

ICSS 2009

SoSReS

INTERNATIONAL CONFERENCE on SOCIAL SCIENCES
organized by **SOCIAL SCIENCES RESEARCH SOCIETY (SoSReS)**

To find your assignments please point "Edit" and then
"Find"; type your last name and hit the Enter key.

CONFERENCE PROGRAM

Thursday: September 10, 2009

Registration

13:00 – 14:00

14:00 – 15:40 (Room Bordo)

SESSION 1 **HUMAN RESOURCE MANAGEMENT**

Chair: **Cenk Sozen**, Baskent University, Turkey

Guest Speaker: Sola Fajana, Department of Industrial Relations and
Personnel Management, University of Lagos, Nigeria
"Human Resource Management across Nations: The Border Perspective"

Cenk Sozen, Baskent University, Turkey

Nejat Basim, Baskent University, Turkey

Akif Tabak, Turkish Military Academy, Turkey

"A Research on the Roles and Positions of Secretaries in Organizational

Networks

Nilgun Anafarta, Akdeniz University, Turkey

Sezgin Irmak, Akdeniz University, Turkey

Ozge Ocal, Akbank, Turkey

"The Effects of Work-Family and Family-Work Conflict on Job Satisfaction and Life Satisfaction"

Dahlia Zawawi, Universiti Putra Malaysia, Malaysia

Denise Tsang, University of Reading, UK

"Understanding Emotional Intelligence in a Diverse Society"

Gaye Özçelik, Işık University, Turkey

Murat Ferman, Işık University, Turkey

"Local Responsiveness of HRD Practices in Foreign MNEs: An Analysis from Turkey"

14:00 – 15:40 (Room A1)

SESSION 2
ECONOMETRICS (MATHEMATICAL AND QUANTITATIVE METHODS)

Chair: **Fatma Lorcu**, Trakya University, Turkey

Ugur Eliiyi, Dokuz Eylül University, Turkey

Deniz Tursel Eliiyi, Izmir University of Economics, Turkey

"Applications of Bin Packing Models Through the Supply Chain"

Hassan Heidari, Urmia University, Iran

Samaneh Nalbande Rezaee, Urmia University, Iran

"Testing for Multiple Structural Breaks in the Iranian Macroeconomic Series"

Aysegul Iscanoglu Cekic, Middle East Technical University and Selcuk University, Turkey

Ralf Korn, University of Kaiserslautern, Germany

Omur Ugur, Middle East Technical University, Turkey

"Constant Proportion of Debt Obligations under the Geometric Brownian Asset Dynamics"

Can Deniz Koksal, Akdeniz University, Turkey

N. Metin Ozmutaf, Ege University, Turkey

"Using Analytic Hierarchy Process for Selecting the Appropriate Host Country to Study English Language Abroad"

Catalin Angelo Ioan, University Danubius Galati, Romania

"An Unified Theory Concerning Principal Decision Making Methods"

14:00 – 15:40 (Room A2)

**SESSION 3
PUBLIC FINANCE**

Chair: **Kamil Tugen**, Dokuz Eylul University, Turkey

Levent Ozbek, Ankara University, Turkey

Cem Dogan, Mustafa Kemal University, Turkey

"A Model for the Analysis of Short –Term Finance Policies: A Simulation Study in a Random Data Set by Kalman Filtering Method"

Nada Vignjevic – Djordjevic, BK University, Serbia

"Investment Incentives, Developments Trends and Tendencies over the South East - Balkan Region"

Santos Jose O. Dacanay III, University of the Philippines in Baguio, Philippines

"Public Finance and Fiscal Autonomy: The Case of the Cordillera Region in the Philippines"

Emil Dinga, Romanian Academy, Romania

Cornel Ionescu, Romanian Academy, Romania

"On the Automatic Fiscal Stabilizers: A Logical Approach"

Besim Bulent Bali, Dogus University, Turkey

"Fiscal Councils: Institutions for Sound Public Finances"

Ousanee Sawagvudcharee, Dusit Thani College, Thailand

Maurice Yolles, Liverpool John Moores University, UK

"Internal Marketing (IM) Throughout a Thai State-Owned Enterprise's Privatization: What Went Wrong?"

14:00 – 15:40 (Room A3)

**SESSION 4
FINANCIAL ECONOMICS I**

Chair: **Sudi Apak**, Beykent University, Turkey

Ozden Sungur, University of Western Ontario, Canada

"Real Exchange Rates with Limited Asset Market Participation: An Analysis with Micro Data"

Unsal Ban, Gazi University, Turkey

Ozgenay Cetinkaya, Middle East Technical University, Turkey

C. Coskun Kucukozmen, The Central Bank of the Republic of Turkey, Turkey

"Distributional Properties of Energy Asset Returns"

Filiz Gaygusuz, Uludag University, Turkey

"The Stock Market Performance and Political Elections: Is There Any Evidence from Turkey?"

Renate Doina Tănase, Lucian Blaga University of Sibiu Romania, Romania

Vasile Radu Brătian, Lucian Blaga University of Sibiu Romania, Romania

Adrian Țăran-Moroșan, Lucian Blaga University of Sibiu Romania, Romania
"An Analysis of the Stage of the Financial Integration of Romanian's Banking Sector"

Sudi Apak, Beykent University, Turkey

Metin Uyar, Beykent University, Turkey

"The Earnings Per Share and Inventory Turnover Ratios in the Global Financial Crisis: A Comparative Study for Food and Textile Sectors in Istanbul Stock Exchange"

14:00 – 15:40 (Room A4)

SESSION 5
ECONOMIC GROWTH & SUSTAINABILITY

Chair: **Hakan Saribas**, Zonguldak Karaelmas University, Turkey

Manasranjan Dashmishra, Shri Vaishnav Institute of Management, India

Hitendra Bargal, Patel College of Science and Technology, India

Ashish Sharma, Rani Durgavati University, India

"Agriculture Exports in India"

Mariya Neycheva, Burgas Free University, Bulgaria

"The Impact of Investments on Growth in Europe"

Rustem Nureev, State University - Higher School of Economics Moscow, Russia

"Human Capital Development vs. Raw Materials Specialisation: Russian Case"

Hakan Saribas, Zonguldak Karaelmas University, Turkey

"Economic Freedom and Economic Well-Being: A Granger Causality Analysis"

Elif Tunali Caliskan, Ege University, Turkey

Burcu Turkcan, Ege University, Turkey

"Stability and Economic Growth Relationship: A Comparative Analysis for Turkey"

Parvane Salatin, Islamic Azad University, Iran

Kamran Mohamadkhani, Islamic Azad University, Iran

"Accountability and Economic Growth: Theory and Evidence"

