

Eurasia Business and Economics Society

EBES



EBES 2009 CONFERENCE

PROGRAM

JUNE 1-2, 2009
ISTANBUL, TURKEY

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EBES

EURASIA BUSINESS AND ECONOMICS SOCIETY

EBES 2009 CONFERENCE

PROGRAM

JUNE 1-2, 2009
KADIR HAS UNIVERSITY
ISTANBUL, TURKEY

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EBES
Eurasia Business and Economics Society

Eurasia Business and Economics Society (EBES) is a scholarly association for scholars involved in the practice and study of business and economics worldwide. EBES was founded for the purpose of not only promoting academic research in the field of business and economics but also encouraging the intellectual development of scholars.

EBES was founded in early 2008; however, the idea of creating such organization goes back to a couple of years earlier. In spite of the term "Eurasia", the scope should be understood in its broadest term having a global emphasis. Any scholar or professional interested in economics and business around the world is welcome to attend EBES conferences, which will be held in each year in Europe or Asia.

In the future, EBES aims to improve its ability to bring together worldwide researchers and professionals. EBES conferences are open to all economics and business scholars and professionals around the world. EBES aims not only to get together worldwide researchers and professionals but also increase the economics and business knowledge through academic discussions.

EBES advisory board includes well-known researchers from prestigious universities such as Michigan State University, Ohio State University, Indiana University, Tel Aviv University, and University of Georgia, among many others.

We sincerely thank you for your participation and look forward to seeing you in the future conferences.

Lastly, you are more than welcome to let us know your valuable feedback about how to improve our future conferences. Our improvement is only possible with your valuable support of our members.

Best regards,

Hakan Danis
President

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EBES 2009 CONFERENCE

Eurasia Business and Economics Society, EBES, is excited to have organized its first conference in Istanbul on June 1st and 2nd, 2009 at the historical main campus of Kadir Has University. We are honored to receive top-tier papers from distinguished scholars from all over the world. However, we still had to reject many of them to maintain the high standards of the conference. This year, in the conference, 165 papers were presented and 295 colleagues from 51 countries attended our conference.

As expected, our conference has been an intellectual hub for academic discussion for our colleagues in the economics and business area. Participants found an excellent opportunity for presenting new research, exchanging information and discussing current issues. We believe that future conferences will even further the development of knowledge in our fields.

Besides, giving a best paper award was a challenging task for all of us, considering the high quality of many papers. Best paper award is decided by our Award Committee and will be announced during the conference.

We sincerely thank you for your participation and look forward to seeing you in the future conferences.

Lastly, you are more than welcome to let us know your valuable feedback about how to improve our future conferences.

Best regards,

Ender Demir
Conference Coordinator

CONFERENCE PROGRAM

MONDAY, JUNE 1 (DAY 1)

REGISTRATION / COFFEE & TEA: 08:00 – 08:15

OPENING SPEECH: 08:15 – 08:20

Room: Cibali

Enar Tunç, Vice President, Kadir Has University, Turkey, Dean, Faculty of Economics and Administrative Sciences, Kadir Has University, Turkey and Member of the Advisory Board of EBES

SESSION I : 08:20 – 10:00

ORGANIZATIONAL STRUCTURE

Room: Cibali

Chair: Lynne Leveson

The Role of Conscientiousness in the Relationship between Perceived Organization Support, Commitment and Turnover Intention

Lynne Leveson, La Trobe University, Australia, and Terri Joiner, La Trobe University, Australia

The Impact of Project Management Methodology Implementation on the Organizational Structure: A Case of ASHGHAL

Salaheldin Ismail Salaheldin, Qatar University, Qatar

Evolution Models of Business Information Systems: An Analytical Study based on Integration and Intelligence Dimensions

Xiaojuan Zhang, Wuhan University, China

The advantage of Microsoft virtualization application as a virtualization platform

Michael Reiner, IMC University, Austria

The understanding and practice of organizational learning among Malaysian Manufacturers

Mohd. Anuar Arshad, Universiti Sains Malaysia, Malaysia, and Brenda Scott-Ladd, Murdoch University, Australia

Determinants of Inequality in "Good Times" Vs. "Bad Times"

Daron Djerdjian, American University of Sharjah, UAE, and Ismail Genc, American University of Sharjah, UAE

INVESTMENT I

Room: Fener

Chair: Simon Benninga

Asset Allocation of Dutch insurers

Leo De Haan, De Nederlandsche Bank, Netherlands, and Jan Kakes, De Nederlandsche Bank, Netherlands

Iterations for Stochastic Models with Applications in Finance

Ivan Ivanov, Sofia University, Bulgaria, and Boyan Lomev, Sofia University, Bulgaria

Default Risk and Bond Pricing

Angelica Gonzalez, University of Edinburgh, UK, and Andrew Snell, University of Edinburgh, UK

The impact of firm-specific public news on intra-day market efficiency: Evidence from Turkish stock market

