



# Global Interdisciplinary Business-Economics Advancement Conference

May 15-18, 2014, Clearwater Beach, Tampa, Florida-USA



## **CONFERENCE PROGRAM**

**May 15-18, 2014**

**Clearwater Beach, Florida, U.S.A.**

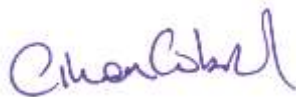
# WELCOME

It is with a great pleasure that we welcome you to the Global Interdisciplinary Business-Economics Advancement Conference (GIBA 2014) in May 15-18, 2014 in Clearwater Beach, Florida, U.S.A. National Academies defines interdisciplinary research as “a mode of research by teams or individuals that integrates information, data, techniques, tools, perspectives, concepts, and/or theories from two or more disciplines or bodies of specialized knowledge to advance fundamental understanding or to solve problems whose solutions are beyond the scope of a single discipline or area of research practice.” The fields of business and economics are very suitable for interdisciplinary research. For this reason, we decided to create a global conference that feature research that spans to more than one discipline. We are very happy to report that the first Global Interdisciplinary Business-Economics Advancement conference attracted 185 presenters with 155 very interesting papers from a diverse variety of fields within the areas of Business and Economics from 40 different countries.

GIBA 2014 aimed to bring together researchers, scientists, scholar and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of Business and Economics, and discuss the practical challenges encountered and the solutions adopted. University of South Florida Sarasota-Manatee, USA is proud to sponsor GIBA 2014 Conference. We would like to let you know that we plan to produce three conferences each year, one in the America continent, one in Europe/Africa and one in the Asia. We look forward to seeing you in Istanbul, Turkey in July 2014 or Bangkok, Thailand in February 2015.

We would like to thank all of our authors and reviewers for their contribution to GIBA 2014.

Co-Editors



Prof. Dr. Cihan Cobanoglu



Prof. Dr. Serdar Ongan

## KEYNOTE SPEAKER: DR. MOEZ LIMAYEM



**Dr. Moez Limayem** is dean of the College of Business, joining USF in 2012 from the Sam M. Walton College of Business at the University of Arkansas, where he served simultaneously as the associate dean for research and graduate programs, the executive director of the Information Technology Research Institute. Limayem was responsible for all the graduate business programs and executive education programs and also supervised 11 outreach and research centers. The recipient of numerous professional awards, Limayem has published dozens of articles, many of which focus on the intersection of technology with the consumer, academic and business worlds. He is also the coauthor of a scholarly book, “Understanding The Use of Technology-Based Self Service: The Consumers’ Point of View.” Limayem’s recent research focuses on the use of mobile phones and technology in dangerous settings. He has also recently emerged as an expert on the power of social media and information systems to effect social and political change. Since 1992, he has served as an international expert in IT for UNESCO. He has taught at universities across the globe: he taught at the University of Minnesota, Laval University in Canada, City University of Hong Kong, and Lausanne University in Switzerland, as well as the University of Arkansas. Research Interests: Impact of electronic commerce on organizational performance, on-line consumer behavior and business process reengineering.

## Panel

# Interdisciplinary Research: Opportunities and Challenges



**Dr. Kathy Black** is an Associate Professor of Social Work at the University of South Florida Sarasota-Manatee. Dr. Black obtained her Ph.D. from the University at Albany in New York in 2000. She also holds a B.S.W. from the University at Albany (1986), along with Master's Degrees in both Social Work and Gerontology from the University of Southern California (1988) and a Master's Degree in Public Health from the University of California at Los Angeles (1990). Dr. Black's research interests are broadly in the area of health and aging. Her research agenda is focused on advance directive communication in gerontological practice. Her past experience includes 25 years of working with older people and their families as a geriatric nurse, social worker, and case manager. Kathy recently relocated to Sarasota from New York with her family. All are adapting well to their new warmer climate in southwest Florida.



**Dr. Zhong Li** is the Vice Dean of Student Affairs and International Cooperation, College of Tourism and Service Management at Nankai University, China. He received his PhD in Management in 2011. His research area falls within Service & Brand Management.



**Dr. Fevzi Okumus** is a Professor in the Hospitality Services Department with the Rosen College of Hospitality Management. Prof. Okumus was the founding Chair of the Hospitality Services Department from 2007-2013. He received his PhD in Strategic Hotel Management in 2000 from Oxford Brookes University, UK. His teaching areas include strategic management, leadership development, strategic human resources management, strategic marketing, hotel management, international hospitality management and introduction to hospitality management. His research focuses on strategy implementation, change management, competitive advantage, knowledge management, crisis management, cross-cultural management, destination marketing, information technology and developing countries.

