

Eurasia Business and Economics Society

EBES



EBES 2012 CONFERENCE - ANTALYA CONFERENCE PROGRAM

JANUARY 13-14, 2012
LYRA RESORT HOTEL
ANTALYA, TURKEY

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Antalya International University



Istanbul Economic Research Association

FRIDAY, JANUARY 13 (DAY 1)

REGISTRATION: 09:00 - 10:00

SESSION I: 10:00 - 12:00

MARKETING I

Room: 3

Chair: Agne Gadeikiene

The Effects of Consumer Ethnocentrism, National Identity, and Cosmopolitanism on Purchase Behavior in Transitional Economies

James Reardon, Monfort College of Business, U.S.A.; Donata Vianelli, University of Trieste, Italy; and Vilte Auruskeviciene, ISM, Lithuania

A Study on Effect of Gender on the Choice of Technological Products and Technophobia
Semih Okutan, Sakarya University, Turkey

The Development of Long-Term Relationships with Green Product Consumers in the Context of Sustainability Tendencies in Lithuanian Textile Market

Jurate Banyte, Kaunas University of Technology, Lithuania; Agne Gadeikiene, Kaunas University of Technology, Lithuania; and Indre Kasiuliene, Kaunas University of Technology, Lithuania

Influence of Barriers on Customer based Attitudinal Brand Equity (CABE)
Zillur Rahman, Indian Institute of Technology Roorkee, India

Demography and Marketing: Identifying, Targeting and Reaching the Booming Senior Markets

Norbert Meiners, FHWT, Private University of Applied Sciences, Germany

LABOR ECONOMICS

Room: 2

Chair: Tiiu Paas

Workplaces with Stipend Programme: Chances and Challenges for Unemployed Persons Integration into Labor Market

Ieva Brence, Latvian Academy of Sciences, Latvia

Labor Market

Jorde Jakimovski, Institute for Sociological, Political and Juridical Research Skopje, Macedonia

What Determines Self-Employment? Evidence from Turkey

Alisher Akhmedjonov, Zirve University, Turkey and Berna Balci Izgi, University of Gaziantep, Turkey

Romanian Migration Impact on the European Labor Market

Elena Simona Vranceanu, Alexandru Loan Cuza University of Iasi, Romania

Total Human Capital and Labor Migration: The Case of Latvia

Eduards Vanags, Daugavpils University, Latvia and Vladimir Menshikov, Daugavpils University, Latvia

INDUSTRIAL ORGANIZATION & MANAGEMENT

Room: 1

Chair: Philip Tzang

Study the Effect of Service Quality and Customer Satisfaction of Private Banks and Governmental Bank

Iraj Nouri, Islamic Azad University of Arak, Iran; Elahe Bosak, Islamic Azad University of Arak, Iran; and Zahra Mahmoodvandi, Islamic Azad University of Arak, Iran

Does Perceived Business Environment Matter for Firm Size?: Evidence from Eurasia Countries

Nurullah Gur, University of Essex, United Kingdom

Multi - Factor Productivity Measurement Model to Measure Productivity in the Branches of Social Security Organization

Iraj Nouri, Islamic Azad University of Arak, Iran; Morteza Habashi, Islamic Azad University of Arak, Iran; Sahar Ghahremani, Islamic Azad University of Arak, Iran; and Atefeh Allahverdi, Islamic Azad University of Arak, Iran

Measurement of Financial Performance in Production Sector

Filiz Yıldız Contuk, Mugla University, Turkey; Humeyra Burucu, Bayburt University, Turkey; Abdulkadir Kaya, Pasinler Vocational School of Higher Education-Ataturk University, Turkey; and Bener Gungor, Ataturk University, Turkey

The downfall of Croatian Industrial Giants

Danijela Sokolic, University of Rijeka, Croatia; Marija Kastelan Mrak, University of Rijeka, Croatia; and Nenad Vretenar, University of Rijeka, Croatia

Implementation and the Inverse Elasticity Rule under Nonlinear Pricing

Masahiro Watabe, Zirve University, Turkey

LUNCH: 12:00 - 13:00

KEYNOTE SPEAKER: 13:00 - 13:30

Room: 1

Global Financial Crisis and Emerging Markets: Challenges Ahead

Ahmet Faruk Aysan, Bogazici University and Central Bank of the Republic of Turkey, Turkey

SESSION II: 13:30 - 15:10

MARKETING II

Room: 3

Chair: James Reardon

Online Apparel Shopping in South Africa: A Structural Equation Modeling Examination

Gregory John Lee, University of the Witwatersrand, South Africa

The Impact of Psychic Distance on Export Marketing Strategy and Performance Outcomes

Beata Seinauskiene, Kaunas University of Technology, Lithuania and Regina Virvilaite, Kaunas University of Technology, Lithuania