F. Hasan Baklaci, Izmir University of Economics, Turkey, Gokce Aksoy, Izmir University of Economics, Turkey, Berna Okan, Izmir University of Economics, Turkey, and Gulin Vardar, Izmir University of Economics, Turkey

Non-marketability, taxation and the value of employee stock options

Menachem Abudy, Tel Aviv University, Israel, and Simon Benninga, Tel Aviv University, Israel

Sustainability of fiscal policy: the case of Turkey

Meltem Ucal, Kadir Has University, Turkey, and Asli Alici, Yeditepe University, Turkey

DIVERSIFICATION / INFLATION PERSISTENCE

Room: Balat

Chair: Uwe Hassler

Detecting a Change in Inflation Persistence in the Presence of Long Memory: A New Test

Uwe Hassler, Goethe University Frankfurt, Germany, and Barbara Meller, Goethe University Frankfurt, Germany

No Association Tests between Variables in the Business Survey for the Retail Trade Sector – The Case of Croatia

Vlasta Bahovec, University of Zagreb, Croatia, and Mirjana Čižmešija, University of Zagreb, Croatia

Inflation persistence and asymmetries: evidence for African countries

Estefanía Mourelle, Universidade da Coruña, Spain, and Juan Carlos Cuestas, Nottingham Trent University, UK

Evidence on corporate diversification of BRIC countries

Ivashkovskaya Irina, State University – Higher School of Economics, Russia, and Shamraeva Svetlana, State University – Higher School of Economics, Russia

Dark Side of Mergers & Acquisitions: Organizational Interventions and Survival Strategies

Ceyda Maden, Bogazici University, Turkey

Opportunities of Manufacture under Global Economic Crisis: The Case of Estonia

Kaarel Kilvits, Tallinn University of Technology, Estonia

COFFEE BREAK: 10:00 – 10:10

SESSION II: 10:10 – 11:50

INVESTMENT/BEHAVIORAL FINANCE

Room: Cibali

Chair: Simon Benninga

Market Anomalies: Evidence from the Istanbul Stock Exchange

Atakan Yalçın, Koç University, Turkey, and Vijdan Uğurluay, Koç University, Turkey

Pecking Order and Trade-Off Logic of Financing Decisions in Emerging Markets: Evidence for Russian, Brazilian and Chinese Firms

Irina Ivashkovskaya, State University Higher School of Economics, Russia, and Maria Solntseva, State University Higher School of Economics, Russia

Calendar Effects in Stock Markets: Critique of Previous Methodologies and Recent Evidence in European Countries

Maria Rosa Borges, Technical University of Lisbon, Portugal

Effects of Hormones on Financial Risk Taking: A Research in Istanbul Stock Exchange

Jale Sözer Oran, Marmara University, Turkey, and Ayça Akyatan, Marmara University, Turkey

Measurement Error Model of Premium in the Asian Markets

Hee-ho Kim, Kyungpook National University, South Korea

MANAGERIAL ISSUES

Room: Fener

Chair: M. Kamil Kozan

Owner Sacrifice and Firm Strategy as Predictors of Growth in Small Businesses in Turkey

M. Kamil Kozan, St. John Fisher College, U.S.A, Dolun Oksoy, University of Ankara, Turkey, and Onur Ozsoy, University of Ankara, Turkey

The Born-Global Firm: Contemporary Paradigm for International Business

Deniz Kantur, Boğaziçi University, Turkey

Introduction of the Power Model for Corporate Strategy Research

Vitali Altholz, International Graduate School Zittau, Germany, and Werner Frese, Technische Universität Dortmund, Germany

Systemic Leadership – A new Theory of Management

Cyrus Achouri, University of Nuertingen-Geislingen, Germany

How Business Processes Reengineering Enhances Performance: A Case Study

Salaheldin Ismail Salaheldin, Qatar University, Qatar

Knowledge Sharing Practices in differentiation strategy companies

Noradiva Hamzah, Universiti Kebangsaan Malaysia, Malaysia

INVESTMENT II

Room: Balat

Chair: Gulser Meric

US Business Investments and Stock Returns

A. T. Aburachis, Gannon University, USA

The Effect of a Higher-Moment Mean-Reverting Process on Asset Pricing

Ali Termos, American University of Sharjah, U.A.E.

International Equity Asset Classes in the Turkish Fund Industry

A. Can Inci, Bryant University, USA, and Hakan Saraoglu, Bryant University, USA

A Principal Components Analysis of the Portfolio Diversification Benefits of Investing in Emerging Stock Markets

Ilhan Meric, Rider University, USA, Larry M. Prober, Rider University, USA, Benjamin H. Eichhorn, Rider University, USA, and Gulser Meric, Rowan University, USA

Valuation of Commodity Futures: Some Results

Lourdes Gómez-Valle, Universidad de Valladolid, Spain, and Julia Martínez-Rodríguez, Universidad de Valladolid, Spain

COFFEE BREAK: 11:50 – 12:00

SESSION III: 12:00 – 13:30

FINANCIAL ISSUES I

Room: Cibali
Chair: Wolfgang Dick

Determinants and Legitimacy of Venture Capital Financing. Empirical verification
Karim Chaabouni, University of Sfax, Tunisia, and Safa Benthabet, University of Reims Champagne Ardennes, France