## May 15, Thursday

1:30 PM

2:00 PM

*Opening Ceremony (Waters Edge Room A,B,C)*

2:00 PM

*Panel: Interdisciplinary Research: Opportunities and Challenges (Waters Edge Room A,B,C)*

3:00 PM

*Dr. Kathy Black, Dr. Zhong Li and Dr. Fevzi Okumus*

3:00 PM

3:20 PM

*Coffee Break (Waters Edge Rooms Foyer)*

3:20 PM

*Session Chair: Mathilda van Niekerk*

5:40 PM

**Session 1: Waters Edge Rooms : A**

**Ahmet Bulent Ozturk and Mathilda van Niekerk**

*Near Field Communication Technology (NFC) in the Hospitality Industry*

- Information Systems

**Monika Busovska**

*The European Common Single Market in the Context of Taxation*

- Public Economics

**Joseph L. Rosetti**

*Case Analysis of Supply Chain Brand Consolidation in a Consumer and Commercial Credit Dependent Entrepreneurial Venture*

- Entrepreneurship

**Hanafiah Harvey**

*Exchange Rate Sensitivity: How Receptive are the Philippines Bilateral Trade Flows to Real Depreciation of Peso?*

- International Business-Economics

**Suat Askin, Murat Ayan and Mehmet Tatar**

*Increasing Labor Productivity by Youth Employment in Turkey*

- Human Resource Management

**Aylin Kilic, Remziye Ekici and Gamze Mese**

*Measuring the Attitudes of Undergraduate Tourism Students Towards Tourism Sector and These Attitudes' Effects on Career*

*Choice of Students*

- Social Science Studies

**Mohammed Yassin**

*Information Asymmetry, Accounting Conservatism, and Stock Return*

- Accounting

## May 15, Thursday

1:30 PM

2:00 PM

*Opening Ceremony (Waters Edge Room A,B,C)*

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*Panel: Interdisciplinary Research: Opportunities and Challenges (Waters Edge Room A,B,C)*

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*Dr. Kathy Black, Dr. Zhong Li and Dr. Fevzi Okumus*

3:00 PM

3:20 PM

*Coffee Break (Waters Edge Rooms Foyer)*

3:20 PM

*Session Chair: Ihsan Isik*

5:40 PM

**Session 2: Waters Edge Rooms : B**

**Rabia Bato Cizel and Beykan Cizel**

*Learned Helplessness and Demographic Factors Influence Teachers' Perception of Glass Ceiling Syndrome*

- Management

**Ela Unler, Ekrem Tatoglu and Can Celik**

*Do Popular Management Techniques Improve Firm Performance? Evidence from Turkish Firms*

- Management

**Yuling Gao and Tianming Gao**

*A Probe into Eco-Tourism in Beautiful Qingdao from an Ecological Civilization Perspective*

- Smart Tourism

**Remziye Ekici and Beykan Cizel**

*Examining the Residents' Attitudes toward Tourism Development: Case Study of Kas*

- Hospitality/Tourism-Tourism Economics

**Yildirim Yilmaz**

*A Strategic Performance Management Framework for Tourism Companies*

- Hospitality/Tourism-Tourism Economics

**Aysen Akbas Tuna, Muharrem Tuna, Hasan John Yilmaz, Ali Yayli and Murat Bayram**  
*Destination Marketing Organizations: A Comparative Study of the United States and European Union Countries*  
• Hospitality/Tourism-Tourism Economics

**Ihsan Isik and Daniel Folkinshteyn**  
*Access and Barriers to Finance in Turkey: An Exploratory Study*  
• Finance and Banking

## May 16, Friday

8:00 AM

Session Chair: Monika Kriewald

9:40 AM

Session 3: Waters Edge Rooms : A

**Mei Zhang**

*Auditor's Reactions on Fair Value Measurements during the Financial Crisis of 2008*

- Accounting

**Deborah Corbin**

*GAAP Influence on Bid-Ask Spreads and Share Turnovers*

- Accounting

**Debra Stone**

*Cost Accounting Systems: A Holistic View from the Top*

- Accounting

**Destan Kirimhan**

*Perceptions of Risk and Cigarette Package Warning Labels of Adults in Turkey*

- Behavioral Economics

**Fumihiko Hashimoto**

*Human Behaviour Experiments for the Time Series of Stock Price with Fundamental Information*

- Behavioral Finance

9:40 AM

10:00 AM

*Coffee Break (Waters Edge Rooms Foyer)*

10:00 AM

11:00 AM

*Keynote Speaker (Waters Edge Room A,B,C): Dr. Moez Limayem*

11:00 AM

Session Chair: Monika Kriewald

12:20 PM

Session 4: Waters Edge Rooms : A

**Dissat Prasertsakul and Pakawakarn Koottatep**

*Understanding the Factors Influencing the Customers' Purchase Intention from Social Commerce Websites: A Case of Deal-of-the-day Websites in Thailand*

- Marketing

**Ning Li, Andrew Robson and Nigel Coates**

*Luxury Consumption Behaviour in Mainland China: The Roles of Brand Commitment and Brand Trust*

