



**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 Eylul 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’.

## PARALLEL SESSIONS PROGRAM

**Friday, 02 August 2013**

<p>Session A1 Room: 101 10.00- 11.40</p>	<p><b>Information and Communication Technologies &amp; Knowledge Management &amp; Education</b></p> <p><b>Chair:</b> Alptekin Erkollar, Halic University, Turkey</p>
1	<p>Gokce Akdemir Omur, Istanbul University, Turkey “An Overview of Information and Communications Technologies (ICT) in Turkey: The Current Problems and the Predictions in the Future”</p>
2	<p>Birgit Oberer, Kadir Has University, Turkey Alptekin Erkollar, Halic University, Turkey “Mobile Learning: The Time is Now for Government”</p>
3	<p>Mahsa Serpoush, South Tehran Branch, Islamic Azad University, Tehran, Iran Mohammad Hossein Askariazad, South Tehran Branch, Islamic Azad University, Tehran, Iran Farideh Yaghmaei, Zanzan Branch, Islamic Azad University, Zanzan, Iran "An AHP Framework for Hospital Information Systems Evaluation: The Case of Tehran Private Hospitals"</p>
4	<p>Maja Mihaljević Kosor, University of Split, Croatia “From Enrolment to Graduation: Examining the Time to Complete Undergraduate Studies”</p>
5	<p>Suat Begec, Cag University, Turkey Vita Zarina, Turiba University, Latvia “Impact of Practitioner Involvement in Tertiary Education on Knowledge Management Development in SMEs in Latvia”</p>
6	<p>Muhammad Khalid Khan, University of the Punjab, Pakistan “Quality Improvement System in Higher Educational Institutions of Pakistan”</p>

Session A2 Room: 102 10.00- 11.40	<b>Tourism &amp; Urban Transformation</b>  <b>Chair:</b> Barbara Poole-Street , Chaminade Unversity 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 Unversity of Honolulu , USA “The Role of Information in Accessible Tourism”

Session A3 Room: 103 10.00- 11.40	<b>Business and Management Studies &amp; Managerial Economics I</b>  <b>Chair:</b> 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 “Design of Management Control Systems – A Study of Joint Stock 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	Aysegul 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	<b>Financial Economics &amp; Stock Markets</b>  <b>Chair:</b> Yang Huo, Utah Valley University, United States
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	<b>Banking and Finance &amp; Business Economics</b>  <b>Chair:</b> Thanika Juwaheer, University of Mauritius, Mauritius
1	Ceren Uzar, Mugla Sitki Kocman University, Turkey

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

**Lunch: 13.30 – 14.00**

Session C1 Room: 101 14.00- 15.40	<b>Business and Management Studies &amp; Managerial Economics II</b>  <b>Chair:</b> Timo Nuyken, WZL at RWTH Aachen University, Germany
1	Andrijana Rogošić, University of Split, Croatia “Factual Approach to Decision Making as a Determinant of Efficiency of the Accounting Instruments”
2	Timo Nuyken, WZL at RWTH Aachen University, Germany Günther Schuh, WZL at RWTH Aachen University, Germany Till Potente, WZL at RWTH Aachen University, Germany Thomas Jasinski, WZL at RWTH Aachen University, Germany “Lean Administration - Potentials, Content and Implementation Strategy”
3	Seonmin Kim, Seoul National University of Science and Technology, South Korea “Assessing the Relative Efficiency of Sports Organizations:A Case Study of the Korean Professional Teams”
4	Phaik See Poh, Universiti Kuala Lumpur Business School, Malaysia “Understanding Consumer Behaviour: Their Consumption Chain”
5	Muhammad Mohsin Malik, Abu Dhabi University, United Arab Emirates “Variants of the Cutting Stock Problem and their Solutions”

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Session C2 Room: 102 14.00- 15.40	<b>Transitional Economies &amp; Joint Ventures</b>  <b>Chair:</b> Mohamed Karim Azib, Faculty of Economic Sciences and Management of Tunis, Tunisia
1	Mohamed Karim Azib, Faculty of Economic Sciences and Management of Tunis, Tunisia “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	<b>Corporate Governance &amp; FDI &amp; Economic Crisis</b>  <b>Chair:</b> Nathalie Homlong, Volda University College, Norway
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	Lena Malešević 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

	Ferimah Yilmaz, Halic University, Turkey “Who’s in Crisis? A Comparative Analysis between G20 Countries”
Session D2 Room: 102 16.00- 17.40	<b>Small Businesses &amp; Entrepreneurship</b>  <b>Chair:</b> 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	Haşmet Sarıgül, Mevlana(Rumi) University, Turkey "Access to Finance for SMEs by Credit Guarantee Schemes in Turkey"
3	Günther Schuh, WZL at RWTH Aachen University, Germany 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 Potente, 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	<b>Business and Management Studies &amp; Managerial Economics III</b>  <b>Chair:</b> Cordelia Mason, Universiti Kuala Lumpur, Malaysia
1	Aygun Turan, Yildiz Teknik University, Turkey Aysegul Ozbebek Tunc, Istanbul University, Turkey “A New Organizational Form: Starfish Organization “
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 Čular, Faculty of Economics Split, Croatia



	“Determinants of Audit Delay in Croatia”
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Session E2 Room: 102 17.50- 19.30	<b>Public Economics &amp; Economics of NGO’s</b>  <b>Chair:</b> Dragan Jeremic, International Business, Educational and Cultural Center, Serbia
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 “The Interaction between the Components of the Management System of the Firm: A Comparative Analysis between Public and Private Enterprises in 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”