Turnaround Financing in Italy
Alessandro Danovi, Università Degli Studi Di Bergamo, Italy, and Matteo Tanteri, Università Degli Studi Di Bergamo, Italy

Rethinking corporate governance for joint-management and Companies totally controlled by Local authorities in the Italian public transport sector: some empirical findings
Alessandra Allini, University of Salerno, Italy, and Francesca Manes Rossi, University of Salerno, Italy

Bank Debt and Performance of Continental European Firms
Victoria Krivogorsky, San Diego State University, USA, Gary Grudnitski, San Diego State University, USA, and Wolfgang Dick, ESSEC Business School, France

Ownership reform, corporate governance and firm performance in the Chinese markets
Yongsheng Guo, Teesside University, UK

FINANCIAL ISSUES II

Room: Fener
Chair: Keun Ock Lew

A Case study of Risk Management in Seoul Guarantee Insurance (SGI)
Keun Ock Lew, Seoul National University of Technology, Korea

Woefully Imperfect Market Puzzle
Shekar Shetty, Salisbury University, USA, and Asif Shakur, Salisbury University, USA

The effects of the financial crisis on the financial performances of the companies listed at Bucharest Stock Exchange
Monica Achim Pintea, Babes-Bolyai University, Romania, and Mirela Oana Pintea, Babes-Bolyai University, Romania

Testing for Preference orderings Efficiency
Sergio Ortobelli, University of Bergamo, Italy, and Nikolas Topaloglou, Athens University of Economics and Business, Greece

Fiscal policy and the cost of external finance to firms: Microeconomic and macroeconomic implications
Semenescu Andreea, Bucharest University of Economics, Romania, and Badarau-Semenescu Cristina, University of Orleans, France

ENTREPRENEURSHIP/MANAGEMENT

Room: Balat
Chair: Tigineh Mersha

Implementing Entrepreneurial Encouragement and Education Considering Student Requirements in an International Context, Argentina vs. Germany

Walter Ruda, Kaiserslautern University of Applied Sciences, Germany, Thomas A. Martin, Ludwigshafen University of Applied Sciences, Germany, Lic. Rubén Ascúa, Universidad Tecnológica Nacional (UTN), Argentina, and M. A. Benjamin Danko, Kaiserslautern University of Applied Sciences, Germany

Entrepreneurial Drivers and Performance: An Exploratory Study

Tigineh Mersha, University of Baltimore, USA, and Ven Sriram, University of Baltimore, USA

Examining the Influence of Entrepreneurial Characteristics on Business Performance

Arawati Agus, Universiti Kebangsaan Malaysia, Malaysia, Mohd Radzuan Rahid, Universiti Kebangsaan Malaysia, Malaysia, Zafir Khan Mohamed Makhbul, Universiti Kebangsaan Malaysia, Malaysia, and Mohamad Hasun, Kolej Universiti Islam Antarabangsa Selangor, Malaysia

A Study of Manager Perceptions about Workplace Counselling Provision

Alev Torun, Marmara University, Turkey, Sevinç Çağlar, Marmara University, Turkey, Şafak Özaktepe, Marmara University, Turkey, Tuna Uslu, Marmara University, Turkey, and Neşe Saruhan, Marmara University, Turkey

Economic Tools to Design Efficient Integrated Wildfire Fighting Management Strategies

Isabel Mendes, Technical University of Lisbon, Portugal

LUNCH: 13:30 – 14:30 / KEYNOTE SPEAKER

Room: Cibali

Turkdex and the Overview of the Turkish Derivatives Market

Tolga Uysal, Turkdex, Turkey

SESSION IV: 14:30 – 16:10

FINANCIAL ISSUES III

Room: Cibali

Chair: Ata Assaf

Investors' preferences and firms dividend policy: The case of Russia

Tamara Teplova, State University, Russia

Value-at-Risk Analysis in the MENA Equity Markets: Fat Tails and Conditional Asymmetries in Return Distributions

Ata Assaf, University of Windsor, Canada

Investor performance and trade size: Which trades move futures prices?

Jangkoo Kang, Korea Advanced Institute of Science and Technology (KAIST), Korea, and Doojin Ryu, Korea Advanced Institute of Science and Technology (KAIST), Korea

Downside Risk of Derivative Portfolios with Mean-reverting Underlyings

Patrick L. Leoni, University of Southern Denmark, Denmark

A Study on the Relationship between REITs and Speculative Demand in Real Estate

SeokChin Kim, Kyungpook National University, Korea, JoongGi Kim, Kyungpook National University, Korea, and JongSik Hwang, Kyungpook National University, Korea

The Effects of Card Level and Bank Level Benefits on Credit Card Interest Rates

G. Gulsun Akin, Bogazici University, Turkey, Ahmet Faruk Aysan, Bogazici University, Turkey, Gazi Ishak Kara, Bogazici University, Turkey, and Levent Yildiran, Bogazici University, Turkey