- Consumer Behavior

**Tolga Benli**

*Environmental Settings, Fast Eaters and Changing Dining Patterns*

- Consumer Behavior

**Monika Kriewald**

*The Changing Term "Individualisation"*

- Consumer Behavior

12:30 PM

1:30 PM

*Lunch (Salon E)*

1:40 PM

Session Chair: Deborah Corbin

3:40 PM

Session 5: Waters Edge Rooms : A

**Haitham Nobanee and Jaya Abraham**

*Liquidity Management of Small Firms*

- Corporate Finance

**Dmytro Shestakov**

*Real Option Strategic Approach to Find Optimal Company's Source of Financing*

- Corporate Finance

**Israfil Zor and Ilkut Elif Kandil Goker**

*The Impact of Brand Value on Shareholder Value: The Case Turkey*

- Corporate Finance

**Murat Kizildag and Jalayer Khalilzadeh**

*Ex-Post Return Efficiency of the Investment Trust Funds Using Data Envelopment Analysis with Higher-Order Moments Framework*

- Derivatives and Financial Engineering

**Radoslav Tzonchev and Stoimenka Tonova**

*Bitcoin's Future in Derivatives Markets*

- Derivatives and Financial Engineering

**A. Can Inci**

*Sampling Frequency and Empirical Analyses of Term Structure of Interest Rates and Exchange Rates*

- Derivatives and Financial Engineering

**3:40 PM**

*Coffee Break (Waters Edge Rooms Foyer)*

**4:00 PM**

**Session Chair: Deborah Corbin**

**4:00 PM**

**Session 6: Waters Edge Rooms : A**

**5:00 PM**

**Rajib Sarkar**

*Market Efficiency of Refined Soy Oil Futures: Evidence from India*

- Derivatives and Financial Engineering

**Yang Guo, Jizhe Sun, Jia Hu and Shengyang Wang**

*Tourism Economic Impacts of Administrative Boundary Adjustment: A Case Study in Shanghai*

- Hospitality/Tourism-Tourism Economics

**Hakan Korul**

*Game Theory in Safety Management System: Do I Report or Not?*

- Game Theory

**May 16, Friday**

**8:00 AM**

**Session Chair: Vildan Durmaz**

**9:40 AM**

**Session 7: Waters Edge Rooms : B**

**Kaouther Kooli, Len Tiu Wright and Cornelia Beer**

*Exploring the Value of Behavioural Characteristics of an Umbrella Brand in the German Hospitality Industry a Top Management Perspective*

- Hospitality/Tourism-Tourism Economics

**Jim Butler and Sojung Lee**

*An Exploratory Study to Examine the Different Attitudes toward Facility Improvement in a Private Country Club by Age and Gender*

- Hospitality/Tourism-Tourism Economics

**Suzanne Amaro and Paulo Duarte**

*Social Media Use for Travel Purposes: A Cross Cultural Comparison between Portugal and the United Kingdom*

- Hospitality/Tourism-Tourism Economics

**Batikan Yasankul, Gurel Cetin and Fusun Istanbulu Dincer**

*Middle East Tourists: Impact of Destination Experience on Recommendation and Loyalty*

- Hospitality/Tourism-Tourism Economics

**Joaquim Antunes**

*The Importance of Marketing Places in Developing Tourist Regions Study of Thermal Spa in Portugal*

- Hospitality/Tourism-Tourism Economics

**9:40 AM**

*Coffee Break (Waters Edge Rooms Foyer)*

**10:00 AM**

**10:00 AM**

*Keynote Speaker (Waters Edge Room A,B,C): Dr. Moez Limayem*

**11:00 AM**

**Session Chair: Vildan Durmaz**

**11:00 AM**

**Session 8: Waters Edge Rooms : B**

**12:20 PM**

**Bassey Benjamin Esu**

*Conceptualizing Destination Image and Effect on Visitors' Future Intentions*

- Hospitality/Tourism-Tourism Economics

**Cristina Barroco, Eduardo Anselmo Castro and Carlos Costa**  
*Factors Affecting Foreign Direct Investment in the Accommodation Sector*  
• Hospitality/Tourism-Tourism Economics

**R. Douglas Waldo, Gunce Malan, Robert B. Wharton and Cihan Cobanoglu**  
*Cultural Perceptions of Managerial Style: Is the perfect "high-high" manager an American stereotype?*  
• Hospitality/Tourism-Tourism Economics

**Hasan Ayyildiz and Hayri Uygun**  
*Co-Marketing Strategy and Developing New Products: A Case of Trabzon Local Tourism Destinations*  
• Hospitality/Tourism-Tourism Economics

12:30 PM

*Lunch (Salon E)*

13:30 PM

1:40 PM

Session Chair: Mithat Zeki Dincer

3:40 PM

Session 9: Waters Edge Rooms : B

**Henrique Ribeiro, Suzanne Amaro, Claudia Seabra and Jose Luis Abrantes**  
*Travel Content Creation: the Influence of Innovativeness, Involvement and Use of Social Media*  
• Hospitality/Tourism-Tourism Economics

