakir, Adnan Menderes University, Turkey Aysenur Cetin, Adnan Menderes University, Turkey “The Effect of Word of Mouth Communication on the Consumers Travel Agency Choices”
2	Levente – József Tánzos, Sapientia University, Romania Gergely Fejér - Király, Sapientia University, Romania “The Analyse of the Planning Habits Effects to the Business Efficiency”
3	Małgorzata Bartosik-Purgat, Poznan University of Economics, Poland “Cultural Factors and Consumer Behavior - Modeling Approach in the Light of International Research”
4	Muchid Albintani, University of Riau, Indonesia “The Influence of State and Market on the Development of Industrial Zone in Malaysia and Indonesia”
5	Fatma Cakir, Adnan Menderes University, Turkey Emine Ozge Yenigun, Adnan Menderes University, Turkey “The Effects of Television Series on Destination Image”
6	Rifat Kamasak, Yeditepe University, Faculty of Commerce, Turkey “Market Orientation as the Driver of Business Performance”

Session B2 Room: 102 16.00- 17.40	Competitiveness Chair: Barbara Jankowska, Poznan University of Economics, Poland
1	Sevay Ipek Tutuncu, Gediz University, Turkey “Intoxication of Depth in Clustering”
2	Bahar Yalcin, Celal Bayar University, Turkey “The Basic Dynamics of Sustainable Competitive Advantage in Enterprises: Knowledge Management and Intellectual Capital “

3	Katalin Óhegyi, Szent Istvan University, Hungary “Opportunities to Improve National Competitiveness through Developing Human Capital Illustrated on the Example of Hungary“
4	Muhamad Azrin Nazri, Asia Pacific University of Technology & Innovation (APU), Malaysia Mohd Yusof Kasim, Universiti Utara Malaysia, Malaysia Nor Asiah Omar, Universiti Utara Malaysia, Malaysia “Marketing Malaysia's Higher Education Offerings in China: Using Relational Dynamics as Critical Weapons for Competitiveness”
5	Songul Kutlu, Dumlupınar University, Turkey Kadir Tutkavul, Dumlupınar University, Turkey Meltem Dirican, Dumlupınar University, Turkey Bayram Alamur, Balıkesir University, Turkey “ Assessment of Competitiveness in terms of Reduction of Quality Costs and an Implementation”
6	Barbara Jankowska, Poznan University of Economics, Poland “Coopetition as an Attribute of Clusters Fostering Innovativeness of Enterprises – The Case of One Creative Cluster”

Session B3 Room: 103 16.00- 17.40	SME’s & Agriculture and Food Industries Chair: Wan Fairuz Wan Chik, National University of Malaysia, Malaysia
1	Andrea Bene, Szent István Egyetem, Hungary Katalin Óhegyi, Szent István Egyetem, Hungary József Csernák, Károly Róbert College, Hungary “Competitiveness Analisis of the Food Processing SMEs in One of the Most Disadvantaged EU Region”
2	Krisztián Kisari, Szent Istvan University, Hungary László Attila Csapó, Szent Istvan University, Hungary József Csernák, Károly Róbert College, Hungary Árpád Endre Kovács, Szent Istvan University, Hungary “Possibilities Provided by the Cloud Technology Based on Some Specific Examples”
3	József Csernák, Károly Róbert College, Hungary Richárd Gál, JURA Pék Kft., Hungary Andrea Bene, Szent István Egyetem, Hungary Katalin Óhegyi, Szent István Egyetem, Hungary “Impact of Financial Literacy and Grain Price Volatility on the Financing Strategies of Hungarian Food Processing SMEs”

4	József Csernák, Károly Róbert College, Hungary László Attila Csapó, Szent Istvan University, Hungary Krisztián Kisari, Szent Istvan University, Hungary István Takács, Károly Róbert College, Hungary “Efficiency of Information Management Based on Longitudinal Examination of Hungarian Agriculture Enterprises”
5	László Attila Csapó, Szent Istvan University, Hungary Tunde Gyorpál, Szent Istvan University, Hungary Krisztián Kisari, Szent Istvan University, Hungary “Information Management Problems and Solutions in the SME Sector”
6	Wan Fairuz Wan Chik, National University of Malaysia, Malaysia Sivapalan Selvadurai, National University of Malaysia, Malaysia Faridah Sahdan, National University of Malaysia, Malaysia “Linkage Formation and Knowledge Transfer between Foreign Firms and SMEs in Malaysia”