Shadi Teifouri, Islamic Azad University, Iran
SayedHamid Matinkhah, Isfahan University of Technology, Iran
Sadegh Khalilian, Tarbiat Modarress University, Iran
SayedAkbar Javadi, Islamic Azad University, Iran
Sayed Jamaledin Khajeddin, Isfahan University of Technology, Iran
"Conservation Of Endanger Indigenous Species By Analyzing Economic Motives Adoptable For Local Communities"

14:00 – 15:40 (Room A5)

SESSION 6
ECONOMICS OF EDUCATION

Chair: **Turan Erman Erkan**, Atilim University, Turkey

Ayse Kuruuzum, Akdeniz University, Turkey
Sezgin Irmak, Akdeniz University, Turkey
"Examining the Effects of Leisure Activities on Life Satisfaction of University Students by Using Cluster Analysis"

Cigdem Mercanlioglu, Beykent University, Turkey
Liz Baruh, Eyuboglu Kemerburgaz Anaokulu, Turkey
"The Effect of Pre-School Education on Primary School Performance"

Lucica Serban, Olt County Police Inspectorate, Romania
Mariana – Simona Cocosila, Arges County Police Inspectorate, Romania
Andreea Stan, University of Pitesti, Romania
Crenguta Oprea, University of Pitesti, Romania
"Goals Orientation, Critical Thinking Abilities and Emotional Distress of the Students from a University in Romania – Differences Between the Students Who Work and Those Who Do Not"

Mariana – Simona Cocosila, Arges County Police Inspectorate, Romania
Lucica Serban, Olt County Police Inspectorate, Romania
Crenguta Oprea, University of Pitesti, Romania
Andreea Stan, University of Pitesti, Romania
"The Relationship Between Teacher - Student Communication and the Critical Thinking Abilities of the Students from a Romanian Faculty of Psychology"

Ilkay Demir, Istanbul University, Turkey
"Students' Expectations of the Community Service Course: A Pilot Study"

Yakov Bereznytskyj, State Medical Academy, Ukraine
Volodymyr Sulyma, State Medical Academy, Ukraine
"European Credit Transfer System in Surgery Education of Ukraine"

14:00 – 15:40 (Room A6)

SESSION 7
HEALTH ECONOMICS & HEALTH MANAGEMENT

Chair: **Zerrin Ayse Ozturk**, Ege Üniversitesi, Turkey

Zerrin Ayse Ozturk, Ege Üniversitesi, Turkey
"Global Health Governance in the New Era of Globalization"

Fikriye Yilmaz, Baskent University, Turkey
Meric Colak, Baskent University, Turkey
Korkut Ersoy, Baskent University, Turkey
"Leadership in Healthcare: Determining Values at the Top"

D. Goojar, Ministry of Health, Mauritius
N. Perbhoo, Ministry of Health, Mauritius
M. D. Nowbuth, University of Mauritius, Mauritius
Y. Baguant-Moonshiram, University of Mauritius, Mauritius
"Health Care Waste Management in Public Health Institutions in Mauritius"

Mariana Snyman, University of Pretoria, South Africa
Karen Stefiszyn, University of Pretoria, South Africa
"Knowledge and Understanding of Male Circumcision Messages and its Effect on HIV Prevention Behaviour among Men and Women Respondents in Selected Areas in South Africa"

Kurt Marquardt, Klinikum Der Justus-Liebiguniversität Giessen, Germany
Orhan Gokce, Selcuk University, Turkey
"In the Frame of Searches for Quality, Effectiveness and Efficiency in Service for Public and Science, Privatizations of University Hospitals Giessen–Marburg Sample, Germany"

15.40 – 16. 00

Coffee Break

16:00 - 17:40 (Room Bordo)

SESSION 8
INTERNATIONAL RELATIONS & LAW & POLITICAL SCIENCE

Chair: **A. Baran Dural**, Trakya University, Turkey

Guest Speaker: Tatyana Dronzina, Political Science Department, Kliment Ohridski University of Sofia, Bulgaria
"Conflict Management and Security Issues in the Globalization Era"

Seyed Reza Eftekhari, Islamic Azad University, Iran
"Dynamics that Undermine the Legitimacy of Constitutional Rights: The Legal and Economic Perspective of Social Conflicts"

Ahmad Shah, Balochistan University of Information Technology, Pakistan
"The Process of Democratization in Afghanistan Since 2001"

Liudmila Arcimaviciene, Vilnius University, Lithuania
"Turkish Politics through Metaphor: Governed by Pragmatism, Reason or Sentiments?"

Leszek Cichobłaziński, Technical University of Częstochowa, Poland
"Narrative Approach To Conflict's Resolution At The Example Of Mediation In Collective Disputes Resolution in Poland "

Mihaela Tomita, West University Of Timisoara
"The Dynamics Of Juvenile Delinquency In Romania And The Advancement Of Alternative Sanctions"

16:00 - 17:40 (Room A1)

**SESSION 9
FINANCIAL INSTITUTIONS & MONEY AND BANKING**

Chair: **Batuhan Güvemli**, Trakya University, Turkey

Hisao Nagaoka, Kansai University, Japan
Toshihiko Takemura, Kansai University, Japan
"Case Studies of Bank Run in Financial Institutions: Suggestion from the Viewpoint of Risk Management"

Kaan Oğut, Bahcesehir University, Turkey
"Analysis of Global Excess Liquidity in A Small Country"

Aytac Gokmen, Cankaya University, Turkey
A. Bugra Hamsioğlu, Kirikkale University, Turkey
"Previous Developments and the Current Situation in the Turkish Banking Sector, Foreign Entry and its Reflections on the National Banking Industry"

Sadullah Çelik, Marmara University, Turkey
Seda Uzun, Istanbul Bilgi University, Turkey
"Comparison of Simple Sum and Divisia Monetary Aggregates Using Panel Data Analysis"

Hulya Kanalici Akay, Uludag University, Turkey
Feridun Yilmaz, Uludag University, Turkey
Mehmet Nargelecekenler, Uludag University, Turkey
"Is Hysteresis Important for Turkish Economy?"