ECONOMIC GROWTH / DEVELOPMENT AND POVERTY

Room: Fener

Chair: Raziye Selim

The Instrument for the Legitimacy of the New-Right Movement: Poverty Reduction Strategy of World Bank

Diren Çakmak, Hitit University, Turkey

The Effect of Microcredit Project on Poverty: The Case from the Turkey

Raziye Selim, Istanbul Technical University, Turkey, and Adil Döşeyen, Istanbul Technical University, Turkey

Subsidies in India: Adulteration of Resources in a Developing Economy

Hemant Bisht, International Institute of Financial Markets, India

Sector Inequality of Public Financing, Regionalism, and Growth

Lorenzo Burlon, Universitat Autònoma de Barcelona, Spain

Socio-Economic Evaluation of Public Health Programs: A New Cost Benefit Analysis Framework Based on Normative Choice Theory and a PBS Application

Christine Mak, Victoria University, Australia, and Sardar M. N. Islam, Victoria University, Australia

On reliability of sacrifice ratio estimates by Ball-type methods

Iakov Kuga, St. Petersburg Branch of Higher School of Economics, Russia

COMPETITIVE ADVANTAGE

Room: Balat

Chair: Yoosuf Cader

The Influence of Training in Supply Chain Management (SCM) on Competitiveness

Arawati Agus, Universiti Kebangsaan Malaysia, Malaysia, Za'faran Hassan, Universiti Teknologi MARA, Malaysia, and Zulridah Mohd. Noor, Universiti Kebangsaan Malaysia, Malaysia

The Bitter Competition for Leadership in the Platform of Japanese Video game Industry

Youngmi Kang, Meiji University, Japan

Culture-related differences in efficiency of processes in corporation as a competitive factor

Werner Frese, Technische Universität Dortmund, Germany, and Vitali Altholz, International Graduate School Zittau, Germany

Does 'luxury' destroy or strengthen brand strength?

Carsten Baumgarth, Marmara University, Turkey, Bahar Ceritoğlu, Marmara University, Turkey, and Gülpinar Kelemci Schneider, Marmara University, Turkey

Tacit Knowledge and its Relation to Innovation and Performance in Securing Competitive Advantage: A Research in an Enterprise Operating in the Textile Industry

Aytaç Gökmen, Çankaya University, Turkey, and A. Buğra Hamsioğlu, Kırıkkale University, Turkey

COFFEE BREAK: 16:10 – 16:20

SESSION V: 16:20 – 17:50

STOCK MARKETS

Room: Cibali
Chair: Numan Ülkü

Empirical study of East-Europe Stock Markets Inefficiency – the cases of Bulgaria and Russia
Boyan Lomev, Sofia University, Bulgaria, and Ivan Ivanov, Sofia University, Bulgaria

Development Strategies of the Stock Exchange Market in Romania
Bratu Ștefan, The University of Craiova, Romania, and Bratu Răducu Ștefan, The University of Craiova, Romania

The Stock Price-Volume Relationship in Gulf Corporation Council (GCC) Stock Markets
Abdelgader M. A. Abdalla, Qatar University, Qatar, and Ritab S. Al-Khouri, Qatar University, Qatar

Foreigners' Trading and Returns in Istanbul Stock Exchange
Numan Ülkü, Central European University Business School, Hungary, and Deniz İkizlerli, Durham University, England

The Pattern of Euronext Volatility in the Crisis Period: An Intrinsic Volatility Analysis
Bogdan Dima, West University in Timisoara, Romania, Aurora Murgea, West University in Timisoara, Romania, and Stefana Cristea, Lucian Blaga University in Sibiu, Romania

MANAGEMENT

Room: Fener
Chair: Mesut Akdere

Lean Production in Supply Chain Management as a Move towards Better Performance
Arawati Agus, Universiti Kebangsaan Malaysia, Malaysia

The Contemporary Business Formats
Donka Zheljzskova, University of Economics, Bulgaria, and Michal Stojanov, University of Economics, Bulgaria

Examining Knowledge Management Process in Quality Management: Implications for Organizational Performance
Mesut Akdere, University of Wisconsin – Milwaukee, USA

Intellectual Value Proposition and Sustainable Competitive Advantage of Russian Companies
Elvina R. Bayburina, State University Higher School of Economics, Russia, and Tatiana V. Golovko, State University Higher School of Economics, Russia

A "Double Coincidence" Search Model of Money
Nicola Amendola, University of Rome "Tor Vergata", Italy

GLOBAL FINANCIAL CRISIS

Room: Balat
Chair: Abdelhafid Benamraoui

International Industrial Integration against the Economical Crisis
Galina Bubnova, Moscow State University of Railway Transport, Russia, and Alexander Mikhalyov, Moscow State University of Railway Transport, Russia

The Financial Effects of Liquidity Crisis on the USA and the UK Mortgage Markets
Abdelhafid Benamraoui, University of Westminster, UK