Session B4 Room: 104 16.00- 17.40	Human Resource Management & Performance Management Chair: Meltem Onay, Celal Bayar University, Turkey
1	Sahar Mehni, Eastern Mediterranean University, North Cyprus “Personality Types and Job Satisfaction”
2	Krisztián Kisari, Szent István University, Hungary Katalin Lepp, Budapest Business School, Hungary “Information Technology in Performance Evaluation and Its’ Effects on the Evaluation Objectives”
3	Meltem Onay, Celal Bayar University, Turkey “Madame Butterfly’s Career Preference”
4	Burcin Cetin Karabat, Sakarya Universitesi, Turkey Suayyip Calis, Sakarya Universitesi, Turkey “Performance Appraisal Systems and Implementations: A Literature Review and Research Agenda”
5	Engin Deniz Eris, Dokuz Eylul University, Turkey Pınar Sural Ozer, Dokuz Eylul University, Turkey Omür Neczan Timurcanday Ozmen, Dokuz Eylul University, Turkey Ozlem Cakır, Dokuz Eylul University, Turkey Guler Tozkoparan, Dokuz Eylul University, Turkey “Generation "Y" in Turkish Context: Multiple Foci Research”

6	Erika Blumné Bán, Budapest Business School, Hungary Roland Gacsi, Szent Istvan University, Hungary Katalin Lepp, Budapest Business School, Hungary “New Dimensions of Balanced Scorecard”
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Session C1 Room: 101 17.50- 19.30	Total Quality Management & Standardization Business Ethics Chair: Michael Gepp, University Erlangen-Nuremberg, Germany
1	Sherine El Sakka, Future University, Egypt “The Impact of Applying Quality Management System and Environment Standard on Organization Performance”
2	Zahra Heydarifard, Tehran University, Iran Mohsen Nazari, Tehran University, Iran “Effectiveness of Customer Information Sources on Price Signaling of Quality Perception”
3	Michael Gepp, University Erlangen-Nuremberg, Germany Michael Amberg, University Erlangen-Nuremberg, Germany “A Structured Review Of Complexity In Engineering-Projects”
4	Nasser Kadasah, King Abdulaziz University, Saudi Arabia “Attitudes of Managers towards the Potential Effects of ISO 14001 in Saudi Arabia: Factor Analysis”
5	Mehmet Halit Yildirim, Aksaray University, Turkey Muhammet Saygın, Aksaray University, Turkey “Business Ethics and Measuring Ethical Perceptions of the Owners and Managers: Evidence from Businesses in Aksaray Organized Industrial Zone”

Session C2 Room: 102 17.50- 19.30	Tourism Management Chair: Norhayati Mohd Yusof, Universiti Teknologi Mara, Malaysia
1	Slavo Kukic, University of Mostar, Bosnia and Herzegovina Arnela Bevanda, University of Mostar, Bosnia and Herzegovina Marko Santic, Clinical Hospital Mostar, Bosnia and Herzegovina “Influence of Socio-Demographic Characteristics of Tourist on General Impressions of Tourist Destination”
2	Azade Ozlem Calik, Ankara University, Turkey Gulsel Ciftci, Namik Kemal University, Turkey

	“Animal Ethics in Tourism”
3	Ágnes Brix, Szent István University, Hungary “Investigation of Cultural and Natural Possibilities to Increase Tourism in a Less Developed Hungarian Region”
4	Norhayati Mohd Yusof, Universiti Teknologi Mara, Malaysia Mohd Salehuddin Mohd Zahari, Universiti Teknologi Mara, Malaysia Nina Farisha Isa, Universiti Teknologi Mara, Malaysia “ The Level of Employability of Males and Females Hearing Impaired Graduates in Malaysia Hospitality Industry”
5	Altan Coner, Yeditepe University, Turkey “Managing a Hotel's Success: The Role of TripAdvisor Reviews”

Session C3 Room: 103 17.50- 19.30	Business Studies : Corporate Governance & Supply Chain Management & Marketing and Advertising Chair: Tameur Nachef, Qatar Museums Authority, Qatar
1	Sally Sayyed Hussien Ahmed, Future University, Egypt “The Role of Corporate Governance in Controlling Accounting Data in the field of E-Commerce”
2	Sofie De Schoenmaker, Ghent University, Belgium Philippe Van Cauwenberge, Ghent University, Belgium Heidi Vander Bauwhede, Ghent University, Belgium “The Effect of Agglomerations on Firms’ Financial Performance in the Retail Industry”
3	Tameur Nachef, Qatar Museums Authority, Qatar Muhamad Jantan, Universiti Sains Malaysia, Malaysia Abdelmalek Boularas, Ahmed Bin Mohammed Military College, Qatar “The Effect of Business Deal Dimensions on Decision of Organizations’ Internationalization”
4	Anett Krisztina Szabó, Szent István University, Hungary “Process Modelling in Demand-Driven Supply Chains: A Reference Model for the Vegetables Industry”
5	Sanja Bijakšić, University of Mostar, Bosnia and Herzegovina Arnela Bevanda, University of Mostar, Bosnia and Herzegovina Sandra Jelčić, University of Mostar, Bosnia and Herzegovina “Influence of Advertising Messages on Young Consumers’ Attitudes and Opinions”