**Hilmi Atahan Atadil**  
*Revealing the Secret Relationship between Associative Networks and Destination Image*  
• Hospitality/Tourism-Tourism Economics

**Sakchai Setarnawat**  
*Tourism Competitiveness Enhancement: A Case Study of Samed Island, Thailand*  
• Smart Tourism

**S. Cem Karaman and Nurettin Can**  
*Turkey's Export Dynamics: A Simultaneous-Equation Model Analysis*  
• International Trade

**Celal Hakan Kagnicioglu and Savas Selahattin Ates**  
*Vroom and Yetton's Decision Tree for the Selection of Leadership Style: An Implementation in Ataturk Airport*  
• Management

**Vildan Durmaz**  
*Responsible Actors for Sustainable Air Transport*  
• Management

3:40 PM

*Coffee Break (Waters Edge Rooms Foyer)*

4:00 PM

Session Chair: Mithat Zeki Dincer

4:00 PM

Session 10: Waters Edge Rooms : B

5:00 PM

**Kevin Lothridge**  
*Investigating Forensic Science's Bumpy Transition from Small Scientific Field to Large, Dynamic Industry*  
• Management

**Murat Ayan and Suat Askin**  
*An Empirical Research of the European Foundation for Quality Management (EFQM) Excellence Model: A Practice in Halide Edip Kindergarten in Adiyaman/Turkey*  
• Management

**Emin Basar Baylan, Yasemin Claire Erensal and Tugba Karabulut**  
*Strategy Ranking Methods Which Integrate Multi-Criteria Decision Making Methods with SWOT Analysis (A Review of Literature)*  
• Management

**May 16, Friday**

8:00 AM

Session Chair: Abraham Brown

9:40 AM

Session 11: Waters Edge Rooms : C

**Deniz Kagnicioglu and Banu Uckan**  
*Human Resource Management and Labor Relations in Multinational Companies: A Case Study in a Multinational Hypermarket in Turkey*  
• Human Resource Management

**Yavuz Kahraman and Omer Yurdagul**  
*The Submissions on Information Technology Auditing and Auditing Profession for Public Organizations in Turkey*  
• Human Resource Management



**Irina A. Kabasheva, Irina A. Rudaleva, and Elvina R. Kovaleva**  
*Assessment of the Health Care Workforce Interest in Job Performance*  
• Human Resource Management

**Girma Abeje and Meseret Kassahun**  
*The Perception of and Adaptation Strategies to Climate Change in Ethiopia: The Case of Rice Producers in Fogera Woreda, Amhara Region*  
• Industrial Economics

**Tugba Cekici, Dilek Ozceylan Aubrecht and Erman Coskun**  
*Designing an Information Technology Development Index for Business Organizations*  
• Information Systems

9:40 AM

*Coffee Break (Waters Edge Rooms Foyer)*

10:00 AM

10:00 AM

*Keynote Speaker (Waters Edge Room A,B,C): Dr. Moez Limayem*

11:00 AM

11:00 AM

Session Chair: Abraham Brown

12:20 PM

Session 12: Waters Edge Rooms : C

**Tugrul Cabir Hakyemez and Erman Coskun**

*A Data Mining Approach towards Predicting the Academic Success of Students based on Demographic Features and Highschool Education Parameters: Results of a Preliminary Study at Sakarya University*  
• Information Systems

**Gulin Ulker and Erman Coskun**

*Information Technology Employees' Business Intelligence Perceptions at Enterprises*  
• Information Systems

**Keziban Seckin and Erman Coskun**

*Clustering Countries based on Their Healthcare Status and Analysis of Correlation Between Economic Development and Healthcare Status*  
• Information Systems

**Yann Abdourazakou**

*The Management of Sport Innovation in Sport Markets: The Case of Decathlon (Oxylane Group)*  
• Innovation and Entrepreneurship

12:30 PM

*Lunch (Salon E)*

1:30 PM

1:40 PM

Session Chair: Cristina Barroco

3:40 PM

Session 13: Waters Edge Rooms : C

**Arthur Taylor**

*Digital Ecosystems: An Evaluation of Innovation and Economic Impacts*  
• Innovation and Entrepreneurship

**Filipe Castro Soeiro and Mariana Santos**

*Innovation Design in Mobile Gaming and Digital Music: The Next Frontier (Technological Convergence, Innovation Design and Revolutionary Business Concepts)*  
• Innovation and Entrepreneurship

**Ahmed Maamoun**

*Brand Islamization: Marketing with Islam in Mind*  
• Marketing

**Fusun Istanbulu Dincer, Mithat Zeki Dincer and Zehra Binnur Avunduk**

*Marketing Strategies of Boutique Hotels: A Model Proposal and an Evaluation of Boutique Hotels in Istanbul*  
• Marketing

**Abraham Brown**

*Trends in Roll-Your-Own Tobacco Use: Findings from the International Tobacco Control (ITC) Europe Surveys*  
• Marketing

