

ICBMEF

INTERNATIONAL
CONFERENCE
ON BUSINESS,
MANAGEMENT,
ECONOMICS AND
FINANCE

ICBMEF-2011 PARALLEL SESSIONS PROGRAM

Friday, 7 October 2011

12.00 – 14.00 Registration

Session A1 Room: Convention Center A 14.00- 15.40	Money and Banking Chair: Johannes Van Rooyen , University of Stellenbosch, South Africa
1	Johannes Van Rooyen , University of Stellenbosch, South Africa <i>“The Development of a Multi-Objective Goal Optimisation and Simulation Model for a Bank”</i>
2	Balázs Gyorgy Forman , Corvinus University of Budapest, Hungary <i>“Optimum Currency Area: Beyond Robert Mundell’s Theory”</i>
3	Mohamad Husam Helm , Brunel University, United Kingdom Anja Shortland , Brunel University, United Kingdom <i>“Modelling Monetary Policy Rules in the MENA Countries: Issues and Evidence”</i>
4	Shan-E-Raza Syed , University of Verona, Italy <i>“Impact of User IT and Internet Skills on Online Banking, Input to Innovative Banking Strategies”</i>
5	Ertugrul Ustun Geyik , Yildiz Technical University, Turkey <i>“A Test for Asymmetric Central Bank Preferences in Turkey”</i>

Session A2 Room: Convention Center B 14.00- 15.40	Human Resource Management & Leadership Chair: Meltem Dil Sahin , Zafer Development Agency, Turkey
1	Meltem Dil Sahin , Zafer Development Agency, Turkey <i>“The Review of Human Resources Management Practices at Development Agencies in Turkey”</i>
2	Adnan Kalkan , Mehmet Akif Ersoy University, Turkey Mehmet Ulutas , Selcuk University, Turkey Ozlem Cetinkaya , Mehmet Akif Ersoy University, Turkey <i>“The Effect of Person-Organization Fit on Job Stress and Conflict: An Application on Employees of Businesses in Dalaman International Airport”</i>
3	Alireza Ghaleei , Urmia University, Iran Behnaz Mohajeran , Urmia University, Iran Kamiyar Gahremanifard , Urmia University, Iran <i>“The Study of Specialized Training and Its Role in Organizational Knowledge Management”</i>
4	Norhalimah Idris , Technological University of Malaysia, Malaysia Geoffrey Edward , Loughborough University, United Kingdom Nur Naha Abu Mansor , Technological University of Malaysia, Malaysia <i>“A Call for Active HR Personnel Interventions”</i>
5	Anubama Ramachandra , Malaysia Technology University, Malaysia Nur Naha Abu Mansor , Malaysia Technology University, Malaysia Norhalimah Idris , Malaysia Technology University, Malaysia <i>“Line Managers in Continuous Professional Development and Human Resources”</i>
6	Nadir Ateşoğlu , Kastamonu Meslek Yüksekokulu, Kastamonu Üniversitesi Öztürk Akçaoğlu , Kastamonu Meslek Yüksekokulu, Kastamonu Üniversitesi <i>“The Barrier to Social Dynamics in Turkey; Authoritarian Mentality and Statism”</i>

Session A3 Room: Selcuk 14.00- 15.40	Consumer Behaviours & Brand Management Chair: Sadullah Celik , Marmara University, Turkey
1	Nuriye Gures , Mustafa Kemal University, Turkey Seda Arslan , Mustafa Kemal University, Turkey Harun Yilmaz , Mustafa Kemal University, Turkey <i>“A Comparison of Airline Service Expectations between Passengers of Domestic and International Flights”</i>

