15th EBES CONFERENCE - LISBON
CONFERENCE PROGRAM

JANUARY 8-10, 2015
LISBON, PORTGUAL

HOSTED BY

ISCTE IUL
Instituto Universitário de Lisboa

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THURSDAY, JANUARY 8 (DAY 1)

REGISTRATION: 08:00-16:00

OPENING SPEECH: 08:20-08:30

Room: B203
Mehmet Huseyin Bilgin, Vice President, EBES and Istanbul Medeniyet University, Turkey
Luis Reto, Rector, ISCTE-IUL Instituto Universitario de Lisboa, Portugal

SESSION I: 08:30-10:30

FINANCE I

Room: B201
Chair: Parvinder Kumar Arora

Does the Market Trust Credit Rating Agencies after the Subprime Crisis? A Comparison between Major and Minor Agencies
Paola De Vincentis, University of Torino, Italy and Patrizia Pia, University of Torino, Italy

Integration of the Romanian and Euro Area Financial Markets and its Impact on the Growth Rate of Romanian Listed Companies
Maricica Moscalu, Bucharest University of Economic Studies, Romania

Corporate Social Responsibility (CSR) and Stakeholder Management
Liliana Nicoleta Simionescu, Bucharest University of Economic Studies, Romania and Dalina Dumitrescu, Bucharest University of Economic Studies, Romania

Declarations and Final Decisions Regarding Pension Saving Scheme in Poland
Mariusz Kicia, Maria Curie-Sklodowska University, Poland and Rafal Muda, Maria Curie-Sklodowska University, Poland

The Returns of Private Equity Funds: A Swiss Perspective
Daniel Steger, University of Basel, Switzerland

Using Past Prices and Earnings to Derive Abnormal Returns over a Stock Index
Andrei Bogdan Anghel, Bucharest University of Economic Studies, Romania; Dalina Dumitrescu, Bucharest University of Economic Studies, Romania; and Cristiana Tudor, Bucharest University of Economic Studies, Romania

CORPORATE GOVERNANCE I

Room: B202
Chair: Christos Manolopoulos

Accounting Legislations, Corporate Governance Codes and Disclosure in Jordan: A Review
Ayman Elias Haddad, American University of Kuwait, Kuwait; Wafaa Sbeiti, The American University of Kuwait, Kuwait; and Amer Qasim, Al-Ain University of Science and Technology, U.A.E.

The Impact of Corporate Governance and of Financial Audit upon the Value of Discretionary Accruals: Romanian Evidence
Elena Dobre, Bucharest University of Economic Studies, Romania and Laura Brad, Bucharest University of Economic Studies, Romania
The Risk Analysis Process and its Coverage - A Requirement for Management and Governance for Achieving the Objectives
Ana Morariu, Bucharest University of Economic Studies, Romania; Bogdan Ionescu, Bucharest University of Economic Studies, Romania; Avram Daucianu Mihaela, Bucharest University of Economic Studies, Romania; and Maria Constantin, Chamber of Financial Auditors of Romania, Romania

Transparency of Top Executives’ Remuneration Policy in Banking Sector: Evidence from Polish Public Banks
Piotr Urbanek, University of Lodz, Poland

Good Governance in Public Sector
Tiron-Tudor Adriana, Babes-Bolyai University, Romania and Ioana Andreea Ciolomic, Babes-Bolyai University, Romania

Comply or Explain Approach and Firm Value on the Bucharest Stock Exchange
Stefan Cristian Ghergina, Bucharest University of Economic Studies, Romania and Georgeta Vintila, Bucharest University of Economic Studies, Romania

MARKETING I

Room: B203
Chair: Ana Margarida Barreto

The Effectiveness of Using Humor Appeal in Advertising: The Key Takeaways
Aysen Akyuz, Beykent University, Turkey

Consumer Ethnocentrism in Polish Service Sector - A Study of Socio-Demographic Determinants
Agnieszka Barbara Hat, University of Economics in Katowice, Poland

The Degree of Satisfaction Perceived by Healthcare Services Consumers in State Hospitals - Case Study Emergency County Hospital from Alba Iulia
Ruxandra Lazea, 1 Decembrie 1918 University of Alba Iulia, Romania and Andreea Muntean, 1 Decembrie 1918 University of Alba Iulia, Romania

The Online Strategy of Romanian Higher Education Institutions: Present and Future
Adela Laura Popa, University of Oradea, Romania; Naiana Nicoleta Tarca, University of Oradea, Romania; and Teodora-Mihaela Tarcza, University of Oradea, Romania

Fines’ Effect on Negative and Positive Consumer Behavior
Ahmad Adel Mostafa, American University of Kuwait, Kuwait and Ahmad Tawfiq, American University of Kuwait, Kuwait

The Dependencies between Internal and External Communication of the Organization - The Problem of Coherence
Anna Rogala, Poznan University of Economics, Poland

Socially Responsible Consumer Behavior: Perspective of Hedonic and Utilitarian Value
Jurate Banyte, Kaunas University of Technology, Lithuania; Agne Gadeikiene, Kaunas University of Technology, Lithuania; and Ruta Zineviciute, Kaunas University of Technology, Lithuania

ENTREPRENEURSHIP I

Room: C201
Chair: Anna Iwona Adamik

Economy of Participation and Sharing: The Spanish Case of #compartirmola
Josep M Martinez Polo, UCAM, Spain; Jesus Martinez Sanchez, UCAM, Spain; and Jose Noguera Vivo, UCAM, Spain
Islamic Banking Finance to the Rural Based SMEs and Micro Entrepreneurs in Kenya (An Institutional-Network Approach in studying the Islamic finance to SMEs and micro entrepreneurs by First Community Bank in Kenya)  
Mohammed Nurul Alam, Canadian University of Dubai, U.A.E.