Debt Sustainability at the Times of Crisis the Least Developed Countries' Perspective
Monika Jamborová, Masaryk University, Czech Republic

Learning From Past Currency Crises: The Case of Turkey
Mehmet Huseyin Bilgin, Kadir Has University, Turkey, Ayse Celikel Danisoglu, Istanbul University, Turkey, and Gokhan Karabulut, Istanbul University, Turkey

Business Cycle Features in the Iranian Economy
Asghar Shahmoradi, University of Tehran, Iran, and Hossein Kavand, University of Tehran, Iran

Expecting the Unexpected: Implications of the 2008 Global Financial Crisis on the Middle East and North Africa Region
Sahar Nasr, The World Bank and the American University in Cairo, Egypt

WELCOME RECEPTION: 18:00 – 18:30

BOAT TOUR: 18:35 – 21:00

 TUESDAY, JUNE 2 (DAY 2)

 REGISTRATION / COFFEE & TEA: 08:00 – 08:20

 SESSION I : 08:20 – 10:00

SMALL AND MEDIUM-SIZED ENTERPRISES

Room: Cibali
Chair: Ergun Gide

The Scope of International SME Collaboration within the Eurasia Region
İrge Şener, Çankaya University, Turkey

Financial Knowledge and Financial Behaviour in Small and Medium Sized Firms: A First Approach to Greek Case
Joseph Hassid, University of Piraeus, Greece, Irene Fafaliou, University of Piraeus, Greece, and Marinos Stefanitsis, National Bank of Greece, Greece

Socio Economic Development Role of Small and Medium Enterprises in Bangladesh
Md. Touhidul Islam, East West University, Bangladesh

The Benefits and Challenges for Adopting E-Commerce Systems in SMEs in China
Ergun Gide, CQUniversity, Australia, and Mingxuan Wu, CQUniversity, Australia

The Transition, Problems and Countermeasures of China's Private Enterprise Institution
Zhang Zonghe, Zhejiang Gongshang University, P. R. China and Wang Guo-An, Zhejiang Gongshang University, P. R. China

LABOR MARKETS

Room: Fener
Chair: Lutz C. Kaiser

Gender Wage Differentials and Discrimination in Malaysian Labour Market
Rahmah Ismail, Universiti Kebangsaan Malaysia, Malaysia

Foreign Direct Investment and Wage Inequality: The case of Emerging Mediterranean Countries
Ousama Ben Salha, High Institute of Management of Sousse, Tunisia, Cheima Gharib, Faculty of Economics and Management of Tunis, Tunisia, and Chaker Aloui, Faculty of Economics and Management of Tunis, Tunisia

Changes in the Structure of Employed Persons in Poland in 2000-2008
Walentyna Kwiatkowska, University of Lodz, Poland

Integration and the Labor Market Performance of Immigrants
Lutz C. Kaiser, Institute for the Study of Labor, Germany

Could new measures to support maternity, increase fertility, and encouraging women with children to work be effective in Russia?
Svetlana G. Misikhina, Financial Research Institute of Budget and Treasury Academy of the Ministry of Finance of the Russian Federation, Russia

MARKETING ISSUES I

Room: Balat
Chair: Yoosuf Cader

Knowledge-based Marketing Practices in the GCC countries
Yoosuf Cader, Zayed University, U.A.E

Relationship Marketing Strategies vs. Transactional Marketing Strategies and the Relevance of Qualitative Elements of Relational Exchanges: The Buyer Perspective
Matjaž IRŠIČ, University of Maribor, Slovenia

Complexity as a Challenge in International Controlling: The Producer-Retailer-Customer Marketing Model
Robert C. Rickards, Harz University of Applied Sciences, Germany, and Rolf Ritsert, German Police University, Germany

A Critique and Revision of the "Core" Decision Process of the Hunt and Vitell Model of Ethical Decision Making in Marketing
Donald L. Brady, American University in Bulgaria, Bulgaria, and Zlatinka Gougoumanova, American University in Bulgaria, Bulgaria

Strategic Marketing Planning Formalization and Market Performance: A Study of the Austrian Food and Beverages Industry
Eseroghene Franklin Udjo, Al-Faisal University, Saudi Arabia

COFFEE BREAK: 10:00 – 10:10

SESSION II: 10:10 – 11:50

ENTREPRENEURSHIP/EDUCATION

Room: Cibali
Chair: Andy Brady

The Non-profit Enterprise Incubators in Italy, from a brickyard to a laboratory of ideas: The Furnace of Innovation of Asolo
Paola Castellani, University of Verona, Italy

Mapping social entrepreneur's networks in Turkey and the UK
Andy Brady, Anglia Ruskin University, UK, Helen Haugh, University of Cambridge, UK, and Gülen Boyner, Anglia Ruskin University, UK

On the utility of the social account of non-profit organization
Francesco Manni, Roma Tre University, Italy

Market Return to Women Education in Sudan: A case of Central Regions, Gezira State
Hanaa Mahmoud Sid Ahmed, College of Applied Sciences-Salalah, Oman, and Muawya Ahmed Hussein, Dhofar University, Oman