2	<p>Sadullah Celik, Marmara University, Turkey Ulkem Basdas, Istanbul Stock Exchange, Turkey <i>“Wavelet Comovement Analysis Between Tendency Surveys and Economic Activity in Turkey”</i></p>
3	<p>Dace Krumane, BA School of Business and Finance, Latvia <i>“Impact of the Co-Branding on Customers’ Loyalty in Stockmann Ltd”</i></p>
4	<p>Mohammad Javad Taghipourian, Islamic Azad University, Iran Elham Fazelli, Islamic Azad University, Iran Amir Farhang Ahmadian, Islamic Azad University, Iran Fatemeh Taghipourian, Islamic Azad University, Iran <i>“Brand Equity and Consumer Perception of Brand”</i></p>
5	<p>Shadi Adibifard, Science and Research Branch, Islamic Azad University, Tehran, Iran Hoseyn Vazifehdust, Department of Executive Management, Science and Research Branch, Islamic Azad University, Tehran, Iran Abbas Toloie Ashlagi, Department of Industrial Management, Science and Research Branch, Islamic Azad University, Tehran, Iran AmirAshkan Nasiripour, Department of Health Services Management, Science and Research Branch, Islamic Azad University, Tehran, Iran <i>“Relationship between Brand Orientation and Financial Performance in Iranian Branded Food Firms”</i></p>
6	<p>Ágnes Csiszárík-Kocsir , Óbuda University, Hungary Mónika Fodor , Budapest Business School, Hungary Ágnes Horváth, Szent István University, Hungary József Lehota, Szent István University, Hungary <i>“Model Of The Factors Affecting The Chosen Way Of Institutional Catering”</i></p>

Session A4 Room: Artemis 14.00- 15.40	<p>Public Finance & Social Capital & Education and Internet Chair: Ahmet Burcin Yereli, Hacettepe University, Turkey</p>
1	<p>Ahmet Burcin Yereli, Hacettepe University, Turkey <i>“The Fiscal Rule – Is the only Way to Carry Out Fiscal Stability?”</i></p>
2	<p>Osman Nuri Aras, Fatih University, Turkey Mustafa Ozturk, Fatih University, Turkey <i>“Constitutional Economics, Fiscal Rule, and the Case of Turkey”</i></p>
3	<p>Zsolt Baranyai, Szent Istvan University, Hungary Zsuzsanna Toth Naar, Szent Istvan University, Hungary Maria Fekete Farkas, Szent Istvan University, Hungary <i>“Role of Trust in Building Social Capital and Rural Development”</i></p>

4	Annamaria Nifo , Sannio University, Italy <i>“Skilled Migrations and Institutions: Some evidence on Italy”</i>
5	Teerawut Techachaicherdchoo , Assumption University, Thailand <i>“Undergraduate Students Perception Toward the New Education System in Thailand”</i>
6	Tibrat Sangroengrob , Assumption University, Thailand <i>“Extroversion and Neuroticism Segmentation on the Facebook User in Thailand”</i>

15.40-16.00 Coffee Break

Session B1 Room: Convention Center A 16.00- 17.40	Financial Economics Chair: Funda Sezgin , Mimar Sinan University, Turkey
1	Funda Sezgin , Mimar Sinan University, Turkey <i>“Estimation Financial Information Manipulation by Negative Binomial Hurdle Model”</i>
2	Zeina Al-Ahmad , Tishreen University, Syrian Arab Republic <i>“Testing the Weak Form Efficiency of the Damascus Securities Exchange”</i>
3	Khalaf Taani , Irbid National University, Jordan <i>“The Effect of Financial Ratios, Firm Size, and Cash Flow From Operating Activities in the Interim Report to the Stock Return "Applied Study”</i>
4	Éva Pintér , University of Pécs, Hungary <i>“Merger and Acquisition in the Financial Services Industry”</i>
5	Dan Chirlesan , Alexandru Ioan Cuza University of Iasi, Romania Bogdan Ilut , Alexandru Ioan Cuza University of Iasi, Romania <i>“Banking Sector Trends and Challenges in Romania under the Influence of the European Integration Process”</i>
6	Mónika Fodor , Keleti Károly Faculty of Business and Management , Óbuda University András Medve , Keleti Károly Faculty of Business and Management , Óbuda University Ágnes Csizsárik-Kocsir , Keleti Károly Faculty of Business and Management , Óbuda University <i>“The Current And Future Perspectives Of Indebtedness Of The Municipalities”</i>