Is Franchising an Efficient Tool for Entrepreneurship in the Knowledge Economy?  
Necla Oyku Iyigun, Istanbul Commerce University, Turkey and Milena Aldona Keskin, University of Lodz, Poland

Study on Entrepreneurial Motives and Success or Survival Factors of Professional-User Entrepreneurs in Korean Dental Industry  
Taeyoung Park, Hanyang University, South Korea

Development of Social Entrepreneurship in Lithuanian Enterprises  
Jolita Greblikaite, Kaunas University of Technology, Lithuania

Destimulants of the Convergence Process Illustrated by the Example of the Level of Participation of Polish SMEs in the Seventh Framework Programme and the Level of Preparation for Participation in Horizon 2020  
Monika Fabinska, University of Lodz, Poland

MONETARY ECONOMICS & INFLATION

Room: C202  
Chair: Sofia Vale

Recent Changes in the Cyclicality of Euro Area Inflation  
Sami Oinonen, Bank of Finland, Finland and Maritta Paloviita, Bank of Finland, Finland

Effects of Inflation Uncertainty on Macroeconomic Indicators  
Kemal Karayormuk, Afyon Kocatepe University, Turkey and Ozgur Aydogus, Afyon Kocatepe University, Turkey

Determinants of Inflation differentials in the Euro Area: Is the New Keynesian Phillips Curve enough?  
Sergio Lagoa, ISCTE-IUL, Portugal

The Instability of the Economy Pre-financial Crisis (Some Considerations on the Phillips curve: it’s still Reliable)  
Giovanni Antonio Cossiga, Universita Sapienza, Italy

Will Romania be ready for Euro Adoption by January, the 1st, 2019?  
Andreea Maria Ciobanu, University of Craiova, Romania

How Technology Innovations Affect the Romanian Growth and Labor Dynamics  
Alexie Ciprian Alupoaiei Iancu, The Romanian Academy, Romania

COFFEE BREAK: 10:30 - 10:40

SESSION II: 10:40-12:40

MARKETING II

Room: B201  
Chair: Ahmad Adel Mostafa

The influence of the Brand Experience in Customer Satisfaction and Customer Loyalty  
Pedro Ferreira, Universidade Lusiada de Vila Nova de Famalicao, Portugal and Pedro Rodrigues, Universidade Lusiada de Vila Nova de Famalicao, Portugal
Examining Wealthy Consumers’ Loyalty toward Luxury Fashion Brands
Annie Chen, University of Westminster, United Kingdom and Norman Peng, University of Westminster, United Kingdom

Reasons for Joining a Brand Community: A Conceptual Study
Valentina Daniela Constantin, Bucharest University of Economic Studies, Romania; Hosney Zurub, The Bucharest University of Economic Studies, Romania; and Natalia Bob, The Bucharest University of Economic Studies, Romania

The Rise of Relationship Marketing with Social Media
Ana Margarida Barreto, FCSH/UNL, Portugal

The Nationality and the Type of Celebrities Endorsing Products versus Ethnocentric Attitudes of Polish Consumers
Ewa Jerzyk, Poznań University of Economics, Poland and Kamil Wyczynski, Poland

Information on E-shop Site as Tool Creating Value for Customer
Marcin Lewicki, Poznan University of Economics, Poland

SMALL AND MEDIUM-SIZED ENTERPRISES I

Room: B202
Chair: Taeyoung Park

Key Success Factors for Small and Medium Size Enterprises in a Context of Global Supply Chains
Egle Stonkute, Vytautas Magnus University, Lithuania and Jolita Vveinhardt, Vytautas Magnus University, Lithuania

The Technological Entrepreneurship Capacity and Partnering as Elements of an Open Culture Small and Medium-Sized Enterprises: Case Study of Poland
Anna Iwona Adamik, Lodz University of Technology, Poland and Katarzyna Szymanska, Lodz University of Technology, Poland

The Perspective of Tax Auditors on the Simplified Tax Regime for Small Business
Maria Damaso, School of Management and Technology - Polytechnic Institute of Santarém, Portugal and António Martins, School of Economics of the University of Coimbra, Portugal

Determining the Resistance to Change Index for Small and Medium Sized Enterprises (SME): An Application for a Turkish SME
Ihsan Yuksel, Kirikkale University, Turkey and Tayfun Arar, Kirikkale University, Turkey

Structural Business Statistics Preliminary Estimates Integrating Survey and Administrative Data
Salvatore Filiberti, Istat - Italian National Institute of Statistics, Italy

Review of Targeted Assistance for SMEs in Multilateral Development Banks
Elsa Sarmento, AFDB, Portugal

FINANCE II

Room: B203
Chair: Daniel Steger

The Nonlinear Effects of Macroeconomic Shocks on Stock Returns: Evidence from the Tunisian Emergent Stock Market
Abir Abid, Higher Institute of Management of Tunis, Tunis University, Tunisia and Ali Chebbi, Higher Institute of Management of Tunis, Tunis University, Tunisia

Long Memory in Asymmetric Dependence between LME and Chinese Aluminum Futures
Yuting Gong, Shanghai Jiao Tong University, China and Xu Zheng, Shanghai Jiao Tong University, China
Credit Booms in the Countries of Eurasian Economic Union: Are They Related?
Darya Antonova, Brand Science BBDO Group, Russia and Yulia Vymyatnina, European University at St. Petersburg, Russia

Household Indebtedness and Housing Valuation: A Quantile Regression Analysis using Portuguese Microdata
Francisco Camoes, ISCTE-IUL, Portugal and Sofia Vale, ISCTE-IUL, Portugal

The Halloween Effect in European Equity Mutual Funds
Ana Matilde, ISCTE-IUL and FCUL, Portugal and Luis Oliveira, ISCTE-IUL, Portugal

Actions for the Enhancement of European Union’s Economy Stability: the Standpoint Inspired by the Later Economic Recession
Rasa Daugeliene, Kaunas University of Technology, Lithuania

LABOR ECONOMICS I

Room: C201
Chair: Ali Aljamal

The Phenomenon of Migration and the Issue of Salaries Research Field the city of Rethymno - Crete
Maria Vlachadi, University of Crete, Greece and Vasiliki Apanomeritaki, University of Crete, Greece

Effect of Women’s Labor Market Status on Internet Purchases, the Case of Turkey
Bengi Yanik Ilhan, Istanbul Kemerburgaz University, Turkey and Tutku Eker Iscioglu, Istanbul Kemerburgaz University, Turkey

Retirement Decision of Russian Pensioners
Iuliia Sonina, National Research University - Higher School of Economics, Russia

The Effect of Crisis on Labor's Bargaining Power and Wage-Employment Outcomes in Europe
Matjaz Koman, University of Ljubljana, Slovenia; Janez Prasnikar, University of Ljubljana, Slovenia; Tjasa Redek, University of Ljubljana, Slovenia; Jan Svejnar, Columbia University, U.S.A.; and Damjan Voje, Faculty of Economics, Slovenia

Analysis of Labor Market in Spain based on the Social Integration and Health Survey-2012
Maria Leticia Meseguer Santamaria, Universidad de Castilla-La Mancha, Spain; Manuel Vargas Vargas, International University Menénde Pelayo, Spain; and Jose Mondejar Jimenez, Universidad de Castilla-La Mancha, Spain