Changing Returns to Education in Palestine: A Gender Perspective
Yousef Daoud, Birzeit University, Palestine

MARKETING ISSUES II

Room: Fener
Chair: Yoosuf Cader

An Empirical Model of Brand Choice in Turkish Snacks Market Based on Consumer Panel Data
Tolga Kaya, Istanbul Technical University, Turkey, and Burç Ülengin, Istanbul Technical University, Turkey

Whose Uniqueness is it? A Qualitative Study on First-Time Mothers' Consumers Need for Uniqueness and its Impact on Purchases for their Babies
Limor Amit, University of Haifa, Israel, Aviv Shoham, University of Haifa, Israel, and Ayalla Ruvio, University of Haifa, Israel

Health care value chain
Lukasz Kawczynski, Polytechnic of Milan, Italy, and Marco Taisch, Polytechnic of Milan, Italy

The effects of consumers' perceived benefits, personal environmental norm, and environmental awareness on their purchasing intention for environmental friendly products
Shin-Yi Lee, National Chung-Hsing University, Taiwan, and Jing-Shing Ho, National Chung-Hsing University, Taiwan

The Music Industry & Its Consumers: A Potential Divorce through Technology and Shifting Market Linkages?
Klaus Oestreicher, University of Worcester, UK, and Joanne Kuzma, University of Worcester, UK

Corporate Brand Characters of Hotels in Malaysia
Sharizal Hashim, Universiti Malaysia Sarawak, Malaysia, Mozard Mohtar, Universiti Malaya, Malaysia, Norbani Che Ha, Universiti Malaya, Malaysia, and Azni Zarina Taha, Universiti Malaya, Malaysia

EXCHANGE RATES

Room: Balat
Chair: Engin A. Sungur

Would China Peg the Yuan to the Euro?
Kang-Soek Lee, Paris Chamber of Commerce and Industry, France

Exchange Rate Variability: A Sectoral Study on Malaysian Major Export Categories
Mazila Md-Yusuf, Universiti Teknologi MARA, Malaysia

Copulas with Directional Dependence Property: Application to Foreign Exchange Currency Data
Engin A. Sungur, University of Minnesota-Morris, USA, Jong-Min Kim, University of Minnesota-Morris, USA, and Yoon-Sung Jung, Kansas State University, USA

The Impact of Bilateral Development Aid on Donor Exports: The Case of Switzerland
Milad Zarin-Nejadan, University of Neuchâtel, Switzerland

Foreign Direct Investment, Exchange Rates and Technological Spillovers
Suna Gönültaş, Dogus University, Turkey, and Benan Zeki Orbay, Dogus University, Turkey

Understanding Regional Heterogeneity and Foreign Direct Investment: An Empirical Analysis of MENA and Non-MENA countries
Asima Shirazi, University of Wollongong, Dubai, UAE

COFFEE BREAK: 11:50 – 12:00

SESSION III: 12:00 – 13:30

GROWTH - FOREIGN TRADE

Room: Cibali

Chair: Ferda Halicioğlu

Comparison of Macroeconomic Performance of Selected Asian Countries, an Econometric Analysis of China Economic Growth and Policy Implications

Hasret Benar Balcioğlu, Cyprus International University, North Cyprus, and Kivanç Vural, Texas Tech. University, USA

Balance of payments constrained growth: the case of Turkey

Ferda Halicioğlu, Yeditepe University, Turkey

Trade Balance and Terms of Trade in a Small Open Economy: New Evidence from Turkey

R. Barış Tekin, Marmara University, Turkey

E-Service Sector: A Major Trade Opportunity for Both Australia and China

Ergun Gide, CQUniversity, Australia, and Mingxuan Wu, CQUniversity, Australia

The Relationship between Export and Economic growth Evidence from Libya

Khaled R.M. Elbeydi, Alfateh University, Libya, and Said Yousif Khairi, Alfateh University, Libya

The Effect of R&D on Iranian Economic Growth: A Time Series Analysis

Akbar Tavakoli, Isfahan University of Technology, Iran

ORGANIZATIONAL BEHAVIOR/LABOR MARKETS

Room: Fener

Chair: Wilfred Zerbe

Job Satisfaction amongst the Malaysian Medical Doctors

Mohd Shaladdin bin Muda, Universiti Darul Iman, Malaysia, and Nik Wan bin Omar, Universiti Malaysia Terengganu (UMT), Malaysia

Impact of Training on Wages in the Malaysian Services Sector

Zulridah Mohd Noor, Universiti Kebangsaan Malaysia, Malaysia, Rahmah Ismail, Universiti Kebangsaan Malaysia, Malaysia, and Abd Hair Awang, Universiti Kebangsaan Malaysia, Malaysia

The Affective Revolution in Organizational Behavior: Comparing East and West

Wilfred Zerbe, University of Calgary, Canada, and Leighton Wilks, University of Calgary, Canada

Contribution of Human Capital to Malaysian Economic Growth and Labour Productivity

Idris Jajri, University of Malaya, Malaysia, and Rahmah Ismail, Universiti Kebangsaan Malaysia, Malaysia

The reduction of costs per unit of output in Russian industry: direct investment as a reason?