Session B2 Room: Convention Center B 16.00- 17.40	Managerial Economics Chair: Maria Fekete Farkas , Szent Istvan University, Hungary
1	Marcus Stoerkel , Szent Istvan University, Hungary Andreas Heck , Szent Istvan University, Hungary Zoltan Mezsaros , Nokia, Hungary <i>“Global Trends and Practical Examples of Supply Chain Management within the Mobile Telecommunications Industry”</i>
2	Frederik J. Mostert , University of Stellenbosch, South Africa Joretha Coetzee , University of Stellenbosch, South Africa Jan H. Mostert , University of Stellenbosch, South Africa <i>“Integrated Risk Governance of Business Projects”</i>
3	Safoora Rashidi Nejad , ELMATCO, Iran Amir Hosein Fazel Bakhsheshi , ELMATCO, Iran <i>“Impact of Project Managers’ Personalities on Project Success in Four Types of Project”</i>
4	Peter Bago , University of Pecs, Hungary <i>“Future of ERP Systems”</i>
5	Mustafa Kirli , Celal Bayar University, Turkey Harun Gumus , Celal Bayar University, Turkey <i>“The Implementation of Strategic Management Accounting Based on Value Chain Analysis : Value Chain Management Accounting”</i>
6	Burcu Devrim Ictenbas , Atilim University, Turkey Hande Eryilmaz , Atilim University, Turkey <i>“Quality Function Deployment as a Strategic Planning Tool”</i>

Session C1 Room: Convention Center A 18.00- 19.40	Currency Markets & Capital Markets & Corporate Governance & Corporate Social Responsibility Chair: Osman Nuri Aras , Fatih University, Turkey
1	Rukiye Ceyda Uvez , Marmara University, Turkey Aslı Aybars , Marmara University, Turkey <i>“What Happened to Turkish Currency Markets after the 2008 Financial Crisis?: Presenting a Model of Amos Path Diagram”</i>
2	Alper Darendeli , Bogazici University, Turkey <i>“An Exploratory Study on Turkish Capital Markets: Institutions, Legal Framework and Shareholder Rights”</i>
3	Emre Ergin , Kocaeli University, Turkey Zumrut Ergin , Marmara University, Turkey <i>“Does Excessive Executive Compensation Really Pay Shareholders?”</i>

4	Mustafa Ozturk , Fatih University, Turkey Osman Nuri Aras , Fatih University, Turkey <i>“Foreign Capital Investments and Economic Crises in Turkey”</i>
5	Farrah Merlinda Muharam , Universitat Autònoma de Barcelona, Spain. Maria-Antonia Tarrazon , Universitat Autònoma de Barcelona, Spain. <i>“Green” Corporate Social Responsibility: To Be Or Not To Be?</i>

Session C2 Room: Convention Center B 18.00-19.40	Business Economics & Tourism Management Chair: Fitnat Nazli Saygan , Namik Kemal University, Turkey
1	Fitnat Nazli Saygan , Namik Kemal University, Turkey <i>“Relationship between Affective Commitment and Organizational Silence: A Conceptual Discussion”</i>
2	David Santos , State University of São Paulo, Brazil Santiago Valcacer , University of Fortaleza, Brazil <i>“The Relationship between Financing Policy and Performance in the Brazilian Textile Industry”</i>
3	Serkan Bertan , Pamukkale University, Turkey Zafer Oter , Mugla University, Turkey <i>“Visitor Perceptions about Pamukkale and Karahayt Thermal Tourism Destinations: An Empirical Study on Festival Participants”</i>
4	Serkan Bertan , Pamukkale University, Turkey Zafer Oter , Mugla University, Turkey <i>“Managerial Problems in Tourism Enterprises: The Case of Pamukkale Destination”</i>
5	Mohga Bassim , Modern Sciences and Arts University, Egypt Emad Elwy , Modern Sciences and Arts University, Egypt Mohamed El-Deeb , Modern Sciences and Arts University, Egypt Yasser Tawfik , Modern Sciences and Arts University, Egypt <i>“Activity Based Costing (ABC) as an Approach to Optimize Purchasing Performance in Hospitality Industry”</i>
6	Mónika Fodor , Keleti Károly Faculty of Business and Management , Óbuda University Ágnes Csizsárik-Kocsir , Keleti Károly Faculty of Business and Management , Óbuda University Ágnes Horváth , Keleti Károly Faculty of Business and Management , Óbuda University József Lehota , Keleti Károly Faculty of Business and Management , Óbuda University <i>“Model Of The Factors Affecting The Chosen Way Of Institutional Catering”</i>