The Worker Discipline Device Model of Efficiency Wages with Random Job Separation
Vivian Carstensen, Bielefeld University ASC & Leibniz University Hannover, Germany

ENERGY STUDIES I

Room: C202
Chair: Djula Borozan

Macroeconomic Impacts of Electricity Generation on Croatian Real GDP: Causality Analysis
Pavle Jakovac, University of Rijeka, Croatia; Nela Vlahinic, University of Rijeka, Croatia; and Sasa Zikovic, University of Rijeka, Croatia

The Relationship between Economic Growth and Energy Consumption: A Granger Causality Test
Serdar Ogel, Afyon Kocatepe University, Turkey and Cem Gokce, Afyon Kocatepe University, Turkey

Market Signals and Investment in Intermittent Renewables
Tiago Francisco Monteiro Oliveira, University of Porto, Portugal

Specific Risk Dimensions in the Wind Energy Field: Case Study: Romania
Maria Alexandra Nichifor, Bucharest University of Economic Studies, Romania
The Volatility of Oil Prices on Stock Exchanges in the Context of Recent Events
Maria Floriana Popescu, Bucharest University of Economic Studies, Romania

LUNCH: 12:40 - 13:30

SESSION III: 13:30-15:30

PUBLIC ECONOMICS I

Room: B201
Chair: Maritta Paloviita

Cost Effectiveness Analyses Models in the Defense System in Bulgaria
Venelin Terziev, University of Agribusiness and Rural Development - Plovdiv, Bulgaria and Sevdalina Dimitrova, Vasil Levski National Military University, Bulgaria

Comparing Active Aging in BRICS and Mexico
Liudmila Zasimova, National Research University - Higher School of Economics, Russia; Maria Sheluntcova, National Research University - Higher School of Economics, Russia; and Alexey Kalinin, National Research University - Higher School of Economics, Russia

The using of Strategic Balanced Scored Card in the process of building the strategy in public organization in Poland
Krzysztof Krukowski, University of Warmia and Mazury, Poland and Marek Sieminski, University of Warmia and Mazury, Poland

The Evolution of School Textbooks Supply System- cost, Supply Procedures and State Policies
Christos Manolopoulos, Computer Technology Institute and Press, Greece; Celia Roniotes, Computer Technology Institute and Press, Greece; Dimitris Sofotasios, Computer Technology Institute and Press, Greece; and Rozina Efstathiadou, Computer Technology Institute and Press, Greece

Willingness to Pay for Water in Kuwait
Ali Aljamal, American University of Kuwait, Kuwait; Mohsen Bagnied, American University of Kuwait, Kuwait; and Mark Speece, American University of Kuwait, Kuwait

Comparative Analysis of National-level Fiscal Rules in the EU Member States
Joanna Dzialo, University of Lodz, Poland

MARKETING III

Room: B202
Chair: Atur Tetty Lubis

Challenges in the Romanian Glass Industry in the Context of Globalization
Pop Nicolae, The Bucharest University of Economic Studies, Romania and Dragnea Florin, Bucharest University of Economic Studies, Romania

Being Successful in International Markets: The Role of International Marketers’ Competencies
Ana Soares, University of Minho, Portugal and Fernando Santos Eduardo, University of Minho, Portugal

Do Smartphone Addiction and Familiarity with Lutien Predict Usage Intention and Assist in Ascertaining Perceived Quality of Lutien Health Supplement Product?
Wee Kheng Tan, Kainan University, Taiwan and Yong Ren Siao, Kainan University, Taiwan

Why Do People Check-In Venues? A Consumer Behavior Approach
Sahika Burcin Tulukcu, Marmara University, Turkey and Zeynep Irem Eren, Marmara University, Turkey
Consumer Decision Model of Intellectual Property Theft in Eurasia Markets  
Vilte Auruskeviciene, Kaunas University of Technology, Lithuania; Anita Radon, University of Boras, Sweden; Desalegn Abraha, University of Skovde, Sweden; James Reardon, University of Northern Colorado, U.S.A.; and Irena Vida, University of Ljubljana, Slovenia

The Perception of E-Health Applications by Patients in Turkey  
Yusuf Can Erdem, Yeditepe University, Turkey

FINANCE III  
Room: B203  
Chair: Antonio Fasano

The Effects of Viable Marketing to Sustainable Development  
Gabriela Tutueanu, Academy of Economic Studies Bucharest, Romania and Elena Claudia Serban, Academy of Economic Studies, Romania

Corporate Social Responsibility (CSR) and Company Financial Performance. Empirical Evidence from Listed Companies in Romania  
Dalina Dumitrescu, Bucharest University of Economic Studies, Romania and Liliana Nicoleta Simionescu, Bucharest University of Economic Studies, Romania

Determinants of Stock Price in Singapore’s Manufacturing Sector  
Muslim Bhimani, S P Jain School of Global Management, Singapore and Parvinder Kumar Arora, S P Jain School of Global Management, Singapore

Manufacturing Industry in EDV sub-region: An Application of ELECTRE III  
Antonieta Lima, ISVOUGA, Portugal

Stock Market Liquidity and firm Investment: Evidence for Turkey  
Ibrahim Karaaslan, Anadolu University, Turkey

Does Innovation Influence The Takeover Bids Success? The Case of Romania  
Radu Ciobanu, Bucharest University of Economic Studies, Romania

ACCOUNTING & AUDIT I  
Room: C201  
Chair: Seong Pyo Cho

Assurance of a Credible Financial Information, a Product of Convergence between Prudence and Continuity by Statutory Audit and a Good Corporation Governance  
Ionescu Bogdan, Bucharest University of Economic Studies, Romania; Flavia Stoian, Bucharest University of Economic Studies, Romania; Tudose Geanina Gabriela, „Constantin Brancoveanu” University of Pitesti, Romania; and Grazia Oana Petroianu, Bucharest University of Economic Studies, Romania

Possibilities and Limitations of Accounting Externalization  
Katarina Zager, University of Zagreb, Croatia; Nikolina Decman, University of Zagreb, Croatia; and Ivana Mamic Sacer, University of Zagreb, Croatia

Performance Indicators Development in Function of Higher Education Quality Monitoring  
Verica Budimir, Polytechnic in Pozega, Croatia; Ivana Drazic Lutilsky, University of Zagreb, Croatia; and Robert Idlbek, Polytechnic in Pozega, Croatia