16:00 - 17:40 (Room A2)

**SESSION 10
LABOR AND DEMOGRAPHIC ECONOMICS &**

& ECONOMICS OF MIGRATION & REGIONAL ECONOMICS

Chair: **Turan Yay**, Yildiz Technical University, Turkey

Miroslava Rakoczyova, Research Institute for Labour and Social Affairs, Czech Republic

Robert Trbola, Research Institute for Labour and Social Affairs, Czech Republic

"Social Integration in the Czech Republic: Long-Ignored Issue as an Emerging Social Problem"

Giosanu Manuela, University 'Alexandru Ioan Cuza' Iasi, Romania

Dan Andreea-Irina, University 'Alexandru Ioan Cuza' Iasi, Romania

"Study on the Influence of Salary upon the Migration of Labor Force"

Albana Madhi, University "A.Xhuvani", Albania

"The Influence of Migrating Movement Related to the Economic Development and the Evolution of the Albanian Population During Transition"

Cigdem Boz, Yildiz Technical University, Turkey

Turan Yay, Yildiz Technical University, Turkey

"From the Quantity to the Quality of Employment: An Application of the Capability Approach to the Turkish Labour Market"

Paula McDonald, Queensland University of Technology, School of Management, Australia

Robin Price, Queensland University of Technology, School of Management, Australia

"Contested Terrain: Youth's Aspirations Of Education, Work, Family And Leisure"

Lazar Theofild-Andrei, West University Of Timisoara

"Local Governance In Rural Communities – A People's Perspective"

16:00 - 17:40 (Room A3)

SESSION 11 PHILOSOPHY, SOCIOLOGY AND ECONOMICS

Chair: **Tine Buffel**, Vrije Universiteit Brussel, Belgium

Mona Ibrahim, Concordia College, USA

Besma Bedoui, Faculté De Medecine De Monastir, Tunisie

"The Gumus Phenomenon: An Analysis of the Series, its Fans, and its Impact on Viewers"

Sarah Dury, Vrije Universiteit Brussel, Belgium

Dominique Verté, Vrije Universiteit Brussel, Belgium

Liesbeth De Donder, Vrije Universiteit Brussel, Belgium

Nico De Witte, Vrije Universiteit Brussel, Belgium

Tine Buffel, Vrije Universiteit Brussel, Belgium

"Assessing Cultural Participation in Later Life: The Impact of Socio-Demographic Variables, Physical Health and Urbanization"

Tine Buffel, Vrije Universiteit Brussel, Belgium

Dominique Verté, Vrije Universiteit Brussel, Belgium

Nico De Witte, Vrije Universiteit Brussel, Belgium

Liesbeth De Donder, Vrije Universiteit Brussel, Belgium

Sarah Dury, Vrije Universiteit Brussel, Belgium

"Neighbourhood Attachment in Old Age: Results from the Belgian Aging study"

Elif Sanem Gulec, Yildiz Technical University, Turkey

"The Folk Tale of Kerem and Asli, Sufism-Mevlevi Order and Kerem the Opera"

Emil Dinga, Romanian Academy, Romania

"On the Logically Vivid System: A New Paradigm"

16:00 - 17:40 (Room A4)

SESSION 12

ECONOMICS OF INNOVATION AND CREATIVITY

Chair: **Kamil Tugen**, Dokuz Eylul University, Turkey

Ozlem Araci, Istanbul Technical University, Turkey

I. Figen Gulenc, Kocaeli University, Turkey

"Relationship between Levels of Innovativeness and Importance of Knowledge Sources"

Richard Kása, University of Miskolc, Hungary

"Predicting Innovation Performance via Fuzzy-Neuro Networks – A Model Architecture"

Mustafa M. Gokoglu, Baskent University, Turkey

Selcen Kilicaslan, Dokuz Eylul Universitesi, Turkey

"Evolutionary and Revolutionary Change Processes: Their Impact on Creativity in High Technology New Ventures"

Tatiana - Roxana Nae, Academy of Economic Studies from Bucharest, Romania

Mihaela Moise, Academy of Economic Studies from Bucharest, Romania

"Driving Factors and Consequences of Non-Technological Innovation in the Framework of Growth and De-Growth"

16:00 - 17:40 (Room A5)

SESSION 13
ORGANIZATIONAL BEHAVIOUR & ORGANIZATIONAL CULTURE

Chair: **Ugur Zel**, Dogus University, Turkey

Ulas Cakar, Dokuz Eylul University, Turkey

"Behavioral Finance as an Organizational Behavior Challenge"

Sule Cerik, Yildiz Technical University, Turkey

Turhan Erkmen, Yildiz Technical University, Turkey

Serdar Bozkurt, Yildiz Technical University, Turkey

Emel Ozarslan, Yildiz Technical University, Turkey

"A Study about the Effect of Organizational Justice and Ethical Climate Perceptions of Employees on their Job Satisfaction in Education Sector"

Ugur Zel, Dogus University, Turkey

"Motivational Tools Effecting Volunteers" Performance and Satisfaction Levels in Non-Governmental Organizations"

Aysun Kanbur, Hitit University, Turkey

Tarik Yazar, Ondokuz Mayıs University, Turkey

"A Remarkable Communication Tool in Organizational Culture: Visual Information Symbols with a Semiotic Perspective"

Israfil Hüseyinov, Anadolu University, Turkey

Vildan Durmaz, Anadolu University, Turkey

"Impacts of Organizational Culture at Private Airlines in Turkey"

16:00 – 17:40 (Room A6)

SESSION 14
INDUSTRIAL ORGANIZATION & ENTREPRENEURSHIP & SMALL BUSINESSES

Chair: **Turan Erman Erkan**, Atilim University, Turkey

Goker Yarkin Yarasli, Baskent University, Turkey

Erdem Kirkbesoglu, Baskent University, Turkey

"Corporate Entrepreneurs and Institutionalization Process in Organizational Networks"

Crenguta Oprea, University of Pitesti, Romania

Andreea Stan, University of Pitesti, Romania

"Goals Orientation and Work Satisfaction. Gender Differences in Romanian Organizations"

Hitendra Bargal, Patel College of Science and Technology, India
Manasranjan Dashmishra, Shri Vaishnav Institute of Management, India
Ashish Sharma, Rani Durgavati University, India
"Performance Analysis of Small Scale Industries - A Study of Pre-Liberalization and Post-Liberalization Period"

Shahid Raza Mir, Monterey Institute of International Studies, USA
Fozia Nizamuddin, Adamson Institute of Business Administration and Technology, Pakistan
"Pitfalls in Higher Education Impeding Entrepreneurial Behaviors in Pakistan"

Turan Erman Erkan, Atilim University, Turkey
"Enterprise Resource Planning Implementation: Case Study from West Europe and Turkey"

Ayşe Esmeray Yogun Ercen, Cag University, Turkey
Bilge Akca, Cukurova University, Turkey
"Training Entrepreneurship at Universities: A Cukurova University Case"

Friday: September 11, 2009

09:00 – 10:40 (Room BORDO)

SESSION 15 NATURAL RESOURCES ECONOMICS & ENVIRONMENTAL ECONOMICS

Chair: **Ahmet Atakişi**, Trakya University, Turkey

Guest Speaker: Petr Šauer, Head of the Department of Environmental Economics, University of Economics Prague, Czech Republic.
"New Approaches in Teaching Environmental Economics and Policy: A Survey Results"

Deniz Tursel Eliyi, Izmir University of Economics, Turkey
Tayfun Caylan, Ugur Sogutma A.S., Turkey
"Led and Solar Energy Utilization for Tunnel Illumination: A Case Study for"