Profitable Marketing through Affordability and Public Spiritual Partnership - A Case of Health Care Marketing and Market Development to Achieve Health for All

Vinay Sharma, Indian Institute of Technology Roorkee, India

Price Perceptions of Market Mavens: A Study of Technological and Apparel Products

Semih Okutan, Sakarya University, Turkey

ENTREPRENEURSHIP & SMEs

Room: 2

Chair: Nurullah Gur

Critical Analysis of the Role of Universities in the Creation and Survival of University Spin-Offs. Proposal of an Academic Model of Support

Nuria Calvo, University of A Coruna, Spain; Laura Varela Candamio, University of A Coruna, Spain; Isabel Soares, University of Porto, Portugal; and David Rodeiro, University of Santiago De Compostela, Spain

Government Spending on ICT in Entrepreneurship

Ahmad Gholami, University of Tehran, Iran; Bagher Adabi, University of Tehran, Iran; Ehsan Salimi Soderjani, University of Tehran, Iran; and Asadollah Farzin Vash, University of Tehran, Iran

Social Entrepreneurship: A Case Study of PPP Model in Use of Cycle Rickshaw

Rajat Agrawal, Indian Institute of Technology Roorkee, India

Entrepreneurs Characteristics and Business Success: A Framework for Entrepreneurial Success in Jordan

Mohammad Al-zubeidi, Al-Balqah Applied University, Jordan and Belal Hasmin Al-Nsour, Al-Balqah Applied University, Jordan

Motives for M&As in Small and Medium Enterprises

Nenad Vretenar, University of Rijeka, Croatia; Marija Kastelan Mrak, University of Rijeka, Croatia; and Danijela Sokolic, University of Rijeka, Croatia

COFFEE BREAK: 15:10 - 15:30

SESSION III: 15:30 - 17:30

FINANCE I

Room: 3

Chair: Ahmet Faruk Aysan

Stock Market Integration of Emerging Economies and Micro Determinants of Individual Stock Integration

Dogus Emin, University of Leicester, United Kingdom

A Stepwise Approach of Financial Integration in East Asia: Evidence from Stock Prices

Choong Lyol Lee, Korea University at Sejong, South Korea; Jong Ha Lee, Korea University at Sejong, South Korea; and Sun Ho Lee, Korea University, South Korea

Testing the Existence of Financial Integration; Arab Countries & European Union Markets

Mohamad Atyeh, JINAN University of Lebanon, Lebanon

Long-Run and Short-Run Relationship among the Stock Indices: Evidence from Turkey
Gulin Vardar, Izmir University of Economics, Turkey; Gokce Tunc, Izmir University of Economics, Turkey; and Berna Aydogan, Izmir University of Economics, Turkey

Time-Series Models Performance in Forecasting Quarterly Earnings in Baltic Stock Market
Zana Grigaliuniene, Siauliai University, Lithuania

A Reduced Lattice Model for Option Pricing under Regime-Switching
Ivar Massabo, University of Calabria, Italy; Massimo Costabile, University of Calabria, Italy; Arturo Leccadito, University of Calabria, Italy; and Emilio Russo, University of Calabria, Italy

POLITICAL ECONOMY & PUBLIC ECONOMICS

Room: 1

Chair: Veysel Avsar

Government Ownership of Banks and Employment Growth: A Cross-Industry, Cross-Country Approach
Nurullah Gur, University of Essex, United Kingdom

Does Delegation Help to Prevent Spiteful Behavior?
Christian Rusche, Technische Universitat Dortmund, Germany

The Macroeconomic Effects of World Crude Oil Price Changes
Ercan Ekmekcioglu, Kyrgyz Turkish Manas University, Kyrgyzstan

Military Expenditures and Inequality: Empirical Evidence from Israel
Mehmet Huseyin Bilgin, Istanbul Medeniyet University, Turkey; Meltem Ucal, Kadir Has University, Turkey; and Gokhan Karabulut, Istanbul University, Turkey

A Study in the Impact of Easing in Starting a Business on Total Factor Productivity: Case Study of OECD Countries
Arash Valinia, Islamic Azad University, Iran; Zahra Akbari, Islamic Azad University, Iran; Abolfazl Shahabadi, Bu Ali Sina University, Iran; and Zahra Ansari, Islamic Azad University, Iran

The Role of the Transparency on the OECD' Work for Harmful Tax Competition
Emine Kiziltas Uzunali, Akdeniz University, Turkey

Corruption and Budget Deficit in OECD: Evidence from a Panel Data Analysis
Ahmad Gholami, University of Tehran, Iran; Ehsan Salimi Soderjani, University of Tehran, Iran; and Asadollah Farzin Vash, University of Tehran, Iran

