SOCIAL SCIENCES RESEARCH SOCIETY (SoSReS)

ISTANBUL INTERNATIONAL CONFERENCE on BUSINESS and ECONOMICS (ICBE)

02-03 August 2013 Istanbul – Turkey

CONFERENCE PROGRAM

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PLENARY SESSION PROGRAM

02 August 2013, Friday
Hours: 09.00 – 09.45

08.00 Registration

09.00 – 09.45 Plenary Session

OPENING ADDRESS

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

KEYNOTE SPEAKER

Professor Alptekin Erkollar
“Globalization and eCommerce”

Alptekin Erkollar is Professor for Management and Business Informatics at the Halic University, member of the board of directors for ETCOP Europe and member of Chamber of Commerce in the European Union. Dr. Erkollar, who was authorized signatory at the Union Bank of Switzerland (UBS), is a member of independent experts of European Research and Innovation for the European Commission, author of several books and editorial board member of international journals.

Prof. Erkollar is editor of the international EBM series ‘Enterprise and Business Management’ and the MIT series ‘Management, Processes and Information Technology’.
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<th>Information and Communication Technologies &amp; Knowledge Management &amp; Education</th>
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<td>Chair:</td>
<td>Alptekin Erkollar, Halic University, Turkey</td>
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<td>1</td>
<td>Gokce Akdemir Omur, Istanbul University, Turkey</td>
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<td>Birgit Oberer, Kadir Has University, Turkey</td>
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<td>Alptekin Erkollar, Halic University, Turkey</td>
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<td></td>
<td>“Mobile Learning: The Time is Now for Government”</td>
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<td>3</td>
<td>Mahsa Serpoush, South Tehran Branch, Islamic Azad University, Tehran, Iran</td>
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<td>Mohammad Hossein Askariazad, South Tehran Branch, Islamic Azad University, Tehran, Iran</td>
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<td>Farideh Yaghmaei, Zanjan Branch, Islamic Azad University, Zanjan, Iran</td>
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<td></td>
<td>&quot;An AHP Framework for Hospital Information Systems Evaluation: The Case of Tehran Private Hospitals&quot;</td>
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<td>Maja Mihaljević Kosor, University of Split, Croatia</td>
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<td>“From Enrolment to Graduation: Examining the Time to Complete Undergraduate Studies”</td>
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<td>Suat Begec, Cag University, Turkey</td>
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<td>Vita Zarina, Turiba University, Latvia</td>
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<td>“Impact of Practitioner Involvement in Tertiary Education on Knowledge Management Development in SMEs in Latvia”</td>
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<td>Muhammad Khalid Khan, University of the Punjab, Pakistan</td>
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<td>“Quality Improvement System in Higher Educational Institutions of Pakistan”</td>
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## Session A2
**Room:** 102  
**Time:** 10.00-11.40

**Tourism & Urban Transformation**

**Chair:** Barbara Poole-Street, Chaminade University of Honolulu, USA

1. Imelda Santiago, Our Lady of Fatima University, Philippines  
   “Prospects and Problems of Philippine Tourism and the Service  
   Marketing Landscape”

2. Miglena Temelkova, Varna Free University, Bulgaria  
   Iliyan Bakalov, Ministry of Economy, Energy and Tourism, Bulgaria  
   “Leadership On The International Market Of Seaside Tourist  
   Destinations”

3. Winita Panich, Khon Kaen University, Thailand  
   Thirachaya Maneenetr, Khon Kaen University, Thailand  
   “Creative Economy – Based Cultural Tourism Management Strategic  
   Approach to Sustainable Tourism Development of Sakon Nakhon  
   Province”

4. Yang Huo, Utah Valley University, United States  
   “The Management of Destination Branding: Applying Visitor Equity and  
   Brand Identity to Utah”

5. Pinar Hansoy, Istanbul Technical University, Turkey  
   “An Historical Creative Cluster: Babiali-Istanbul”

6. Barbara Poole-Street, Chaminade University of Honolulu, USA  
   “The Role of Information in Accessible Tourism”

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## Session A3
**Room:** 103  
**Time:** 10.00-11.40

**Business and Management Studies & Managerial Economics I**

**Chair:** Zainizam Zakariya, Sultan Idris Education University, Malaysia

1. Ilge Kurt, Yeditepe University, Turkey  
   “The Effect of Perceived Organizational Support and Creative Self  
   Efficacy on Creative Work Involvement”