Energy Efficiency”

Samina Khalil, University of Karachi, Pakistan

“Impact of Policy Pronouncements /Legislation on the Ambient Water Quality: A Case Study of Industrial Pollution in Pakistan”

Mahmut Masca, Afyon Kocatepe University, Turkey

“Using Emissions Trading System as a Means of Preventing Global Warming”

Ravindranath Goreeba, Ministry of Health, Mauritius

Y. Baguant-Moonshiram, University of Mauritius, Mauritius

Nowbuth Manta Devi, University of Mauritius, Mauritius

“Recycling of Commercial Solid Waste in Port Louis City Centre, Mauritius”

09:00 – 10:40 (Room A1)

SESSION 16 FINANCIAL ECONOMICS II

Chair: **Ilhan Ege**, Middle East Technical University, Turkey

Ozge Sezgin, Middle East Technical University, Turkey

“Market Risk Measurement of Mutual Funds in Turkey”

Kadir Karagoz, Inonu University, Turkey

Suzan Ergun, Inonu University, Turkey

“Relationship between Macroeconomic Factors and Stock Market: Evidence from Turkey”

Kadir Murat Altintas, Cankaya University, Turkey

“The Strategic Importance of Financial Education in the Process of Ensuring the Financial Security of Individual Investors”

Mehdi Taghavi, Allame Tabatabai University, Iran

Ali Esmailzadeh, Islamic Azad University, Iran

“Effect of Financial Variables on Investment in Iran”

Atakan Yalcin, Koc University, Turkey

Vijdan Ugurluay, Koc University, Turkey

“Market Anomalies: Evidence from the Istanbul Stock Exchange”

09:00 – 10:40 (Room A2)

SESSION 17 TURKISH ECONOMY

Chair: **Nesrin Alptekin**, Anadolu University, Turkey

Bulent Tekce, Bogazici University, Turkey

"Current Financial Crisis: Reasons and Effects with a Focus on Turkey"

Iter Unlukaplan, Cukurova University, Turkey

"A Social Accounting Matrix for the Turkish Economy"

Nesrin Alptekin, Anadolu University, Turkey

"Performance Evaluation of Turkish Type A Mutual Funds and Pension Stock Funds by Using TOPSIS Method"

Huseyin Cevahir Kayam, Istanbul University, Turkey

"The First Foreign Investment in Republican Turkey: Establishment of the Ford Factory in Istanbul"

Mehmet Yazici, Cankaya University, Turkey

M. Qamarul Islam, Cankaya University, Turkey

"Impact of Exchange Rate and Customs Union on Commodity Trade of Turkey with EU (15) Countries"

09:00 – 10:40 (Room A3)

SESSION 18

SOCIAL RESPONSIBILITY & SUSTAINABILITY

Chair: **Fatma Lorcu**, Trakya University, Turkey

Muberra Yuksel, Kadir Has University, Turkey

"Stakeholder Management for Corporate Social Responsibility"

Ebru Enginkaya, Yildiz Technical University, Turkey

Tugce Ozansoy, Yildiz Technical University, Turkey

Emel Ozarslan, Yildiz Technical University, Turkey

"A Theoretical Framework About How Organizations Promote Their Corporate Social Responsibility Initiatives"

Gabriele M. Murry, University of Applied Sciences Amberg-Weiden (HAW), Germany

"A German Perspective on Corporate Social Responsibility: Lip Service or Reality?"

Beril Akinci Vural, Ege University, Turkey

Selin Turkel, Izmir University of Economics, Turkey

"The Impact of Corporate Social Responsibility Communication Tools on Consumer Attitudes"

Ivo Konsulov, Tomas Bata University, Czech Republic

"Intelligent Management of Earth's Resources"

Yannick Kühl, University of Hohenheim, Germany
Jürgen Zeddies, University of Hohenheim, Germany
"Strategies to Ensure the Sustainability of Farming in the North China Plain"

09:00 – 10:40 (Room A4)

SESSION 19
KNOWLEDGE MANAGEMENT & MARKETING COMMUNICATION

Chair: **Figen E布伦**, Akdeniz University, Turkey

Nattachet Pooncharoen, Naresuan University, Thailand
Pinitta Sukkosol, Naresuan University, Thailand
Atit Pathumwan, Naresuan University, Thailand
"Knowledge Map of Medium Enterprises in the Lower Northern Thailand 2006 – 2007"

Orhan Gokce, Selcuk University, Turkey
Kurt Marquardt, Klinikum Der Justus-Liebiguniversität Giessen, Germany
H. Tugba Eroglu, Selcuk University, Turkey
"Public and Private Sector Cooperation in Development and Widespread of E-Government Phenomenon"

Murat Komesli, Yasar University, Turkey
"Geographic Information Systems (GIS) in a Business Organization"

Figen E布伦, Akdeniz University, Turkey
"Corporate Social Responsibility by Turkish Banks: A Marketing Communications Perspective"

Kazunori Minetaki, Kansai University, Japan
Toshihiko Takemura, Kansai University, Japan
"An Empirical Analysis on Information Security Countermeasures"

09:00 – 10:40 (Room A5)

SESSION 20
ECONOMICS AND SOCIOLOGY OF CRIME AND CORRUPTION

Chair: **Tine Buffel**, Vrije Universiteit Brussel, Belgium

Liesbeth De Donder, Vrije Universiteit Brussel, Belgium
Dominique Verté, Vrije Universiteit Brussel, Belgium
Tine Buffel, Vrije Universiteit Brussel, Belgium
Sarah Dury, Vrije Universiteit Brussel, Belgium
Nico De Witte, Vrije Universiteit Brussel, Belgium
"Elderly in Their Neighbourhood: How Secure Do They Feel? The Impact of Physical Features Beyond Activities"

Liesbeth De Donder, Vrije Universiteit Brussel, Belgium

Dominique Verté, Vrije Universiteit Brussel, Belgium

Tine Buffel, Vrije Universiteit Brussel, Belgium

Sarah Dury, Vrije Universiteit Brussel, Belgium

Nico De Witte, Vrije Universiteit Brussel, Belgium

"There Is More to 'Fear of Crime' Than Simply 'Fear' of 'Crime' Theoretical Perspectives on Fear of Crime and Feelings of Insecurity"

Serpil Aytac, Uludag University, Turkey

Salih Dursun, Uludag University, Turkey

"Professional Satisfaction among Prison Staff and Wellbeing in Prison"

Reza Rasouli, Payame Noor University, Iran

"Entrepreneurship and Corruption: Concept, Characteristics, Skills and Effects"

Majid Zamahani, Payame Noor University, Iran

"Good Governance and Fighting Corruption"

Andreea Bîrneanu, West University of Timisoara

"Identification Of Copying Strategies For The Offenders Who Committed Violence And Non-Violence Facts."