Turkish Folk Dance: 21:00 - 21:45

SATURDAY, JANUARY 14 (DAY 2)

REGISTRATION: 09:00 - 10:00

SESSION I: 10:00 - 12:00

ACCOUNTING/AUDIT & CORPORATE GOVERNANCE**Room: 1****Chair:** Dogus Emin

The Relationship between the Fraud Detection Duty and Liability of the External Auditor: The Turkish Example

Nuriye Ayse Odman Boztosun, Akdeniz University, Turkey

Financial Participations and Equities in the Romanian Economy

Iustin Atanasiu Pop, Babes - Bolyai University, Romania and Sorin Briciu, 1 Decembrie University, Romania

Management Control Systems and Reporting Requirements in Respect to Remuneration Systems of the Management Board: Evidence from Austria

Josef Baumuller, University of Vienna, Austria and Karina Sopp, University of Vienna, Austria

The Importance of the Unified Financial Control in the Mechanical Engineering Management-Holding

Petra Hodulikova, Faculty of Material Science and Technology STU, Slovakia; Andrea Drozdova, Materialovotechnologicka fakulta STU, Slovakia; Jana Snircova, Materialovotechnologicka fakulta STU, Slovakia; and Peter Joehnk, Helmholtz-Zentrum Dresden-Rossendorf, Germany

Logistics: Keeping Freight Moving. Europe's Initiatives at Achieving Efficiency and Sustainability for Freight Transport

Birgit J. Oberer, Kadir Has University, Turkey and Alptekin Erkollar, Halic University, Turkey

The Effect of Knowledge Economy on Organizational Environments: Do the Governance Mechanisms Differ According to Institutional and Technical Environments?

Mert Aktas, Toros University, Turkey and Irge Sener, Cankaya University, Turkey

Organizational Factors and the Adoption of Benchmarking

Davood Askarany, University of Nizwa, Oman and University of Auckland, New Zealand

MANAGEMENT & GAME THEORY**Room: 2****Chair:** Masahiro Watabe

Investigating the Relationships among Perfectionism, Irrational Beliefs and Workaholism: A Path Analysis Study

Hui-Wen Yang, Yuan Ze University, Taiwan and Yuhsuan Chang, Yuan-Ze University, Taiwan

A Theory of Evidence-Based Ruling in Contract Enforcement

Philip Tzang, The Hong Kong Polytechnic University, Hong Kong

Contract Litigation as Information Revelation Channel and its Implications on Reputation (Dis)incentives

Philip Tzang, The Hong Kong Polytechnic University, Hong Kong

A Heuristic Solution Procedure for the Resource-Constrained Project Scheduling Problem with Dedicated Resources

Yasemin Yavuz, Erciyes University, Turkey

Optimal Production Scheduling Under Cyclical Demand and Various Interest Rate Expectations

Mustafa Akan, Halic University, Turkey

Paternalistic Leadership and Organizational Commitment in Collectivistic Context

Tasneem Fatima, International Islamic University, Pakistan; Sadia Jahanzeb, Fatima Jinnah University, Pakistan; Fouzia Sayed, Fatima Jinnah University, Pakistan; and Muhammad Mohtasham Saeed, International Islamic University, Pakistan

LUNCH: 12:00 - 13:00

BEST PAPER AWARD CEREMONY: 13:00 - 13:20

Room: 1

SESSION II: 13:20 - 15:20

MONETARY ECONOMICS & GROWTH and DEVELOPMENT

Room: 1

Chair: Inbong Ha

International Reserves versus Public Debt: Can International Reserves Avoid Financial Crisis in Indebted Countries?

Layal Mansour, Universite Lyon 2-Gate - St. Etienne, France

Optimum Monetary Policy Rule for Turkey: Open versus Closed Economy

Reza Moosavi Mohseni, Shiraz Azad University/UPM, Iran; Adem Kilicman, University Putra Malaysia, Malaysia; and Jalil Khodaparast Shirazi, Shiraz Azad University, Iran

Development of ICT and Volatility of Stock Price and Foreign Exchange Rate

Choong Lyol Lee, Korea University at Sejong, Korea and Sun Ho Lee, Korea University, Korea

Export-led Growth and Emerging Economies

Sule Melek Aker, Eastern Mediterranean University, North Cyprus and Ahmert Hamdi Aker, Cyprus International University, North Cyprus

Social Capital and Economic Development: An Analysis across European Countries

Burcu Ozcan, Istanbul University, Turkey

Productivity Growth and Labor Reallocation: Latin America versus East Asia

Murat Ungor, Central Bank of the Republic of Turkey, Turkey

MANAGEMENT

Room: 2

Chair: Yasemin Yavuz

Influence of the Intuitive Thinking on the Management's Decision Making

Baiba Aneraude, RSEBAA, Latvia

Financial Structuring of a PPP-Project

Ali Turhani, Faculty of Economy University "Aleksander Xhuvani", Albania and Altin Turhani, Faculty of Economy University "Aleksander Xhuvani" and National Commercial Bank, Albania