2. Ivana Dropulić, University of Split, Croatia  
   Companies in Croatia”

3. Robert Schmitt, Aachen University, Germany  
   Henrik Glöckner, Aachen University, Germany  
   Till Potente, Aachen University, Germany  
   Thomas Jasinski, Aachen University, Germany
Bartholomaeus Wolff, Aachen University, Germany
“Identification and Economic Evaluation of Need for Change within Production Systems”

4 Zainizam Zakariya, Sultan Idris Education University, Malaysia
“Workplace Characteristics and the Determinants of Educational and Skills Mismatch in Malaysia”

5 Ayseegul Ozbebek Tunc, Istanbul University, Turkey
Aygul Turan, Yildiz Teknik University, Turkey
"Businesses as Fractal Organisms in Chaotic Aura"

11.40-11.50 Coffee Break

**Session B1**
Room: 101
11.50- 13.30

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<th>Financial Economics &amp; Stock Markets</th>
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1 Gizay Daver, Giresun University, Turkey
Merve Karacaer, Yildirim Beyazit University, Turkey
Hulya Unlu, Cankiri Karatekin University, Turkey
“Testing of ISE and TurkDEX: Random Walk and Market Efficiency”

2 John Khumalo, University of South Africa, South Africa
“Inflation And Stock Prices Interactions in South Africa: VAR Analysis”

3 Yang Huo, Utah Valley University, United States
Soo Kim, Sejong Cyber University, South Korea
“Verification of Bankruptcy Predication Models and Predication of Restaurant Bankruptcy Accuracy Comparing Logistic Regression, Artificial Neural Networks (ANNs), and Support Vector Machine (SVM)”

4 Zeljana Aljinovic Barac, University of Split, Croatia
Slavko Sodan, University of Split, Croatia
“Insights in Voluntary Disclosure of Cash Flows Information in Croatia”

5 Pranvera Latifi, Epoka University, Albania
“Lehman Brothers' Rise and Fall: From Hero to Dust”

**Session B2**
Room: 102
11.50- 13.30

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1 Ceren Uzar, Mugla Sitki Kocman University, Turkey
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<td>“Financial Performance Test of Public Banks in Turkey: An Application of Promethee”</td>
<td>Ana Kundid, University of Split, Croatia</td>
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<td>“What Drives Bank Profitability across Southeastern Europe? Evidence from the Last Decade”</td>
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<td>“The Effect of Corporate Social Responsibility on the Firm’s Financial Performance”</td>
<td>Marwa El Maghawry, Future University, Egypt, Hayam Wahba, Future University, Egypt</td>
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<td>“Assessing Shopping Experiences in the Changing Consumer Landscape of Developing Countries- a Case Study of the Shopping Mall Industry of Mauritius”</td>
<td>Thanika Juwaheer, University of Mauritius, Mauritius, Sharmila Pudaruth, University of Mauritius, Mauritius</td>
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<td>“Impact of Change, Culture and Organizational Politics on Organizational Learning”</td>
<td>Rizwan Danish, University of the Punjab, Pakistan</td>
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**Lunch: 13.30 – 14.00**

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<td>Andrijana Rogošić, University of Split, Croatia</td>
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<td>“Factual Approach to Decision Making as a Determinant of Efficiency of the Accounting Instruments”</td>
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<td>Günther Schuh, WZL at RWTH Aachen University, Germany</td>
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<td>Till Potente, WZL at RWTH Aachen University, Germany</td>
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<td>Thomas Jasinski, WZL at RWTH Aachen University, Germany</td>
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<td>“Lean Administration - Potentials, Content and Implementation Strategy”</td>
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<td>Seonmin Kim, Seoul National University of Science and Technology, South Korea</td>
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<td>“Assessing the Relative Efficiency of Sports Organizations: A Case Study of the Korean Professional Teams”</td>
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<td>Phaik See Poh, Universiti Kuala Lumpur Business School, Malaysia</td>
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<td>“Understanding Consumer Behaviour: Their Consumption Chain”</td>
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<td>Muhammad Mohsin Malik, Abu Dhabi University, United Arab Emirates</td>
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<td>“Variants of the Cutting Stock Problem and their Solutions”</td>
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### Session C2
**Room: 102**
**14.00-15.40**

**Transitional Economies & Joint Ventures**

**Chair:** Mohamed Karim Azib, Faculty of Economic Sciences and Management of Tunis, Tunisia

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   | “The Strategic Behaviour of the Firm in a Transitional Economy: Case of the Industrial Sector in Tunisia” |
| 2 | Malush Tullumi, AAB University, Albania  
   | “Problems of Start-ups in Transition Economies: The Case of Kosovo” |
| 3 | Josip Arnerić, University of Zagreb, Croatia  
   | Josip Visković, University of Split, Croatia  
   | “Forecasting Volatility between Two Regime States: The Case of Central and East European Countries” |
| 4 | Reem Ahmed, Sadat Academy for Management Sciences, Egypt  
   | Sally Ahmed, American University in Cairo, Egypt  
   | “The Future of Joint Ventures: Literature Review” |