Grigory Kantorovich, State University – Higher School of Economics, Russia, and Eugenia Nazrullaeva, State University – Higher School of Economics, Russia

ACCOUNTING/AUDIT

Room: Balat

Chair: Jayne Fuglister

The Role of Judgment in Fair Value Accounting under SFAS 157

Jake Kamm, Cleveland State University, USA, and Jayne Fuglister, Cleveland State University, USA

Integrating Continuous Auditing within an Enterprise System Environment: A Conceptual Model
Munir Majdalawieh, American University of Sharjah, UAE, Sofiane Sahraoui, American University of Sharjah, UAE, and Reza Barkhi, American University of Sharjah, UAE

The Romanian Public Accounting from Communist to Capitalism Period
Cristina Silvia Nistor, Babes Bolyai University, Romania, and Andreea Cirstea, Babes Bolyai University, Romania

The Impact of Global Economic Crisis over the Going Concern Accounting Principle
Sorin Achim, Babeş-Bolyai University, Romania, Cristina Boţa-Avram, Babeş-Bolyai University, Romania, and Atanasiu Pop, Babeş-Bolyai University, Romania

Investment environment affecting accounting quality in transition economies of Europe
Sanna Tilli, Lappeenranta University of Technology, Finland, and Minna Martikainen, Lappeenranta University of Technology, Finland

IFRS- an Imperative Tool for Decision Makers at International Level in the Era of Economic Globalization
Julijana Siljanoska, University "St.Kliment Ohridski" Bitola, Republic of Macedonia, Nikolce Marinovski, Master of business administration Prilep, Republic of Macedonia, and Monika Angeloska, University "St.Kliment Ohridski" Bitola, Republic of Macedonia

LUNCH: 13:30 – 14:30 / BEST PAPER AWARD CEREMONY / KEYNOTE SPEAKER

Room: Cibali

Comments on the Best Paper

Simon Benninga, Tel Aviv University, Israel and Member of the Advisory Board of EBES

SESSION IV: 14:30 – 16:10

REGIONAL STUDIES

Room: Cibali

Chair: Yoosuf Cader

The Role of Information and Information Technology in Controlling Development
Nidžara Osmanagic Bedenik, Graduate School of Economics & Business, Croatia, and Ivan Strugar, Graduate School of Economics & Business, Croatia

Social Implications of a Major Economic Trend: Aesthetic Tourism
Berna Tari, TOBB University of Economics and Technology, Turkey

The Importance of Study of the Experience of Turkey in the Formation of Special Economic Zones in Azerbaijan Republic
Shafa Aliyev, Azerbaijan State Economy University, Azerbaijan

Customer Service in an Emerging Market (UAE)
Rawdha Khamis Al Mehairbi, Zayed University, U.A.E., and Yoosuf Cader, Zayed University, U.A.E.

Factors for entering foreign retail markets in Europe
Anna A. Evtyugina, Ural Branch of Russian Academy of Science, Russia

An Empirical Investigation of Twin Deficit Hypothesis for Six Emerging Countries
Sadullah Çelik, Marmara University, Turkey, and Pinar Deniz, Marmara University, Turkey

DIFFERENT TYPES OF PRODUCTS

Room: Fener

Chair: Helmut Schneider

Consumer Attitudes toward the Purchase of Domestic and Foreign Products in Transitional Economies
Liza Rybina, Kazakhstan Institute of Management Economics and Strategic Research, Kazakhstan

Consumer Boredom – Conceptualization and Measurement

Vered Bachar, University of Haifa, Israel, Aviv Shoham, University of Haifa, Israel, and Ayalla Ruvio, University of Haifa, Israel

Role Allocation in the Family Purchase Decision Process: A Cross-Cultural Study between Turkish and German Families

Helmut Schneider, Steinbeis-University Berlin, Germany, Bilgen Coşkun, Steinbeis-University Berlin, Germany, and Gülpınar Kelemci Schneider, Marmara University, Turkey

Consumer's Perspectives on Organic Products – A Market Survey

A. D. Rozhan, Economics and Technology Management Research Center, Malaysia, Z. A. Ahmad Zairy, Economics and Technology Management Research Center, Malaysia, and Mohd. Akmal Z., Economics and Technology Management Research Center, Malaysia

Negotiating Successfully in Asia

Michael Benoliel, Singapore Management University, Singapore

ORGANIZATIONAL CULTURE

Room: Balat

Chair: Susan Zeidan

Developing Shame as Corporate Culture in Preventing Unethical Behavior of Firm's Managers

Nazarina Jamil, Universiti Malaysia Sabah, Malaysia, and Ely Susanto, National Cheng Kung University, Taiwan

Actual vs. Ideal organizational culture; an empirical study of the UAE

Marie France Waxin, American University of Sharjah, UAE, Andy Klein, American University of Sharjah, UAE, and Elina Radnell, S.A.M. Consulting, UAE

Internal Structure within Aspects of Business-to-Business Customer Service Outcomes

Gregory Lee, University of the Witwatersrand, South Africa

Promise breaking or fulfilling: Does organizational justice make a difference?