Environmental Accounting as Information Support for Ecological Controlling  
Farida Yerdavletova, Almaty Management University, Kazakhstan

The Value Relevance of Audit Opinion after the Adoption of IFRS in the Case of Romanian Listed Companies  
Mihaela Alina Robu, Alexandru Ioan Cuza University of Iasi, Romania and Ioan-Bogdan Robu, Alexandru Ioan Cuza University of Iasi, Romania
**Profitmeter: Proposal to Include Time Variable in the Accounting Model**
Miguel Guerreiro, Lusíada University - V.N. Famalicao, Portugal and Paula Rodrigues, Lusiada University, Portugal

**FOREIGN DIRECT INVESTMENT (FDI)**

**Room:** C202  
**Chair:** Tomoya Suzuki

*Foreign Direct Investment and Climate Change*
Piyaphan Changwatchai, Kasetsart University, Thailand

*Trade-Based-Money-Laundering (TBML) Model and Credit Repayment*
Anna Stepuk, National Research University - Higher School of Economics, Russia

*Foreign Direct Investment of Polish Companies: Scale, Structure and Investment Determinants*
Bogdan Buczkowski, University of Lodz, Poland; Agnieszka Klysik Uryszek, University of Lodz, Poland; and Anetta Kuna Marszalek, University of Lodz, Poland

*Foreign Direct Investments in Europe: Are the East-West differences still so noticeable?*
Brahim Mariem, Universite de Paris 13 Villetaneuse, France and Sebastien Dupuch, France

**Determinants of Debt and Equity Capital Flows to Emerging and Advanced Economies between 1990 and 2011**
Grzegorz Tchorek, National Bank of Poland, Poland; Michal Brzozowski, Warsaw University, Poland; and Pawel Sliwinski, Poznan University of Economics, Poland

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**COFFEE BREAK: 15:30 - 15:40**

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**SESSION IV: 15:40-17:40**

**MANAGEMENT I**

**Room:** B201  
**Chair:** Yusuf Can Erdem

*Factors Influencing Knowledge Asymmetries Due to Permeability in International Organizations*
Loreta Haring, ISM University of Management and Economics, Lithuania

*Attitudes toward Knowledge Management: Pilot Study in IT SMEs*
Jelena Horvat, University of Zagreb, Croatia; Kirti Sharma, Management Development Institute, India; and Samo Bobek, University of Maribor, School of Economics and Commerce, Slovenia

*A Preliminary Insight into Competences for Holistic Decision Making and Scenario Planning in Croatian Companies*
Andrija Sabol, University of Zagreb, Croatia and Durdica Fuckan, University of Zagreb, Croatia

*Strategic Logic - Theoretical Model for High Growth Companies*
Carlos Martins, Lusíada University Porto, Portugal and Paula Rodrigues, Lusiada University, Portugal

*Ethical Approaches used by the Managers during Decision Making*
Sebnem Penbek, Izmir University of Economics, Turkey and Gulem Atabay, Izmir University of Economics, Turkey

*Emotional Intelligence, Emotional Labor and Job Performance: Does Employer Ownership Matter? Evidence from China*
Shaozhuang Ma, ISCTE-IUL, Portugal; M. Gabriela Silva, ISCTE-IUL, Portugal; and Virginia Trigo, ISCTE-IUL, Portugal
ACCOUNTING & AUDIT II

**Room:** B202  
**Chair:** Katarina Zager

*Development of Cost Accounting in Higher Education Institutions in the Republic of Croatia*
Ivana Drazic Lutilsky, University of Zagreb, Croatia and Martina Dragija, University of Zagreb, Croatia

*Internal Audit Activity as a Support in Liquidity Risk Management*
Ana Jezovita, University of Zagreb, Croatia and Boris Tusek, University of Zagreb, Croatia

*Inspection Results on the Quality of Auditing*
Lajos Zager, University of Zagreb, Croatia; Sanja Sever Mališ, University of Zagreb, Croatia; and Mateja Brozovic, University of Zagreb, Croatia

*The Dimension of the Audit Firm and the Cost of the Capital of the Audited Companies: The Case of the Largest Unlisted Portuguese Companies*
Claudio Pais, ISCTE-IUL, Portugal

*Comparison of Accounting Quality in Korea and the US after IFRS Adoption*
Seong Pyo Cho, Kyungpook National University, South Korea; Seok Tae Ha, Kyungpook National University, South Korea; and Joonghi Cho, University of Texas at Dallas, U.S.A.

*Comparing the Value Relevance of Cash Flow Ratios and Du Pont Ratios under IFRS: A Case Study*
Gokce Sinem Erbuga, Dokuz Eylul University, Turkey

*Dissemination of Accounting Information: Comparison between Countries*
Kemalettin Conkar, Afyon Kocatepe University, Turkey and Mehmet Findik, Afyon Kocatepe University, Turkey

MARKETING IV

**Room:** B203  
**Chair:** Wee Kheng Tan

* Determination of Factors Affecting Petrol Station Brand Choice in Lithuania*
Lina Pileliene, Vytautas Magnus University, Lithuania; and Arvydas Petras Bakanauskas, Vytautas Magnus University, Lithuania

*Information asymmetry and the effectiveness of marketing communications on health-oriented food market*
Renata Nestorowicz, University of Economics, Poland

*Link between Consumers’ Behavior and Trust in Regulatory Bodies Involved in GMO Decision Making Process*
Inese Aleksejeva, University of Latvia, Latvia

*The Influence of the Fit of Export Marketing Strategy and Competitive Strategy on Export Performance from Mediation and Moderation Perspectives*
Regina Virvilaitė, KTU Kaunas University of Technology, Lithuania and Beata Seinauskiene, Kaunas University of Technology, Lithuania

*The Impact of Country-of-origin on Brand Positioning for Luxury Goods*
Roxana Denisa Stoenescu, University of Economic Studies, Romania; Gabriela Capațina, University of Economic Studies, Romania; and Adina Cristea, University of Economic Studies, Romania

*Developing Marketing Higher Education Strategies based on Students’ Satisfaction Evolution in Time*
Andreea Orindaru, Bucharest University of Economic Studies, Romania

*The Influence of Social and Personality Factors on the Attitude and Purchase Intention of Luxury Brand Counterfeits in Jakarta*
Atur Tetty Lubis, Binus Business School, Indonesia
INTERNATIONAL TRADE I