Session C4 Room: 104 17.50- 19.30	Human Resources Management & Marketing & Social Responsibility Chair: Nor Asiah Omar, University Sains Islam Malaysia, Malaysia
1	Pınar Celik, Akdeniz University, Turkey Cengiz Gok, Muğla University, Turkey “The Connection between the Motivation Level of the Employees Job Satisfaction and Tendency to Quit the Job in Tourism Sector”
2	Emre Ergun, Mugla University, Turkey Erdogan Gavcar, Mugla University, Turkey “Recruitment and Selection Process of Human Resources: A Sample of Travel Agencies Operating in Fethiye”
3	Fusun Bulutlar, Yeditepe University, Turkey Altan Kar, Yeditepe University, Turkey Rifat Kamasak, Yeditepe University, Turkey “Neuromarketing: How Ethical is the Use of Imaging Technics in Marketing ?”
4	Muhamad Azrin Nazri, University Sains Islam Malaysia, Malaysia Kalsom Abd. Wahab, University Sains Islam Malaysia, Malaysia Nor Asiah Omar, University Sains Islam Malaysia, Malaysia “Entrepreneurship Orientation, Market Orientation, Corporate Social Responsibility and Takaful Agency’s Performance: The Moderating Role of External Environment”

Saturday, 27 April 2013

Session D1 Room: 101 09.00- 10.40	Business Studies : Organization Theory & Marketing & Brand Management Chair: Bayram Alamur, Balıkesir University, Turkey
1	Salma Zone Fekih Ahmed, The Institute of Technological Studie, Tunisia “Management System And Life Cycle Of The Organization: A Qualitative Styudy”
2	Songul Kutlu, Dumlupınar University, Turkey Onur Saylan, Dumlupınar University, Turkey Bayram Alamur, Balıkesir University, Turkey Suleyman Tiryaki, Dumlupınar University, Turkey “New Initiatives on Marketing: The New Consumer”

3	Salma Zone Fekih Ahmed, Higher Institute of Technological Studies, Tunisia Manel Belguith Koubaa, Higher School of Economics and Business, Tunisia “Core Competencies and Phases of the Organizational Life Cycle”
4	Beáta Kádár, Sapientia University, Romania “The Brand Personality of the Sapientia Hungarian University of Transylvania”
5	Birgit Oberer, Kadir Has University, Turkey Alptekin Erkollar, Halic University, Turkey “How Can Brand Managers Benefit from Social Media? The Social Media Management Scorecard for Brands (SMMS-B)”
6	Sinem Yeygel Cakir, Ege University, Turkey Aysen Temel Eginli, Ege University, Turkey “E-Service Quality Factors That Web Sites Should Have in Creating Electronic Customer Relationship Management/E-CRM: A Research On Online (Clothing) Shopping Sites”
7	Roland Gacsi, Szent István University, Hungary Zoltan Zeman, Szent István University, Hungary “Marketing Performance Management”

10.40-11.00 Coffee Break

Session E1 Room: 101 11.00- 12.40	Business and Management Studies Chair: Vipin Gupta, California State University San Bernardino, United States
1	Krisztián Kisari, Szent István University, Hungary Száva Zsigmond, Budapest Business School, Hungary “Methods and Tools of Leadership Development to Promote Correspondence with Different Leadership Roles”
2	Secil Tastan, Marmara University, Turkey Emre Isci, Marmara University, Turkey “The Examination of the Relationship between Transformational Leadership and Employees’ Organizational Commitment with the Moderating Effect of Allocentrism: An Individual Level Analysis of Cultural Values”
3	Cem Gucel, Turkish Armed Forces, Turkey Suat Begec, Turkish Armed Forces, Turkey Vita Zarina, Turiba University, Latvia “The Development of Leadership Competences and its Necessity in Entrepreneurship”

4	Elvan Okutan, Sakarya University, Turkey Sezai Okutan, Sakarya University, Turkey “The Employees’ Evaluation about Change Management in the Institutionalization Process of Family Businesses: A Case Study”
5	Vipin Gupta, California State University San Bernardino, United States “Role of In-Group Collectivism in the Longevity of Family Firms”
6	Nor Asiah Omar, National University of Malaysia, Malaysia Mei Yee Wong, National University of Malaysia, Malaysia Che Aniza Che Wel, National University of Malaysia, Malaysia Muhamad Azrin Nazri, National University of Malaysia, Malaysia “The Effects of Demographic Characteristics on Intention to Purchase Organic Products”
7	Zsolt Baranyai, Szent Istvan University, Hungary Jozsef Molnar, Szent Istvan University, Hungary Zsuzsanna Naar-Toth, Szent Istvan University, Hungary Maria Fekete-Farkas, Szent Istvan University, Hungary Mahesh Kumar Singh, Szent Istvan University, Hungary “Analysis of Agricultural Land Profitability: Some Experiences from European Union”

Social Program: Sightseeing and Excursions

Saturday Afternoon, 27 April 2013

Sunday, 28 April 2013