**Claudia Carvajal and Ilan Alon**

*Swiss Army: Diversifying into the Fragrance Business?*  
• Marketing

3:40 PM

*Coffee Break (Waters Edge Rooms Foyer)*

4:00 PM

4:00 PM Session Chair: Cristina Barroco  
5:00 PM Session 14: Waters Edge Rooms : C

**David Colley**  
*Storytelling Brand Narratives in the Digital Age*  
• Marketing

**Jessica Abollo and Trevor Uyi Omoruyi**  
*Customer Relationship Management Practices in the Uk Retail Industry*  
• Marketing

**Suja John**  
*Visitor Satisfaction of Muziris Heritage Site, Kerala*  
• Hospitality/Tourism-Tourism Economics

**May 16, Friday**

8:00 AM Session Chair: Mohammed Yassin  
9:40 AM Session 15: Dolphin

**Ercan Sancak and S. Cem Karaman**  
*Developments in the Russian Economy in the Post-Soviet Era*  
• Economic Growth

**Shivendra Pandey, O.P.Wali and Rajan Chandra**  
*The Relationship between Perception and Utilization of Export Incentive Schemes among Indian Exporters*  
• Economic Growth in Asian Countries

**Sunita Mondal, Diane Galbraith and John Rindy**  
*Comparing the Academic Success of Community College Transfer Students versus Traditional Four Year Students*  
• Economics

**Dereje Yohannes and Fredu Nega**  
*Household Level Determinants of Food Insecurity and Coping Strategies In Rural Areas of Ethiopia: A Cross-Sectional Approach (Evidence from Tigray Regional State)*  
• Economics

**Abdulwahab Alsarhan, Nayef Alshammari and Mohammad Alenezi**  
*Testing The Efficiency of The Investment Sector In Kuwait*  
• Economics

9:40 AM  
10:00 AM *Coffee Break (Waters Edge Rooms Foyer)*

10:00 AM  
11:00 AM *Keynote Speaker (Waters Edge Room A,B,C): Dr. Moez Limayem*

11:00 AM Session Chair: Mohammed Yassin  
12:20 PM Session 16: Dolphin

**Ekrem Gul and Pinar Torun**  
*The Effect of Monetary Shock in OECD Countries on Other Macroeconomic Variables*  
• Economics

**Vratislav Izak and Stanislav Klazar**  
*Private and Public Debt*  
• Economics

**Halil Tunca and Nihat Batmaz**  
*Determinants of Foreign Direct Investments in Turkey*  
• Economics

**Chloe Abu-Jaber and Bella L. Galperin**  
*Sustainable Entrepreneurs: The Role of Small Businesses in Global Sustainable Efforts*  
• Entrepreneurship

12:30 PM  
1:30 PM *Lunch (Salon E)*

1:40 PM Session Chair: Vratislav Izak  
3:40 PM Session 17: Dolphin

**Engin Kucukkaya**  
*Tourism Industry Stock Performance: A Comparative Investigation*  
• International Financial Management

**Cem Berk and Niyazi Berk**

*The Harmonisation Requirement of the Turkish Insurance Industry by the EU: From the Perspective of Turkey's Full Membership*

- Other

**Hasan Durucasu and Elif Acar**

*Use of Evolutionary Algorithm in the Investment Projects Evaluation*

- Other

**Bingjie Liu and Lori Pennington-Gray**

*Using Social Media In Hotel Risk Management: The Case Of Bed Bugs*

- Risk Management

**Zehra Berna Aydin, Neslihan Sam and Nihal Acikalin**

*Disaster Risk and Urban Regeneration Practices in Urban Residential Areas: An Example in Bursa/TURKEY*

- Social Science Studies

**Ismet Nezh Abanoz and Zehra Berna Aydin**

*Examination of the Effectiveness of the Surveillance Cameras in Reducing Traffic Accidents: The Bursa Case*

- Social Science Studies

3:40 PM

*Coffee Break (Waters Edge Rooms Foyer)*

4:00 PM

4:00 PM

Session Chair: Vratislav Izak

5:00 PM

Session 18: Dolphin

**Andrey Bochkarev and Pavel Bochkarev**

*Supplier Selection and Lot-Sizing Optimization Problem under Changing Demand*

- Supply Chain Management

**Tom McDonald, Ying Zhang, Feng Peng, and Hooi Chan Jin**

*Tourism's Potential for Learning: Understanding Local Cultural Perspectives on Environment*

- Sustainability Economics

**Emmanuel Jean Francois**

*Exploring the Financial Sustainability of International Non-Government Organizations*