Technoparks, as a Collaboration Model between Industry and University

Mehmet Akif Ozyurt, Istanbul Technical University, Turkey and Ibrahim Ozkol, Istanbul Technical University, Turkey

Cognitive Leadership Style Types of Top and Middle Level Managers: A Study from Turkish Chemical Sector

Emre Gollu, Okan University, Turkey and Tugrul Aydin Kayi, Okan University, Turkey

Project Implementation in Bangladesh: An Institutional Approach

Nasim Banu, Islamic University Kushtia, Bangladesh

Strategic Framework of Dubai Duty Free

Prakash Vel Kumar Shankar, University of Wollongong in Dubai, UAE; Bernand Creed, Dubai Duty Free, UAE; and Roshni Satya Narayan, University of Wollongong in Dubai, UAE

The Positive Outlook of the Last in First out Inventory Methods

Peter Harris, NYIT, U.S.A.

COFFEE BREAK: 15:20 - 15:40

SESSION III: 15:40 - 17:40

FINANCE II

Room: 3

Chair: Choong Lyol Lee

Banks' Wholesale Funding and Credit Procyclicalities

Sangjun Jeong, Seoul National University, South Korea and Hueechae Jung, Bank of Korea, Korea

The Impact of Natural Disaster on Stock Exchange

Irfan Ullah Shah, International Islamic University, Pakistan and Syed Zulfiqar Shah, International Islamic University, Pakistan

Financial Crisis and Emerging Stock Markets Volatility: Do Internal Factors Matter?

Aymen Ben Rejeb, High Institute of Management of Sousse, Tunisia and Ousama Ben Salha, High Institute of Management of Sousse, Tunisia

The Impact of FASB 157 on the Financial Crisis

Peter Harris, NYIT, U.S.A.

What Do the Sovereign Credit Risk Ratings Rate?

Hesam Aldin Shahrivar, Eastern Mediterranean University, North Cyprus

A Comparative Study of Corporate Accounting Malfeasance

Peter Harris, NYIT, U.S.A.

REGIONAL STUDIES

Room: 2

Chair: Murat Ungor

Regional Economic Development and Innovations: The Role of Innovations in Supporting Regional Growth and Convergence

Tiiu Paas, University of Tartu, Estonia

The Regional Location of Foreign Direct Investments: A Review of the Evidence

Raluca Georgiana Popescu, The Academy of Economic Studies, Romania

The Climate Change Adaptation Sensitivity Index of Korea, 2006~2008

Inbong Ha, Kyungpook National University, South Korea and Chung-sil Kim, Kyungpook National University, South Korea

The Role of the Financial Sector in the Turkish Cypriot Economy: Evidence from Cointegration Analysis

Dilber Caglar, Girne American University, North Cyprus; Salih Katircioglu, Eastern Mediterranean University, North Cyprus; and Sami Fethi, Eastern Mediterranean University, North Cyprus

The Anatomy of Trade Deflection

Veysel Avsar, Antalya International University, Turkey

The Impact of Gender Equality and ICT on Child Development: A Cross Country Analysis

Nezahat Kucuk, Eastern Mediterranean University, North Cyprus

HUMAN RESOURCES & EDUCATION

Room: 1

Chair: Sule Melek Aker

Career Perceptions and Attitudes of Banking and Finance Students: The Case of Turkish Undergraduate Students Studying in North Cyprus

Cahit Ezel, Eastern Mediterranean University, North Cyprus and Nesrin Ozatac, Eastern Mediterranean University, North Cyprus

Social Capital and Social Media Combined is the Future of the Recruiting Processes

Tom Sander, Talisman Software / FH Kufstein, Germany

The Impact of Individual Values on Learning Styles: The Case of Turkish Business Students

Mert Aktas, Toros University, Turkey

Impact of Personal Development Trainings on Employee Motivation: A Case Study from Turkish Pharmaceuticals Sector

Emre Gollu, Okan University, Turkey and Tugrul Aydin Kayi, Okan University, Turkey

An Examination on the Human Resources' Basic Requirements for Implementation of an E-Government

Shahram Eshghi, Islamic Azad University, Iran

Conflict Never Ends: An Empirical Study on the Turkish Education System in the Scope of Thomas-Kilmann Model

Anil Goker, Atilim University, Turkey and Pelin Ozgen, Atilim University, Turkey

Determinants of Learning Organizations in Higher Education institutes of Pakistan; A correlational Study

Rizwan Qaiser Danish, University of the Punjab, Pakistan and Yasin Munir, University of the Punjab, Pakistan