09:00 – 10:40 (Room A6)

SESSION 21

BUSINESS ADMINISTRATION AND BUSINESS ECONOMICS

Chair: **Cenk Sozen**, Baskent University, Turkey

Ozan Nadir Alakavuklar, Dokuz Eylul University, Turkey

"We Are a Family" – A Critical Organizational Discourse Analysis"

Umut Kubat, Akdeniz University, Turkey

Ayşe Kuruuzum, Akdeniz University, Turkey

"An Examination of the Relationship between Work Values and Personality Traits in Manufacturing Industry"

Cenk Sozen, Baskent University, Turkey

Nejat Basim, Baskent University, Turkey

Koksal Hazir, Turkish Military Academy, Turkey

"Social Network Analysis in Organizational Studies"

Ebru Karpuzoglu, Trakya University, Turkey

"Corporate Reputation and Job Satisfaction"

Fatih Semercioz, Istanbul University, Turkey

Gultekin Altuntas, Istanbul University, Turkey

Mustafa Sundu, Istanbul University, Turkey

"Contractual Relationships in Family Businesses: An Agency Theory Interpretation from a Managerial Perspective"

Nihal Sututemiz, Sakarya University

Reha Saydan, Van 100. Yil University, Turkey

"Knowledge Level Of University Students As Consumers About Consumer Protection Law And The Reflections On Market Behaviors"

10.40 – 11. 00

Coffee Break

11:00 - 12:40 (Room BORDO)

**SESSION 22
MARKETING**

Chair: **Ibrahim Sirkeci**, European Business School London, Regent's College, UK

Guest Speaker: Amjad Hadjikhani, Department of Business Studies, Uppsala, Sweden

"The Challenge between Business Managers and Marketing Theoretician: An Historical Development"

Erkan Akar, Afyon Kocatepe University, Turkey

Mete Karayel, Afyon Kocatepe University, Turkey

"Comparing Web 2.0 Applications in Marketing Context"

Tolga Kara, Marmara University, Turkey

Nazlim Tuzel Uraltas, Marmara University, Turkey

"A New Marketing Strategy on the Internet: Long Tail"

Ibrahim Sirkeci, European Business School London, Regent's College, UK

Richard Mannix, European Business School London, Regent's College, UK

"Transnational Mobiles: A Growing Consumer Segment"

11:00 - 12:40 (Room A1)

**SESSION 23
FINANCIAL ECONOMICS III**

Chair: **Ilhan Ege**, Middle East Technical University, Turkey

Aydin Unsal, Gazi University, Turkey

Erginbay Ugurlu, Hitit University, Turkey

Ilker Sakinc, Hitit University, Turkey

"Ownership Identity and Firm Performance in Manufacturing Companies in

Turkey: A Multinomial Logit Model Approach

Hakan Er, Akdeniz University, Turkey

Omur Tosun, Akdeniz University, Turkey

"On the Performance of Artificial Intelligence Methods for Failure Prediction: Evidence From Istanbul Stock Exchange"

Selen Isik Maden, Suleyman Demirel University, Turkey

Duygu Selek, Suleyman Demirel University, Turkey

Nihat Altuntepe, Suleyman Demirel University, Turkey

"Financial Stability Challenges in the European Union Candidate Countries"

Melek Acar Boyacioglu, Selcuk University, Turkey

Yunus Emre Akdogan, Bozok University, Turkey

"The Relationship between Ownership Structure and Firm Performance: Evidence from Istanbul Stock Exchange"

Ilhan Ege, Middle East Technical University, Turkey

Serkan Sahin, Middle East Technical University, Turkey

"Behavioral Finance and Psychology of Individual Investors: Case of Turkey"

Omer Onalan, Marmara University, Turkey

"Financial Risk Management With Normal Inverse Gaussian Distributions"

11:00 - 12:40 (Room A2)

SESSION 24

INDUSTRIAL ORGANIZATION AND MARKETING

Chair: **D. Selcen O. Aykac**, Ozyegin University, Turkey

Mirali Seyednaghavi, Allameh Tabataba'i University, Iran

Mehdi Bagherzadeh Niri, Malek-Ashtar University of Technology, Iran

Mehdi Shabany Sichani, Malek-Ashtar University of Technology, Iran

"Using the Balanced Scorecard to Measure Maintenance Performance: A Holistic Approach"

Pinar Sural Ozer, Dokuz Eylul University, Turkey

Guler Tozkoparan, Dokuz Eylul University, Turkey

"Core Self Evaluations, Satisfactions and Work Success"

Labros Sdrolias, Technological Educational Institute of Larissa, Greece

Vasiliki Kazantzi, Technological Educational Institute of Larissa, Greece

Dimitrios Tselios, Technological Educational Institute of Larissa, Greece

Nikolaos Kakkos, Technological Educational Institute of Larissa, Greece

"The Necessity of Conjugating the Polymorphic Organisational Structures in Greek Enterprises as a Requirement for Their Effective Response and Adaptation to the Global Business Environment"

Patricia Berteau, Alexandru Ioan Cuza University, Romania

"The Economic Impact of E-Commerce Development – The Case of Romania"

Lia-Alexandra Baltador, "Lucian Blaga" University of Sibiu, Romania

Apostu Camelia, "Lucian Blaga" University of Sibiu, Romania

"The Implications and Consequences of CSR Programmes for Romanian Companies - A Comparative Approach"

11:00 - 12:40 (Room A3)

SESSION 25

MACROECONOMICS AND INTERNATIONAL POLITICAL ECONOMY

Chair: **Petr Šauer**, University of Economics Prague, Czech Republic.

Yasemin Ozerkek, Marmara University, Turkey

Sadullah Celik, Marmara University, Turkey

"Government Spending, Consumer Confidence and Consumption Expenditures: An Application to Emerging Market Countries"

Valentinas Navickas, Kaunas University of Technology, Lithuania

Leila Sujeta, Kaunas University of Technology, Lithuania

"The Impact of Economic Systems Transformation on Logistics Systems"

Ozlem Arzu Azer, Economist, Turkey

"Sustainable Power Imbalance"

Evren Guldogan, ACTECON Danismanlik A.S., Turkey

"What Drives Reform of the Common Agricultural Policy? A Policy Paradigm Approach"

Bilgehan Alagoz, Marmara University Institute of Middle East Studies, Turkey

"The Effects Of The US-Led Iraqi Invasion On Relations Between Turkey And Iran"

11:00 - 12:40 (Room A4)

SESSION 26

ECONOMIC CRISIS

Chair: **Jale Tasoglu**, Dokuz Eylul University, Turkey

Gulise Gokce, Selcuk University, Turkey

"Crisis of Neo-Liberalism and Governemental Discussions Return to Government"