Room: C201
Chair: Christos Manolopoulos

Portugal and Poland: Two different Tales on Export Performance to the European Union in the 2000s
Christopher Marques, ISEG, University of Lisbon, Portugal; Ines Paulino, ISEG, University of Lisbon, Portugal; Maria Fontoura, ISEG, University of Lisbon and UECE (Research Unit on Complexity and Economics), Portugal; Pedro Miguel Serodio, ISEG, University of Lisbon, Portugal; and Sofia Rodrigues, ISEG, University of Lisbon, Portugal

EU Customs Logistics Ensuring Trade Facilitation and Global Supply Chain Security
Danute Adomaviciute, Mykolas Romeris University, Lithuania

Association versus Accession: An Inquiry into Bilateral Trade Intensity of Turkey and Poland with the EU
Suat Oksuz, Gediz University, Turkey

Research on Chinese Localization Adaptability in different Multinational Companies
Songbai Liu, Beijing Normal University, Zhuhai, China and Yuan Wang, City University of Macau, China

Quantifying Macroeconomic Impacts of Shocks to a Country-Specific Interest Rate Spread in an Emerging Country
Tomoya Suzuki, Kansai University, Japan

Balance of Payment Accounts, Foreign Portfolio Returns, and Net Export Growth Predictability in the Cross-Section of Currencies
Zhamilya Assilbekova, Hanken School of Economics, Finland

ASEAN-India Trade: An Assessment of Intra-Industry Trade
Anupama Devendrakumar Masali, Chulalongkorn University, Thailand

LABOR ECONOMICS II

Room: C202
Chair: Vivian Carstensen

Real Unit Labor Costs in Eurozone countries: Drivers and Clusters
Javier Ordonez, University Jaume I, Spain; Hector Sala, Universitat Autònoma de Barcelona and IZA, Spain; and José I. Silva, University of Kent and Universitat de Girona, Spain

The Effect of Unemployment Insurance on Unemployment Duration: Regression Discontinuity Approach with Heaping Density
Soonhyung Sim, Korea University, South Korea and Hongshik Lee, Korea University, South Korea

Migration - Repercussions Research Field University of Crete - Rethymno Crete
Maria Vlachadi, University of Crete, Greece; Nikolaos Kipoulas, University of Crete, Greece; Michail Lambrakis, University of Crete, Greece; Thomas Lagos, University of Crete, Greece; and Tassopoulou Evgenia, University of Crete, Greece

The Offender-victim Relationship
Violeta Misheva, Erasmus University Rotterdam, Netherlands

A Note on the Perfect Sequential Equilibrium in Signaling Games
Francis Kiraly, Newcastle University, United Kingdom

Does the Impact of Trade Openness on Income and Income Inequality Differ in Developed and Developing Countries?
Aslı Yenipazarlı, Adnan Menderes University, Turkey and Hatice Kucukkaya, Adnan Menderes University, Turkey
FRIDAY, JANUARY 9 (DAY 2)

REGISTRATION: 08:00-16:00

SESSION I: 08:20-10:20

EMPIRICAL STUDIES ON EMERGING ECONOMIES I

Room: B201
Chair: Timothy Shadrach Birabi

Trends of Resource Misallocation and Productivity in Thai Manufacturing Industries
Siwapong Dheera-umpon, Kasetsart University, Thailand

Supply - Demand Equilibrium for The Goods and Services Market - A Dynamic Model on Romania’s National Economy
Bianca Ioana Popescu, Bucharest University of Economic Studies, Romania and Emil Scarlat, Bucharest University of Economic Studies, Romania

Effect of Varieties on Cereal Production in Algeria

Elements of Applied Statistics: Case Study: Seurop Pig Carcass Classification System in Romania
Roxana Florenta Savescu, Lucian Blaga University from Sibiu, Romania

Accessing the Chinese Market: Best Practices
Eva Perea, Universitat Abat Oliba CEU, Spain

Causes and Consequences of Limited E-commerce use by Polish Insurance Companies
Maciej Czaplewski, University of Szczecin, Poland

GROWTH & DEVELOPMENT I

Room: B202
Chair: Duy Khanh Pham

Current Account Dynamics and Determinants in the European Union
Maria-Isadora Lazar, Bucharest University of Economic Studies, Romania and Ramona Mihaela Paun, Webster University Thailand, Thailand

The Relationship between Financial Liberalization and Growth: The Case of Turkey
Senem Cakmak Sahin, Yildiz Technical University, Turkey and Gulin Sonmez, Yildiz Technical University, Turkey

An Endogenous Growth Model with Environmental Policy on Dirty and Clean Technologies
Monica Meireles, ISCTE-IUL, Portugal; Isabel Soares, Universidade do Porto and CEFUP, Portugal; and Oscar Afonso, Universidade do Porto and CEFUP, Portugal

Information and Communication Technologies as a Support to Sustainable Development and Advancement of Regional Infrastructure - The Case of Croatia
Marija Boban, University of Split, Croatia and Jelena Legcevic, Faculty of Law Osijek, Croatia

CO2 Emissions and Human Development: Granger Causality Analysis on OECD Countries with a Panel Data Approach
Serap Bedir, Erzurum Technical University, Turkey and Vildan Yilmaz, Erzurum Technical University, Turkey

Business and Society Links: Corporate Social Responsibility in Greece during the Economic Crisis
Maria Kyriakidou, American College of Thessaloniki, Greece
EN ERGY STUDIES II

Room: B203
Chair: Yan Li

In Search of New EU Energy Reforms: Assessing the Financial Performance of the EU Energy Companies
Djula Borozan, J.J. Strossmayer University of Osijek, Croatia and Dubravka Pekanov Starcevic, J.J. Strossmayer University of Osijek, Croatia

Energy Consumption Trends and the Factors determining them Analysis and Comparison in Household: Lithuanian Case
Zaneta Simanaviciene, Kaunas University of Technology, Lithuania; Andzej Volochovic, Kaunas University of Technology, Lithuania; and Arturas Simanavicius, Lithuanian Sports University, Lithuania

The Impact of Shale Gas on European Energy Prices
Valentina Ivan, Bucharest University of Economic Studies, Romania

Is There a Necessity for an Alternative Energy Source Instead of Natural Gas in the Industrial Sector of Turkey?
Mehmet Samet Erdem, Sinop University, Turkey; Mustafa Kemal Beser, Eskisehir Osmangazi University, Turkey; and Hakan Acaroglu, Eskisehir Osmangazi University, Turkey

Incentives for energy-efficient behavior at the workplace: a natural field experiment on eco-driving in a company fleet
Dominik Ludwig Schall, Technical University Munich, Germany and Alwine Mohnen, Technical University Munich, Germany