**15.40-16.00 Coffee Break**

### Session D1
**Room: 101**
**16.00-17.40**

**Corporate Governance & FDI & Economic Crisis**

**Chair:** Nathalie Homlong, Volda University College, Norway

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| 1 | Sally Ahmed, American University in Cairo, Egypt  
   | Reem Ahmed, Sadat Academy for Management Sciences, Egypt  
   | “The Relationship between Corporate Governance and Transparency & Disclosures in State Owned Enterprises (SOEs): Literature Review” |
| 2 | Nathalie Homlong, Volda University College, Norway  
   | Elisabeth Springler, University of Applied Sciences bfi Vienna, Austria  
   | “Vietnam and Foreign Direct Investment: Potentials and Challenges on the Labor Market” |
| 3 | LenaMalešević Perović, University of Split, Croatia  
   | Silvia Golem, University of Split, Croatia  
   | “The Determinants of Sectoral FDI Performance Index in OECD Countries” |
| 4 | Nuray Tezcan, Halic University, Turkey |
### Session D2
**Room: 102**  
**16.00- 17.40**

**Small Businesses & Entrepreneurship**

**Chair:** Torben Schmitz, WZL at RWTH Aachen University, Germany

| 1 | Besnik Krasniqi, University of Prishtina, Albania  
Malush Tullumi, AAB University, Albania  
“What Perceived Success Factors are Important for Small Business Owners in a Transitional Economy “ |
|---|---|
| 2 | Haşim Sargiçül, Mevlana(Rumi) University, Turkey  
"Access to Finance for SMEs by Credit Guarantee Schemes in Turkey"
| 3 | Günther Schuh, WZL at RWTH Aachen University, Germany  
Malte Brettel, WIN at RWTH Aachen University, Germany  
Cathrin Wesch-Potente, WZL at RWTH Aachen University, Germany  
Till Poente, WZL at RWTH Aachen University, Germany  
Marius Rosenberg, WIN at RWTH Aachen University, Germany  
Michael Keller, WIN at RWTH Aachen University, Germany  
Torben Schmitz, WZL at RWTH Aachen University, Germany  
“The Potentials Of “Effectuation” For The Resolution Of The “Polylemma Of Production” |
| 4 | Menna Allah Ahmed Fouad, Future University in Egypt, Egypt  
“Factors Affecting the Performance of Small and Medium Enterprises (SMEs) in the Manufacturing Sector of Cairo, Egypt” |

### Session E1
**Room: 101**  
**17.50- 19.30**

**Business and Management Studies & Managerial Economics III**

**Chair:** Cordelia Mason, Universiti Kuala Lumpur, Malaysia

| 1 | Aygul Turan, Yildiz Teknik University, Turkey  
Aysegul Ozbebek Tunc, Istanbul University, Turkey  
“A New Organizational Form: Starfish Organization “ |
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| 2 | Cordelia Mason, Universiti Kuala Lumpur, Malaysia  
“Of Kung Fu and Chocolates: A Strategic Narrative of Kathy’s Business Sojourn in China” |
| 3 | Claude Alavoine, IPAG Business School, France  
“Attribution Theory and Unethical Practices in Negotiation: How to Explain What is Unbearable?“ |
| 4 | Tina Vuko, Faculty of Economics Split, Croatia  
Marko Ćular, Faculty of Economics Split, Croatia |
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<td><strong>Chair:</strong> Dragan Jeremic, International Business, Educational and Cultural Center, Serbia</td>
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| 1         | Silvia Golem, Faculty of Economics Split, Croatia  
Ivo Bakota, Faculty of Economics Split, Croatia  
“The Impact of Taxation and Agglomeration Economies on FDI” |
| 2         | H.Hale Bozkurt, Adnan Menderes University, Turkey  
“Turk Telekom’s Privatization Process during 57. Coalition Government of Turkey Republic from Public Relations Point of View” |
| 3         | Mohamed Karim Azib, Faculty of Economic Sciences and Management of Tunis, Tunisia  
| 4         | Milan Dimitrijevic, International Business, Educational and Cultural Center, Serbia  
Dragan Jeremic, International Business, Educational and Cultural Center, Serbia  
“Competitive Strategies for NGO’s Survival : Recommended Strategies for NGO’s in Highly Turbulent Political and Economical Environment – The Case of NGO IBEC Center – Serbia” |