Dilek Temiz, Cankaya University, Turkey

Aytac Gokmen, Cankaya University, Turkey

"The 2000-2001 Financial Crisis in Turkey and the Global Economic Crisis of 2008-2009: Reasons and Comparisons"

Bulent Ugrasiz, Dokuz Eylul University, Turkey

"Global Economic Crises"

Galina Kurteva, Bourgas Free University, Bulgaria

"Effective Management in the Conditions of Crisis"

Jale Tasoglu, Dokuz Eylul University, Turkey

Guler Tozkoparan, Dokuz Eylul University, Turkey

"The Implication of Global Crisis on Turkish Business and the Evaluation of Employment and Layoffs"

11:00 - 12:40 (Room A5)

**SESSION 27
LEADERSHIP**

Chair: **Sene Gide**, The University of Sydney, Australia

Huseyin Yilmaz, Usak University, Turkey

Ayse Cankaya, Usak Karun Private High School, Turkey

"Restructuring Leadership in Business-Firms: Self and Shared Leadership"

Julide Kesken, Ege University, Turkey

Nazli Ayse Ayyildiz Unnu, Ege University, Turkey

" 'Cognito Sensitiva' of Leadership Explaining Leadership through Aesthetic Theory"

Faiza Amir, SZABIST, Pakistan

R. K. Malik, SZABIST, Pakistan

"Role of a Mother as a Leader of the Family: In Pakistani Context"

Sene Gide, The University of Sydney, Australia

Ergun Gide, CQUniversity, Australia

"Significance of Leadership in Establishing a 'Team Approach' in Early Educational Settings"

Gholamreza Shams, Shahid Beheshti University, Iran

Ahmad Momeni Rad, Sharif University of Technology, Iran

"Leadership Effectiveness of Principals in Iran and India: Influence of Gender and School Management"

Cătălin Clipa, Alexandru Ioan Cuza University, Faculty of Economics and Business Administration, Romania

"Leadership Styles In The Northeastern Romanian Culture"

11:00 - 12:40 (Room A6)

SESSION 28
TOURISM ECONOMICS & LOGISTICS

Chair: **Evis Kushi**, University "A. Xhuvani" of Elbasan, Albania

Boran Toker, Akdeniz University, Turkey

Aydin Cevirgen, Akdeniz University, Turkey

"An Assessment of Destination Performance by Tourist Satisfaction"

Perihan Paksoy, Beykent University, Turkey

Nurdan Colakoglu, Beykent University, Turkey

"A Case Study about the Visitor Management Conflict in Stonehenge, UK"

Evis Kushi, University "A. Xhuvani" of Elbasan, Albania

"Information Asymmetry Approach in Tourism: A Critical Review"

Batuhan Guvemli, Trakya University, Turkey

Ahmet Atakisi, Trakya University, Turkey

Engin Demirel, Trakya University, Turkey

"Inner-City Maritime Transportation in Istanbul in the 17th Century"

12.40 – 14.00

Lunch

14:00 – 15:40 (Room Bordo)

SESSION 29
CORPORATE FINANCE AND CORPORATE GOVERNANCE

Chair: **H. Semih Yildirim**, York University, Canada

Guest Speaker: Nobuyuki Isagawa, Graduate School of Business, Kobe University, Japan

"Characteristics of Japanese Corporate Finance"

Guest Speaker: Burcin Yurtoglu, Department of Economics, University of Vienna, Austria

"A Survey of Empirical Research on Corporate Governance in Emerging Markets"

H. Semih Yildirim, York University, Canada

Linda Tang, University of Saskatchewan, Canada

Prem G. Mathew, Oregon State University, USA

"Do Japanese Boards Matter?"

Elvina R. Bayburina, State University Higher School of Economics, Russia

Tatiana V. Golovko, State University Higher School of Economics, Russia

"Intellectual Value of the Company and the Factors of its Growth: A Panel Study of the Large Russian Companies"

Pavel Taraba, Tomas Bata University, Czech Republic

"Corporate Governance in Czech Republic"

14:00 – 15:40 (Room A1)

SESSION 30
PHILOSOPHY, ETHICS AND SOCIOLOGY

Chair: **Ahmet Ozalp**, Hitit University, Turkey

Sansel Ozpinar, Adnan Menderes University, Turkey

İsmet Ates, Adnan Menderes University, Turkey

"Ethics and Economics: Departure in Justification"

Ahmet Ozalp, Hitit University, Turkey

"Hayek's Critics of Constructivist Rationalism and its Results"

Gonul Icli, Pamukkale University, Turkey

Zuhal Cicek, Pamukkale University, Turkey

"Post-Fordist Production and Sociological Assessment of the Reflection on Labor"

Tine Buffel, Vrije Universiteit Brussel, Belgium

Dominique Verté, Vrije Universiteit Brussel, Belgium

Nico De Witte, Vrije Universiteit Brussel, Belgium

Liesbeth De Donder, Vrije Universiteit Brussel, Belgium

Sarah Dury, Vrije Universiteit Brussel, Belgium

"Social Space as a Potential Expression of Human Agency: A Gerontological Perspective"

R. K. Brahme, Pt. Ravishankar Shukla University, India

Shraddha Singh, Pt. Ravishankar Shukla University, India

R. C. Ram, Pt. Ravishankar Shukla University, India
"100 years of Population Growth in Chhattisgarh"

A. Baran Dural, Trakya University, Turkey
Sedef Zeyrekli, Trakya University, Turkey
"From Classical Liberalism to Neo-Liberalism: Historical Development – Concepts – Questions/Problems"

14:00 – 15:40 (Room A2)

SESSION 31
EUROPEAN UNION

Chair: **Jale Tasoglu**, Dokuz Eylul University, Turkey

Sadettin Keskin, Dokuz Eylul University, Turkey
"Impacts of Customs Union with the European Union on the Turkish Economy"

Catherine Macmillan, Yeditepe University, Turkey
"Islam, European Identity and Turkey's EU Accession Prospects"

Beyza Sumer, Dokuz Eylul University, Turkey
"Outside In, Inside Out: A Debate on the Geographical Unity of the EU"

Dilek Altas, Marmara University, Turkey
Vildan Gulpinar, Marmara University, Turkey
"Comparison of the Economical Indicators of Turkey and European Union States with Decision Tree Method"

Fatma Lorcu, Trakya University, Turkey
Bilge Acar Bolat, Istanbul University, Turkey
"Comparison of the Member and Candidate Countries to the European Union by Means of Main Health Indicators"

14:00 – 15:40 (Room A3)

SESSION 32
POVERTY & SOCIAL POLICIES

Chair: **Metin Toprak**, Eskisehir Osmangazi University, Turkey

Imelda Sejдини, University "Aleksander Xhuvani", Albania
"Implementation of Public Policies for the Poverty Reduction in Albania"

Fayomi Abimbola Olugbenga, Obafemi Awolowo University, Nigeria
"Would They Rather Do Business? Assessment of the Personal Entrepreneurial Characteristics (PEC) of Roadside Beggars in a Nigerian Town"

Nurhadi, Gadjah Mada University, Indonesia
"Urban Poverty and Local Capacity Building"

Milly Sil, Tata Institute of Social Sciences, India
Samapti Guha, Tata Institute of Social Sciences, India
"Remittances and Micro Finance: Is there a Possible Link?"