- Sustainability Economics

May 16, Friday

8:00 AM

Session Chair: Hakan Korul

9:40 AM

Session 19: Marlin

**Pornrat Sadangharn**

*The Perception of Employing an Aging Workforce in the Industrial Sector*

- Human Resource Management

**Milan Matejasak**

*Basel III: Will borrowing money from Czech banks become more expensive?*

- Finance and Banking

**Anders Osterling**

*Mortgage Default Policies and Mortgage Products in An Incomplete Markets model*

- Consumer Behavior

**Olusegun Ayodele Akanbi**

*External Debt Accumulation in Sub-Saharan African Countries: How Fast is Safe?*

- Public Economics

**Marek Kolman**

*Selected One-Factor Models for Pricing of Synthetic CDOs*

- Risk Management

9:40 AM

*Coffee Break (Waters Edge Rooms Foyer)*

10:00 AM

10:00 AM

11:00 AM

*Keynote Speaker (Waters Edge Room A,B,C): Dr. Moez Limayem*

May 16, Friday

7:00 PM GALA & AWARDS DINNER

**May 17, Saturday**

8:00 AM

Session Chair: Leonie Karkoviata

9:40 AM

**Session 20: Waters Edge Rooms : A**

**Tamara K. Kowalczyk and Tracy N. Reed**

*The Impact of Sustainability Rhetoric in Disclosures: How Perceptions of Sustainability Affect Accountants' Assessments of Risk and Economic Viability*

- Accounting

**Sezin Zengin, and Michael A. Arnold**

*Does Sequence Patterns of Recent Gains and Losses Effect Individuals Risk Taking Behavior: An Experimental Study*

- Behavioral Economics

**Turan Ondes and Ramazan Bozkurt**

*Does the Turkish Stock Market Overreact? An Application in the Industrial Index*

- Behavioral Finance

**Andrey V. Dmitriev, Svetlana V. Maltseva, and Nicolay V. Markov**

*Crisis forecasting in ask and bid prices formation systems in case of precious metals*

- Financial Econometrics

**Leonie Karkoviata**

*Financial Literacy and Bank on Houston Program: An Analysis of a Community Based Financial Literacy Campaign*

- Behavioral Finance

9:40 AM

10:00 AM

*Coffee Break (Waters Edge Rooms Foyer)*

10:00 AM

Session Chair: Leonie Karkoviata

12:20 PM

**Session 21: Waters Edge Rooms : A**

**Tuba Sevil and Alp Polat**

*Sport Sentiment and Stock Market Returns: Case of Istanbul Stock Exchange (BIST)*

- Behavioral Finance

**Ryan McCafferty**

*The Effect of Moral Appeals on Consumers' Attitudes: The Case of Digital Piracy*

- Consumer Behavior

**Syadiyah Abdul Shukor**

*Exploring Factors Influencing Generation Y Trust on Internet Banking*

- Consumer Behavior

**Mehpare Tokay Argan, Metin Argan, Necip Serdar Sever and Nurdan Sevim**

*Consumer Perceptions on Brand Obscuration: An Invitation to Sin?*

- Consumer Behavior

**Pia Gupta and Khaled Abdou**

*Modeling the Repurchase Option on Equity*

- Corporate Finance

**Toqueer Syed and Hamza Muhammad**

*The Impact of Internal Conflict & Judicial Outlay upon the Inflows of Foreign Direct Investment in Pakistan*

- Econometrics

**Oguz Demir**

*Labor Force Creativity and Economic Growth: A Panel Study*

- Economic Growth

12:30 PM

1:30 PM

*Lunch (Salon E)*

1:40 PM

Session Chair: Suzanne Amaro

3:40 PM

**Session 22: Waters Edge Rooms : A**

**Levent Korap and Pelin Karatay Gogul**

*Using Econometrics for Analysing the Turkish Inflation: Evidence from the post-2000 Period*

- Economics

**Reham Fakieh and Dimitrios Syrrakos**

*The Implications of the EMU Debt Crisis on the Process of Gulf Cooperation Countries' Monetary Integration*

- Economics

**Paulina Ziembinska**

*Irrationality of Macroeconomic Forecasts versus Behavioral Characteristics of Forecasters*

- Economics

**Ahmad Mikail, Saim Kayadibi and Ibrahim Guran Yumusak**

*Application of Cash Waqf Transfer in Islamic Financial Industry: Indonesian Study Case*

- Economics

**Shirin Noei, Yasamin Amirpour and Mehmet Emre Bayraktar**

*A Fuzzy TOPSIS Approach to Ecopreneur Selection*

- Supply Chain Management

**Huseyin Kose, Izzet Kirkaya and Guven Sevil**

*Influence of Sport Facility Design Dimensions on Customer Satisfaction*

- Sports Management

**3:40 PM**

**4:00 PM**

*Coffee Break (Waters Edge Rooms Foyer)*

**4:00 PM**

**Session Chair: Suzanne Amaro**

**5:20 PM**

**Session 23: Waters Edge Rooms : A**

**Alev Dundar Akcay**

*Personality Trait Inferences about Hotel Businesses: Development of A Scale*

- Hospitality/Tourism-Tourism Economics

**Deniz Yuncu**

*The Effects of Legibility on Behavioral Intentions through Pleasure and Dominance Emotions: The Case of Business Events*