MIS

Room: C201
Chair: Masato Nishiwaki

Management of Logistic Processes in the Aspect of Competitiveness of Enterprises of the Food Industry in Poland
Dagmara Bubel, Czestochowa University of Technology, Poland

SCM Adoption Factors: A Meta-Analysis
Cheayoung Hwang, Kyungpook National University, South Korea and Chang-Kyo Suh, Kyungpook National University, South Korea

Using the Delphi technique to extract the failure of implementing Information Security Management System (ISMS) in developing countries: Case study of Iran
Shadman Mamandi, Amirkabir University, Iran; Saba Bagheri, Alzahra University, Iran; and Khadijeh Rouzbehani, University of Tehran, Iran

SVM+MTL Using Privileged Information for Credit Ratings: Application to Korean Companies
Taeho Hong, Pusan National University, South Korea; Younki Park, George Washington University, U.S.A.; and Gang Ren, Pusan National University, South Korea

Business Process Modeling for Sales Processes Automation
Alexandra Maria Ioana Florea, Bucharest Academy of Economic Studies, Romania; Vlad Diaconita, Bucharest Academy of Economic Studies, Romania; and Iuliana Dorobat, Bucharest Academy of Economic Studies, Romania

Analysis Regarding Decision Support System’s Development for Investments in Renewable Energy Sources
Adela Bara, The Bucharest University of Economic Studies, Romania; Simona Oprea, The Bucharest University of Economic Studies, Romania; Alexandra Maria Ioana Florea, Bucharest Academy of Economic Studies, Romania; George Carutatsu, The Romanian - American University, Romania; and Cornelia Botezatu, The Romanian - American University, Romania
EDUCATION I

Room: C202
Chair: To Ming Ho

Human Sustainable Development in the Context of Europe 2020 Strategy
Alina Mihaela Ion, Bucharest University of Economic Studies, Romania and Vespan Dragos, Bucharest University of Economic Studies, Romania

Aspects Concerning Nonlinearity in Econometric Modeling
Cristina Coculescu, Romanian American University, Romania and Adam Altar, Romanian American University, Romania

PhD Student’s Satisfaction and the Relationship with the Economic and Social Environment
Andreea Orindaru, Bucharest University of Economic Studies, Romania and Maria Floriana Popescu, Bucharest University of Economic Studies, Romania

Higher Education Cost-sharing in the Context of Transnationalism: The Case of Students from Latvia
Rita Kasa, Stockholm School of Economics in Riga, Latvia

Economic and Educational Crisis: Challenges for students in Portugal and Croatia
Jelena Legcevic, University of J.J. Strossmayer in Osijek, Croatia; Rute Abreu, Guarda Polytechnic Institute, Portugal; and Maria Fatima Santos David, Guarda Polytechnic Institute, Portugal

Do Current Mobilization and Allocation of Resources Allow an Accessible and Affordable Higher Education in Central Asian Countries: Case of Kazakhstan?
Ali Ait Si Mhamed, Riga International School of Business and Administration, Latvia

COFFEE BREAK: 10:20-10:30

SESSION II: 10:30-12:30

EDUCATION II

Room: B201
Chair: Rita Kasa

Is Ethics a Central Element to Business Education? A Qualitative Case Study in a MBA’s Program
M. Gabriela Silva, ISCTE-IUL, Portugal

A Study of Students’ Learning of Economics: A Mind Mapping Approach
To Ming Ho, City University of Hong Kong, Hong Kong

The Hidden Cost of Women’s Education on Family Outcomes: Marriage and Fertility
Miron Tequame, FUNDP, Belgium

Higher Education Funding Policy and Graduate Employability: Evidence from Romania and European Union Member States
Georgiana Camelia Cretan, Bucharest University of Economic Studies, Romania

Financial Literacy, Mathematical Performance and School Ownership
Maria Jesus Mancebon, Universidad de Zaragoza, Spain; Domingo Perez Ximenez de Embun, Universidad de Zaragoza, Spain; and Jose Maria Gomez Sancho, Universidad de Zaragoza, Spain

ICT for Collaborative Lifelong Learning to Sustainable Economic Development of EU
Alina Mihaela Ion, Bucharest University of Economic Studies, Romania and Vespan Dragos, Bucharest University of Economic Studies, Romania
GROWTH & DEVELOPMENT II

Room: B202
Chair: Siwapong Dheera-aumpun

Economic Growth in a Culturally Interconnected Global Landscape: A Spatial Econometric Perspective
Timothy Shadrach Birabi, University of Glasgow, United Kingdom

Approaches to Quantitative Estimation of the Multilateral Development Banks’ Impact on the Economy and Society
Alexandra Morozkina, National Research University Higher School of Economics, Russia

E-Government Indicators Comparison between Romania and other EU Countries
Otniel Didraga, West University of Timisoara, Romania and Claudiu Brandas, West University of Timisoara, Romania

Why the Brazilian Economy is Slowing Down?
Leonid Grigoryev, National Research University Higher School of Economics, Russia and Victoria Pavlyushina, National Research University Higher School of Economics, Russia

Financial Structure and Economic Growth - Case of Vietnam
Huan Huu Nguyen, University of Economics Ho Chi Minh City, Vietnam; Xuan Vinh Vo, University of Economics Ho Chi Minh City, Vietnam; and Duy Khanh Pham, University of Economics Ho Chi Minh City, Vietnam

Prediction Models for High versus Less Performant Economies in the European Union
Madalina Ecaterina Popescu, Bucharest University of Economic Studies, Romania and Ramona Mihaela Paun, Webster University Thailand, Thailand

ECONOMICS OF INNOVATION I

Room: B203
Chair: Cheayoung Hwang

Analysis of the Transformation Processes in the Global High-Tech Market
Lyubov Kodinets, TSAWEML, Russia; Maria Radion, TSAWEML, Russia; and Dmitry Rudenko, TSAWEML, Russia

A Study on the Spatial Distribution of India Tourism Resources and Tourism Product Innovation-Based on the background of Industrial Convergence
Yan Li, Sichuan University, China and Li Chun Yu, ABa Teachers College, China

The Dynamic Nature of Innovation in Turkish Manufacturing Industry
Selcen Ozturk, Hacettepe University, Turkey and Dilek Kilic, Hacettepe University, Turkey

Measuring Innovation in the Tourism Industry: A Conceptual Framework
Anamaria Sidonia Ravar, Bucharest University of Economic Studies, Romania