Metin Toprak, Eskisehir Osmangazi University, Turkey
Murat Doganlar, Cukurova University, Turkey
Julide Yildirim, Gazi University, Turkey
Erdal Karagol, Balikesir University, Turkey
Tolga Kabas, Cukurova University, Turkey
"Evaluation of Turkish Social Assistance System in Comparison with Selected Countries"

Loreni Baciu, West University Of Timisoara, Romania
"What Goes Beyond The Smiles? An Exploration Of The Relationship Between Private And Public Social Services Deliverers In Romania"

14:00 – 15:40 (Room A4)

SESSION 33
BUSINESS ECONOMICS

Chair: **Ibrahim Sirkeci**, European Business School London, Regent's College, UK

Figen E布伦, Akdeniz University, Turkey
"Toward A Theory of Consumers: A Sample from Turkey"

Gaye Karacay Aydin, Bogazici University, Turkey
Elif Akben Selcuk, Bogazici University, Turkey
Asli Elif Aydin, Bogazici University, Turkey
"Cultural Variability in Web Content: A Comparative Analysis of American and Turkish Websites"

Ozlem Atalik, Anadolu University, Turkey
Yasin Ata, Ataturk Airport, Turkey
"Importance of Expectations and Level of Satisfaction at Airport Facilities: Case of Esenboga Airport"

H. Simay Karaalp, Pamukkale University, Turkey

Fuat Erdal, Adnan Menderes University, Turkey

"Agglomeration Economies and Agglomeration in Turkish Manufacturing Sector"

Murat Kocsoy, Bozok University, Turkey

Yusuf Ag, Bozok University, Turkey

"Production Costs and Management Practices of Turkish Manufacturing Companies: A Descriptive Study"

14:00 – 15:40 (Room A5)

**SESSION 34
LABOR MARKETS**

Chair: **Veysel Bozkurt**, Uludag University, Turkey

Fatma Guven Lisaniler, Eastern Mediterranean University, Turkish Republic of Northern Cyprus

"Exogenous and Endogenous Factors of Labor Market Segmentation in Cyprus"

Ozgur Ongore, Kastamonu University, Turkey

"European Employment Strategy and Turkey's Employment Strategies"

Silviya Hristova Bratoeva-Manoleva, Varna Free University, Bulgaria

"Bulgarian Labor Market in Terms of European Union Membership"

Ratchanee Mukhjang, Naresuan University, Thailand

"International Skilled Labours in the Educational Institutions in Northern Thailand"

Veysel Bozkurt, Uludag University, Turkey

Serpil Aytac, Uludag University, Turkey

Julan Bondy, RMIT University, Australia

B. Faik Emirgil, Uludag University, Turkey

"Job Satisfaction, Role Overload and Gender in Turkey"

Suzanne Jamieson, Faculty of Economics and Business, The University of Sydney, Australia

"Australian Labour Law At A Critical Point In History"

14:00 – 15:40 (Room A6)

**SESSION 35
INTERNATIONAL ECONOMICS I**

Chair: **Mehdi Mohaghegh**, Norwich University, USA

Nilgun Erdem, Ankara University, Turkey
"Post-Financial Crises and M&As in Turkish Economy"

Ferlal Ors, Ege University, Turkey

Munevver Bektas, YODAK, Turkish Republic of Northern Cyprus
"International Peace and Communication; Turkey's and TRNC's (Turkish Republic of Northern Cyprus) Communication Policies for Solution in Cyprus"

Cornel Ionescu, Romanian Academy, Romania
"Identifying of the Real Economic Convergence Criteria"

Mehdi Mohaghegh, Norwich University, USA
"Revenue from Exporting Oil, Income Distribution and Economic Progress in the Middle East"

Evan Lau, Universiti Malaysia Sarawak (UNIMAS), Malaysia

Nelson Fu, Universiti Malaysia Sarawak (UNIMAS), Malaysia
"Financial And Current Account Interrelationship: An Empirical Test"

15.40 – 16. 00

Coffee Break

16:00 – 17:40 (Room Bordo)

SESSION 36
PUBLIC CHOICE AND SOCIAL CAPITAL

Chair: **Metin Toprak**, Eskisehir Osmangazi University, Turkey

Guest Speaker: Sten Nyberg, Department of Economics, Stockholm University, Sweden
"Social Norms and Work"

Guest Speaker: Andreas Bergh, Department of Economics, Lund University & Research Fellow, Ratio, Sweden
"The Capitalist Welfare State - What Policy Lessons can be Drawn from the Case of Sweden?"

Ozlem Ogutveren Gonul, Baskent University, Turkey

Ipek Kalemci Tuzun, Baskent University, Turkey

Mustafa Gokoglu, Baskent University, Turkey
"External Social Capital Formation within Organizations: It's Impact on Intra Organizational Relations"

Loredana Simerea, West University Of Timisoara, Romania
Mihaela Tomita, West University Of Timisoara, Romania
Loreni Baci, West University Of Timisoara, Romania
Theofild Lazar, West University Of Timisoara, Romania
Andreea Birneanu, West University Of Timisoara, Romania
"Social Work And Parentality Aspects"

Orhan Gokce, Selcuk University, Turkey
Ali Sahin, Selcuk University, Turkey
Erhan Orselli, Selcuk University, Turkey
Deniz Sozuak, Selcuk University, Turkey
"Voter Behavior: Who Elects Who and Why?"

16:00 - 17:40 (Room A1)

SESSION 37
GLOBALIZATION

Chair: **Evis Kushi**, University "Aleksander Xhuvani", Albania

Evelyn Devadason, University of Malaya, Malaysia
"Interactive Effects of Foreign Workers with the Malaysian Job Market: The Case of the Manufacturing Sector"

Florina Pinzaru, National School of Political Studies and Public Administration, Romania
Cristina Galalae, National School of Political Studies and Public Administration, Romania
"Local Consumption Experience and the Globalization of Consumption, Case Study: Romanian Buying Behaviour"

Murat Colak, Dokuz Eylul University, Turkey
"Globalization and Poverty in Turkey"

Marsida Ashiku, Economic University, Albania
"Financial Crises Hit Poor Harder"

Nicoleta Vasilcovschi, "Alexandru Ioan Cuza" University of Iasi, Romania
Ramona Frunza, "Alexandru Ioan Cuza" University of Iasi, Romania
"Economic and Diplomatic Relations in XXI. Century"

16:00 - 17:40 (Room A2)

SESSION 38
HUMAN RESOURCE MANAGEMENT & ECONOMICS OF MIGRATION

Chair: **Ayhan Gencler**, Trakya University, Turkey

Refika Bakoglu, Marmara University, Turkey

Bige Askun, Marmara University, Turkey

Aykut Berber, Istanbul University, Turkey

"Does Locus of Control Lead to "Silence" of Academicians?"