- Hospitality/Tourism-Tourism Economics

**Deniz Yuncu and Pembegul Cakir**

*Relationships between Perceptions of Virtual Destination Environment, Satisfaction and Behavioral Intention*

- Hospitality/Tourism-Tourism Economics

**Mehmet Emirhan Kula and Anil Tan**

*Leadership Challenges of Charter School Principals*

- Management

**May 17, Saturday**

**8:00 AM**

**Session Chair: Omar Ait Hellal**

**9:40 AM**

**Session 24: Waters Edge Rooms : B**

**Malini Mohanie Maharaj**

*A Review of the Legislative Framework for Addressing Carbon Dioxide Emissions in Trinidad and Tobago*

- Environmental Economics

**Melahat Karadag and Hamide Selcuk**

*Proposals of Insurance Model to Interest Free Banking*

- Finance and Banking

**Omar Ait Hellal and Gerald H. Meyer**

*Predicting Turning Points in Financial Markets Using a Wave Smoothing Algorithm*

- Finance and Banking

**Toqueer Syed and Shah Syed Ali Raza**

*The Impact Assessment of Central Bank Autonomy and Exchange Rate Regime Upon Exchange Rate Volatility in Pakistan*

- Financial Econometrics

**Guven Sevil, Serap Kamisli, Melik Kamisli and Alp Polat**

*Changing Risk Perception and Interactions among the Global Markets: Assymetric Causilty Approach*

- Financial Econometrics

**9:40 AM**

**10:00 AM**

*Coffee Break (Waters Edge Rooms Foyer)*

**10:00 AM**

**Session Chair: Omar Ait Hellal**

**12:20 PM**

**Session 25: Waters Edge Rooms : B**

**Merve Inel and Huseyin Cicek**

*Game Theory Analysis: Telecommunication Companies Of Turkey*

- Game Theory

**Merve Inel, Nihal Canturk and Huseyin Cicek**

*Strategic Dilemma as a Game Theory: Retortion and Negotiation Dilemma of Companies and Suppliers*

- Game Theory

**Maria Leonor Da Cruz Fernandes and Sonia Dahab**

*Managing Costa Vicentina as a Tourism Destination for Foreign Surf Practitioners*

- Hospitality/Tourism-Tourism Economics

**Meryem Samirkas and Mustafa Can Samirkas**

*The Impact of Exchange Rate on Tourism Industry: The Case of Turkey*

- Hospitality/Tourism-Tourism Economics

**Richard McNeill**

*A Consultative Hotel Sales Force Conundrum: Are we being Commoditized out of a Job?*

- Hospitality/Tourism-Tourism Economics

**Dundar Denizer**

*Management Process of Food and Beverage Sector and a Model Proposal*

- Hospitality/Tourism-Tourism Economics

**Saloomeh Tabari and Hadyn Ingram**

*The Potential Impact of Miscommunication in the Hospitality Industry in Multicultural Societies*

- Hospitality/Tourism-Tourism Economics

12:30 PM

1:30 PM

*Lunch (Salon E)*

1:40 PM

3:40 PM

Session Chair: Muzaffer Kapanoglu

Session 26: Waters Edge Rooms : B

**Muzaffer Kapanoglu, Asuman Saglam and Nihat Adar**

*A Preference-Based Bottleneck Assignment Problem*

- Human Resource Management

**Juan Rock, Medardo Aguirre and Andrew Philominraj**

*Management Success Factors of the World Class Research Universities*

- Management

**Paulo Tome**

*A Proposal of Architecture for a Social Media Platform for Promoting Events*

- Information Systems

**Toqueer Syed and Adil Mehboob**

*Impact Assessment of State of Technology & the WTO Trade related Intellectual Property Rights (TRIPs) upon the Export Intensity of the Textile Sector Exporters in Pakistan*

- International Trade

**V. Ozlem Akgun**

*The Cluster Activities in Sustaining the Competitive Advantage and an Overview of Cluster Activities in Turkey*

- Management

**Ali Akgun**

*The Effect of Economic Growth and Inflation on Stock Returns: A Panel Data Application*

- Finance and Banking

3:40 PM

4:00 PM

*Coffee Break (Waters Edge Rooms Foyer)*

4:00 PM

5:20 PM

Session Chair: Muzaffer Kapanoglu

Session 27: Waters Edge Rooms : B

**Caroline Cronenberg Caixeta and Antonio Nascimento Junior**

*The Influence of Social Media on Consumer Perception of Brands*

- Consumer Behavior

**Sefer Gumus**

*Analysis of Consumer Demands and Needs Related to Regions in Turkey And a Research*

- Marketing

**Alexandre Maduro-Abreu, Antônio César Pinho Brasil Jr, and Roberto Ellery Jr**

*Processual Model of Consumption : A Building from the Meanings of Products and Values and Consumption Patterns of Individuals*