The Incentive of Clusters for Long Run Development
Cristina Andreea Florea, Bucharest University of Economic Studies, Romania and Comsulea Ioana, Academy of Economic Studies, Romania

Impact of Regulation on Firm R&D Activity - The Case of Japanese Manufacturing Sector
Kazuma Edamura, Ministry of Education, Culture, Sports, Science and Technology, Japan; Yoko Furusawa, Ministry of Education, Culture, Sports, Science and Technology, Japan; and Koichi Sumikura, Ministry of Education, Culture, Sports, Science and Technology, Japan
HUMAN RESOURCES I

Room: C201
Chair: Luisa Helena Pinto

What did you expect to Happen? - Aligning HR Practices with Knowledge Management Outcomes
Pia Hurmelinna Laukkanen, University of Oulu, Finland; Jorge Gomes, Universidade Tecnica de Lisboa, Portugal; and Heidi Olander, Lappeenranta University of Technology, School of Business, France

Managing Employee’s Resistance to Change - A Conceptual Model Based on Human Capital Perspective
Alexandra Catalina Nedelcu, Bucharest University of Economic Studies, Romania and Cristian Busu, Bucharest University of Economic Studies, Romania

Occupational and geographical Mobility of Intellectual Capital
Katarzyna Lukasik, Czestochowa University of Technology, Poland and Bogumila Ziołkowska, CUT Czestochowa University of Technology, Poland

The Development Curve of Knowledge Management Practices: A Ten Year Perspective from TOP50 Finnish Enterprises
Nina Helander, University of Vaasa, Finland; Hannele Vayrynen, Tampere University of Technology, Finland; Xuepin Zhao, Tampere University of Technology, Finland; and Marianne Kukko, Tampere University of Technology, Finland

Organizational Commitment and Cynicism in Public and Private Sector: Does Trust Matter?
Carla Freire, University of Minho, Portugal and Joana Fernandes, University of Minho, Portugal

The Relative Effects of Culture and Work Environment on Organizational Attitudes: A Comparative Research on Turkish and German Employees
Reyhan Karababa, Hitit University, Turkey and Sukru Ozen, Hitit University, Turkey

FINANCE IV

Room: C202
Chair: Amir Nasry Rofael Armanious

Modeling the Stock Market Volatility using GARCH Models: Evidence from Ukraine and Russia
Leoni Eleni Oikonomikou, Georg-August Universität Gottingen, Germany

Analyzing the Existence of the Day of the Week Effect in Selected Developed Country Stock Exchanges
Murat Cinko, Marmara University, Turkey; Emin Avci, Marmara University, Turkey; Asli Aybars, Marmara University, Turkey; and Mehtap Oner, Marmara University, Turkey

On using Garch Models to Build better Covariance Matrices for Portfolio Optimization
Andrei Bogdan Anghel, Bucharest University of Economic Studies, Romania; Cristiana Tudor, Bucharest University of Economic Studies, Romania; and Maria Tudor, Bucharest University of Economic Studies, Romania

Alternative Risk Measures for Hedge Fund Returns
Antonio Fasano, University of Rome LUISS, Italy and Claudio Boido, University of Siena, Italy

Level Shifts or Long Memory in REITS: Evidence from Different Tests
Ata Assaf, University of Balamand, Lebanon

Do Macroeconomic Conditions Drive Private Equity Fund Returns?
Daniel Steger, University of Basel, Switzerland

LUNCH: 12:30 - 13:20
BEST PAPER AWARD CEREMONY: 13:20-13:30
Room: B203

KEYNOTE SPEAKER: 13:30-14:00
Room: B203

SESSION III: 14:00-16:00

REGIONAL STUDIES I
Room: B201
Chair: Dominik Ludwig Schall

The Role Knowledge and R&D Activity in New Economy in Poland and Europe
Agnieszka Budziewicz Guzlecka, University of Szczecin, Poland

China’s Special Economic Zones in Africa: Context, Motivations and Progress
Nelson Antonio, ISCTE-IUL, Portugal and Shaozhuang Ma, ISCTE-IUL, Portugal

Trends in Quality of Life in Turkey, 2003-2012
Michaela Gstrein, Institute for Advanced Studies (HIS), Austria; Petra Rodiga-Lassnig, IHS Ktn, Austria; Claire Wallace, University of Aberdeen, United Kingdom; and Yilmaz Esmer, Bahcesehir University, Turkey

The Effect of Industry Cluster Implied In Supply Chain Management - Illustrated with Zhejiang & Jiangshu Textile Industry
Ke Zhong, Sichuan University of Science and Engineering, China

Determinants of Success and Failure in the Internationalisation of the Cork Business: A Tale of Two Iberian Family Firms
Joao Carlos Lopes, UECE-ISEG/UL, Portugal; Amélia Branco, ISEG - University of Lisboa, Portugal; Francisco Parejo, University of Extremadura, Spain; and Jose Rangel, University of Extremadura, Spain

An Empirical Study on Influential Factors for Logistics Industry along Yangtze River Economic Belt from Spatial Economics Perspective
Meng Kui, Yangtze University, China

MANAGEMENT II
Room: B202
Chair: Cheayoung Hwang

Leading Internal and External Risk Determinants of Small and Medium-sized Enterprises (SMEs) - An Exploratory Study in Poland
Iwona Gorzen Mitka, Czestochowa University of Technology, Poland

Managing Skills and Organizational Effectiveness in the Italian Health Sector
Alexandra Caride Balado, Universita Napoli Federico II, Italy; Vincenza Esposito, Universita degli Studi del Sannio, Italy; Lorenzo Mercurio, Universita degli Studi di Napoli “Parthenope”, Italy; and Lucia Silvestri, Universita degli Studi del Sannio, Italy

Relationship of the Factors of Mobbing: An Application on Health Sector
Isa Ipcioglu, Bilecik Şeyh Edebali University, Turkey; Tolga Torun, Bilecik Şeyh Edebali University, Turkey; Özum Egilmez, Bilecik Seyh Edebali University, Turkey; and Aysegul Ahlat, Bilecik Seyh Edebali University, Turkey
IS/IT Investments and Firm Financial Performance: Did Portugal Faced the so Called “Productivity Paradox”?
Antonio Henrique Martins Guerreiro, University of Evora, Portugal

Hospital Location Selection for Bilecik City with Fuzzy TOPSIS
Gozde Koca, Bilecik Seyh Edebali University, Turkey and Isa Ipcioglu, Bilecik Seyh Edebali University, Turkey

Horizontal Mergers and Divestment Dynamics in a Sunset Industry
Masato Nishiwaki, Waseda University, Japan