Susan Zeidan, American University in Dubai, UAE

Current Quality Management Initiatives in Europe: A comparative study of their structural practices and their effects on organizational dynamics capabilities

Leopoldo Gutiérrez Gutiérrez, University of Granada, Spain, Javier Tamayo Torres, University of Granada, Spain, and Ignacio Tamayo Torres, University of Granada, Spain

Measuring Organisation Performance: A Top-down Approach Using an Optimisation Model

Alex Manzoni, Victoria University, Australia, and Sardar M.N Islam, Victoria University, Australia

COFFEE BREAK: 16:10 – 16:20

SESSION V: 16:20 – 18:00

BANKING SECTOR

Room: Cibali

Chair: Ahmet Faruk Aysan

A Practical Study on the Competitiveness of Chinese Listed Commercial Banks - The Analytic Hierarchy Process (AHP) Approach

Zhou Xing, Xiamen University, China, Guo Yanzhi, Xiamen University, China, Jiang Jianlian, Xiamen University, China, and Liu Liuting, Xiamen University, China

Panel Stochastic Frontier Analysis of Profitability and Efficiency of Turkish Banking Sector in the Post Crises Era

Ahmet Faruk Aysan, Bogazici University, Turkey, Mustafa Mete Karakaya, Bogazici University, Turkey, and Metin Uyanik, Bogazici University, Turkey

Economic Performance and the Role of the Qualitative Development in the Banking Sectors in South-East European Countries

Vesna Babic-Hodovic, School of Economics and Business in Sarajevo, Bosnia and Herzegovina, Eldin Mehic, School of Economics and Business in Sarajevo, Bosnia and Herzegovina, and Emir Agic, School of Economics and Business in Sarajevo, Bosnia and Herzegovina

Determinants of Bank Capital Structure in Turkey

Ebru Çağlayan, Marmara University, Turkey, and Nazan Şak, Gelisim Community College, Turkey

Bank System Vulnerability by Macroeconomic Shocks in Croatia

Boris Cota, University of Zagreb, Croatia, Nataša Erjavec, University of Zagreb, Croatia, and Željko Bogdan, University of Zagreb, Croatia

TAXATION / ECONOMIC GROWTH

Room: Fener

Chair: Gary Gold

Wasta: The Immutable Force a Case Study at Gulf University for Science & Technology

Robert Ankli, Gulf University for Science & Technology, Kuwait, Gary Gold, American University of Sharjah, United Arab Emirates, and George Naufal, American University of Sharjah, United Arab Emirates

Impacts of Transportation-Communication Investment on Economic Growth: A Study for Turkey

Aysegul Eryugur, Middle East Technical University, Turkey, Muhtesem Kaynak, Gazi University, Turkey, and Merter Mert, Gazi University, Turkey

Approaches to the Dynamization of the CGE Model in the Context of the Czech Economy

Zuzana Křístková, Czech University of Life Sciences in Prague, Czech Republic

Impact of tax system in Poland and other transition economies on competitiveness of the economy

Anna Krajewska, Lodz University, Poland

Optimal Taxation with Electronic Commerce

Sittiphol Viboonthanakul, University of York, England

Antecedents and Consequences of Interpersonal Trust an Empirical Study

Fatih Semerciöz, Istanbul University, Turkey, Masoodul Hassan, Istanbul University, Turkey, and Nilüfer Vatansever, Kırklareli University, Turkey

EMPIRICAL STUDIES ON EMERGING MARKETS

Room: Balat

Chair: George S. Naufal

Capital Mobility and Unemployment Dynamics: Evidence from a Panel of OECD Countries

Giovanna Vallanti, Università Luiss "Guido Carli", Italy

Modelling the Trade Flows of the Gulf Cooperation Council Countries: A New Approach to Gravity Model

Aysu İnel, Marmara University, Turkey, and Mahmut Tekçe, Marmara University, Turkey

Structural changes in the global economy

Edith Skriner, Institute for Advanced Studies, Austria

Where Does the Money Go?: An Investigation of Remittances fleeing the Gulf Countries

George S. Naufal, American University of Sharjah, UAE, and Ali Termos, American University of Sharjah, UAE

Lag Length Selection in Autoregressive Time Series Models

M. Qamarul Islam, Çankaya University, Turkey, and Mehmet Yazıcı, Çankaya University, Turkey

An Econometric Analysis of Some Selected Manufacturing Industries in Oman

Khalid Said Al-Amri, Sultan Qaboos University, Oman, and M. Zakir Hossain, Sultan Qaboos University, Oman

CONFERENCE DINNER: 19:30 – 22:00

AT CAMBAZ RESTAURANT, BEYOGLU - ISTANBUL