Bige Askun, Marmara University, Turkey

Refika Bakoglu, Marmara University, Turkey

Aykut Berber, Istanbul University, Turkey

"Remaining Silent Or Not: Is Power Distance A Barrier For Academicians?"

Majid Horabadi Farahani, Azad University of Qazvin, Iran

Rohollah Alikhan Gorgani, Azad University of Rasht, Iran

Nima Esfandiari, Azad University of Qazvin, Iran

"Does Empowerment Empower?"

Nada Krypa, University "A.Xhuvani", Albania

"Running Head: Human Resource Management in Transition: A Case Study of Albania"

Ayhan Gencler, Trakya University, Turkey

"Qualified Version Of Migration: Brain Drain"

Ethem Duygulu, Dokuz Eylül University, Turkey

Osman Avsar Kurgun, Dokuz Eylül University, Turkey

Emir Ozeren, Yaşar University, Turkey

"Perceived Organizational Support, Human Resource Management (HRM) Practices and, Corporate Entrepreneurship: Understanding Employee Insight"

16:00 - 17:40 (Room A3)

SESSION 39
INTERNATIONAL ECONOMICS & INTERNATIONAL ECONOMICS

Chair: **Maria Fekete Farkas**, Szent Istvan University, Hungary

Inci Gumus, Sabanci University, Turkey

"The Effects of Exchange Rate Policy on Sovereign Default Risk in Emerging Markets"

Y. Pinar Soykut Sarica, Isik University, Turkey

Asli Sen Tasbasi, Isik University, Turkey

"Stimulating International Trade, Improving Labor Standards, or Both: The Case of Turkey"

Fatma Didin Sonmez, Istanbul Bilgi University, Turkey

"The Effect of Foreign Direct Investment on Economic Growth of Transition Countries"

Edit Toma, Ministry of Agriculture and Rural Development, Hungary

Maria Fekete Farkas, Szent Istvan University, Hungary

"Effects of Cultural Differences in Business Environment Concerning the Flow of Working Capital"

Fikriye Yilmaz, Baskent University, Turkey

"Determining Financial Risk Profiles of Companies Listen in the Istanbul Stock Exchange by Latent Class Models"

Alketa Vangjeli, University "A. Xhuvani", Albania

"The Impact of Trade Liberalization on Albanian Foreign Trade"

16:00 - 17:40 (Room A4)

SESSION 40 FINANCIAL ECONOMICS IV

Chair: **Nobuyuki Isagawa**, Graduate School of Business, Kobe University, Japan

"Characteristics of Japanese Corporate Finance"

Adrian Țăran-Moroșan, Lucian Blaga University of Sibiu Romania, Romania

Vasile Radu Brătian, Lucian Blaga University of Sibiu Romania, Romania

Renate Doina Tănase, Lucian Blaga University of Sibiu Romania, Romania

"Can the Wave Charts be Efficiently Used to Forecast the Stock Market Behaviour?"

Atakan Yalcin, Koc University, Turkey

Nuri Ersahin, London School of Economics, UK

"The Conditional CAPM and Asset-Pricing Anomalies in the Istanbul Stock Exchange"

Funda H. Sezgin, Mimar Sinan Fine Arts University, Turkey

"An Application of Survival Analysis for Financial Failure Prediction"

Vasile Radu Brătian, Lucian Blaga University of Sibiu Romania, Romania

Renate Doina Tănase, Lucian Blaga University of Sibiu Romania, Romania

Camelia Oprean, Lucian Blaga University of Sibiu Romania, Romania
"Modelling the Credit Risk at the Level of Romania's Aggregated Banking System"

Hakan Er, Akdeniz University, Turkey

Hande Erdogan Aktan, Akdeniz University, Turkey

"Performance of Portfolio Insurance Strategies: Evidence From Turkey"

16:00 - 17:40 (Room A5)

**SESSION 41
MARKETING**

Chair: **D. Selcen O. Aykac**, Ozyegin University, Turkey

Semih Okutan, Sakarya University, Turkey

"Technophobia: A Study on Affect of Gender on the Choice of Technological Products"

Nilgun Gurkaynak, Yeditepe University, Turkey

"Impressions and Expressions of a City: A Projective Approach for Formulating Brand Communication"

Olgun Kitapci, Cumhuriyet University, Turkey

Ibrahim Taylan Dortyol, Cumhuriyet University, Turkey

"The Effects of Demographics on the Relationship between Consumer Complaint Behaviour and Customer Exit in Turkish Retail Banking"

Shamima Haque, School of Management Studies, Techno India, India

H. N. Gupta, University of Calcutta, India

"A Comparative Study on Personality, Role Stress, Dual Career Family Characteristics & Dyadic Adjustment of Dual-Career Women in Public and Private Sector Organizations in Kolkata"

Bora Selcen Duvan, Renault, Turkey

D. Selcen O. Aykac, Ozyegin University, Turkey

"Used Car Remarketing"

16:00 - 17:40 (Room A6)

**SESSION 42
ACCOUNTING & AUDITING**

Chair: **Rifat Yilmaz**, Bilecik University, Turkey

Rifat Yilmaz, Bilecik University, Turkey

Gokhan Baral, Bilecik University, Turkey

"Target Costing as a Strategic Cost Management Tool for Success of Balanced Scorecard System"

Adrian Țăran Moroșan, Lucian Blaga University of Sibiu, Romania

Bogdan Mârza, Lucian Blaga University of Sibiu, Romania

Raluca Sava, Lucian Blaga University of Sibiu, Romania

"The Evaluation of Business Performance through the Created Value Indicators"

Iva Moneva, Varna Free University "Chernorizets Hrabar", Bulgaria

Nikolina Grozeva, Varna Free University "Chernorizets Hrabar", Bulgaria

"The Practice of Fair Value Accounting for Intangible Assets in Bulgarian Enterprises"

Seckin Gonem, Dokuz Eylul University, Turkey

"A Role of Operational Auditing in Internal Auditing's Efficiency"

Wai Meng Chan, University of Malaya, Malaysia

Sai Leong Lee, University of Malaya, Malaysia

"Financial Crisis and IFRS Adoption: A Need to Review the Rule on Divisible Profits"

20.00- 24.00 Gala Dinner

Saturday: September 12, 2009

Social Program : Please visit and register to the social programs that you are interested in.