- Consumer Behavior

**Alexandre Maduro-Abreu and Roberto Ellery Jr**

*Decentralized Model of Governance: A Study about Governance of Local Councils in Rural Areas of Brazil*

- Sustainability Economics

**May 17, Saturday**

**8:00 AM**

**Session Chair: Tomasz Blaszczyk**

**9:40 AM**

**Session 28: Waters Edge Rooms : C**

**Xin Xie and Wenai Zhang**

*Economic Structure and Innovative Capacity*

- Innovation and Entrepreneurship

**Osman Sahin, Lutfu Sagbansua and Muhterem Col**

*Determinants of Mobile Penetration to Forecast New Broadband Adoption: OECD Case*

- Innovation and Entrepreneurship

**Lutfu Sagbansua, Osman Sahin and Muhterem Col**

*Investment and Competition in Turkish Mobile Market*

- Innovation and Entrepreneurship

**J. Manohar Rao**

*Globalization, Production of Generics in Indian Pharmaceutical Industry: Problems and Prospects*

- International Business-Economics

**Toqueer Syed and Ali Azhar**

*Impact Assessment of Job Tenure, Gender Status, and Nature of Job Contract upon the Income Prospects of Private University Faculty: Findings of a Cross Sectional Study*

- Labor Economics

**9:40 AM**

**10:00 AM**

**Coffee Break (Waters Edge Rooms Foyer)**

**10:00 AM**

**Session Chair: Tomasz Blaszczyk**

**12:20 PM**

**Session 29: Waters Edge Rooms : C**

**Liu Cao and Jian-Hua Xiao**

*How to Build a Smarter Institute: A Perspective from Intellectual Capital Synergy*

- Management

**Muharrem Tuna, Murat Yesiltas and Pelin Kanten**

*The Influence of Corporate Reputation on Affective Commitment: Mediating Roles Played by Organizational Factors*

- Management

**Nevra Saniye Gul and Ahu Tugba Karabulut**

*Organizational Culture Integration in Mergers and Acquisitions*

- Management

**Pawel Blaszczyk and Tomasz Blaszczyk**

*The Draft of the System Supporting Purchasing Decisions Making in Project Management Processess*

- Management

**Muslim Amin and Abdullah Mohammad Aldakhil**

*The Effect of TQM on Market Orientation and Learning Orientation on Hotel Performance in Kingdom of Saudi Arabia: A Conceptual Framework*

- Management

**Mehariw Belay and Siraw Megibaru**

*An Assessment on the Effect of Service Quality on Customer Satisfaction: The Case of Tourist Standard Hotels of Gondar Town*

- Marketing

**J. Manohar Rao**

*Health Care Delivery through Public Private Partnership Model in India: An Evaluation*

- Other

**12:30 PM**

**1:30 PM**

**Lunch (Salon E)**

**1:40 PM**

**Session Chair: J. Manohar Rao**

**3:40 PM**

**Session 30: Waters Edge Rooms : C**

**Serkan Dolma, Ozlu Azakli and Burak Koseoglu**

*An Evaluation of the Psychometric Properties of Brief Fear of Negative Evaluation Scale*

- Other

**Muzaffer Kapanoglu, Alper Cam and Tugce Kir**

*A Multi-Criteria Approach for Attracting Movie Industry to a City as an Economic Leverage*

- Other

**Alp Polat and Guven Sevil**

*Testing Time Series Momentum Strategies in Turkish Futures Market*

- Portfolio Theory and Management

**Adnan Sevim and Erdem Korkmaz**

*Cost Management Practices in the Hospitality Industry: The Case of the Turkish Hotel Industry*

- Accounting

**Gopiechand Boodhan**

*An Economic Analysis of Landfill Gas to Energy Projects in the Island State of Trinidad and Tobago*

- Economics

**Haluk Gedikoglu**

*Implications of Market Uncertainty on Sustainable Bioenergy Development*

- Energy Economics

**3:40 PM**

**4:00 PM**

*Coffee Break (Waters Edge Rooms Foyer)*

**4:00 PM**

**Session Chair: J. Manohar Rao**

**5:20 PM**

**Session 31: Waters Edge Rooms : C**

**Mehmet Emirhan Kula and Anil Tan**

*A Mature Reflection on Hofstede's Cultural Dimensions*

- International Business-Economics

**Abdulkadir Corbaci**

*Authenticity in the Experience of Tourism Product*

- Smart Tourism

**Ismail Ukay and Abdulkadir Corbaci**

*Development of Hunting Tourism in Adiyaman (2004-2013)*

- Hospitality/Tourism-Tourism Economics

**Caner Caliskan**

*Evaluation of Protected Areas from the Perspective of Sustainable Tourism: Case Study of Mount Nemrut /Adiyaman*

- Hospitality/Tourism-Tourism Economics

**May 18, Sunday**

**9:00 AM**

**11:00 AM**

Optional Training Sessions for Using Technology in the Classroom (Dolphin)



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