POlITICAL ECONOMY

Room: B203
Chair: Kazuma Edamura

Triadic Interregionalism and Multi-Level Governance System: The Case Study of ASEM
Dina Fakhry Ishak Jaccoob, Cairo University, Egypt

Russia: Development Aid Policies and Perspectives
Maria Beletskaya, Lomonosov Moscow State University, Russia

The USA National Debt by 2026
Leonid Grigoryev, National Research University - Higher School of Economics, Russia

Structural Transformation in Turkish Agricultural Policies: Implementations following the Year of 2000
Ahmet Inkaya, Afyon Kocatepe University, Turkey

The Impact of the Concepts of Human Nature on the Methodology of Humanistic Economics and Religious Motivated Streams of Economics (Buddhist, Islam and Christian)
Anna Horodecka, Warsaw School of Economics, Poland

GROWTH & DEVELOPMENT III

Room: C201
Chair: Maria Kyriakidou

Economic Analysis of the Relationship between Growth and Labor Force Markets in Turkey
Hakan Acaroglu, Eskisehir Osmangazi University, Turkey

Providing more than just employment? Evidence from the NREGA in India
Kalyani Raghunathan, Cornell University, U.S.A. and Siddarth Hari, New York University, U.S.A.

Incentives for Improving Economic Productivity
Iris A. Mihai, West University of Timisoara, Romania

Does Financial Development Affect Economic Growth Volatility?
Gulin Vardar, Izmir University of Economics, Turkey and Yener Coskun, Capital Markets Board of Turkey, Turkey

An Attempt to Measure the Differences in Productivity of Nations: A Stochastic Frontier Approach
Diana Aguiar, Catholic University of Portugal, Portugal; Leonardo Costa, Catholic University of Portugal, Portugal; and Elvira Silva, University of Porto, Portugal

Modeling the Cohesion of Country’s Competitiveness through the Aspect of Open to Technologies and Innovation Enterprises
Ruta Aidis, George Mason University, U.S.A.; Evelina Meiliene, Kaunas University of Technology, Lithuania; and Sigita Neverauskaite, Kaunas University of Technology, Lithuania
HUMAN RESOURCES II

Room: C202
Chair: Nina Helander

Planned Change Interventions and Discourses on Social Control
M. Gabriela Silva, ISCTE-IUL, Portugal

The Impact of Feelings of Psychological Contract Violation on Job Satisfaction and Organizational Commitment during Mergers and Acquisitions: The Moderating Role of Human Resource Management Practices
Asli Goksoy, American University in Bulgaria, Bulgaria

Career Orientation for the New Generation of the Turkish Human Resource
Tayfun Arar, Kirikkale University, Turkey and Ihsan Yuksel, Kirikkale University, Turkey

The Strategic Aspect of Human Resource Management: The Integration of HR Functions with Strategic Planning
Yasemin Bal, Yildiz Technical University, Turkey and Serdar Bozkurt, Yildiz Technical University, Turkey

Business and Tourism Students’ Considerations on Future Career
Maria Cristina Iorgulescu, Bucharest University of Economic Studies, Romania and Alina Ioana Tapescu, Bucharest University of Economic Studies, Romania

Host Social Interaction and Social Connectedness as Antecedents of International Students’ Cross-cultural Adjustment
Joana Pinheiro Campos, University of Porto, Portugal and Luisa Helena Pinto, University of Porto, Portugal

COFFEE BREAK: 16:00-16:10

SESSION IV: 16:10-18:10

MANAGEMENT III

Room: B201
Chair: Antonio Henriques Martins Guerreiro

The Relationship between Organizational Commitment and Organizational Trust: Evidence from Turkey
Ihsan Yigit, Marmara University, Turkey

An Empirical Evaluation of Perception of General Managers of Leading Companies in Turkey on Dynamics of Designing and Implementing Effective Change
Serhat Tatli, Istanbul Kemerburgaz University, Turkey and Ali Murat Ferman, Isik University, Turkey

The Use of Factor Analysis in Evaluating the Performances of a Business Model
Mihaela Rotaru, Lucian Blaga University from Sibiu, Romania

Theoretical and Practical Aspects of the Regulations on the European E-Commerce Market on the Polish Example
Anna Drab Kurowska, University of Szczecin, Poland

Conception of SBSC as an Instrument for Environmental Management and Controlling
Anna Brzozowska, Czestochowa University of Technology, Poland and Dagmara Bubel, Czestochowa University of Technology, Poland
Change Management in the Processes of Development of Enterprises in Poland
Helena Koscielnia, Czestochowa University of Technology, Poland; Katarzyna Brendzel-Skowera, Czestochowa University of Technology, Poland; and Agnieszka Puto, Czestochowa University of Technology, Poland

HUMAN RESOURCES III

Room: B202
Chair: M. Gabriela Silva

Expatriate Assignment Success: A Multiple Stakeholder View
Olivia Rua, University of Porto, Portugal and Luisa Helena Pinto, University of Porto, Portugal

In-Service Training System Organization Improvement at Customs Administrations
Mara Petersone, Riga Technical University, Latvia; Aivars Krastins, Riga Technical University, Latvia; and Karlis Ketners, Riga Technical University, Latvia

Strategic Partnerships for the Development of Competitive Labor Force Through Vocational Education and Training
Ilze Buligina, University of Latvia, Latvia and Biruta Sloka, University of Latvia, Latvia

The Trade-off between Synergy Success and Efficiency Gains in M&As: The Mediation Role of Workforce
Ziva Rozen Bachar, Israel

Motivation Strategies that Lead to Performance - Case study on Romanian Employers
Tampu Diana Larias, The Romanian Academy, Romania

The Role of Social Media in Employer Branding
Begum Otken, Yeditepe University, Turkey and Elif Yolbulan Okan, Yeditepe University, Turkey

FINANCE V

Room: B203
Chair: Ata Assaf

University Financial Sustainability: A Comparison between Italy and other EU Countries
Francesca Mandanici, University of L'Aquila, Italy and Roberta Pace, University of L'Aquila, Italy

Stock Market Reactions to Credit Ratings across the Subprime Crisis
Marina Damilano, University of Torino, Italy; Eleonora Isaia, University of Torino, Italy; and Cristina Rovera, University of Torino, Italy

Towards Valuation Multidimensional Business Failure Risk for the Companies Listed on the Bucharest Stock Exchange
Stefan Cristian Gherghina, Bucharest University of Economic Studies, Romania and Georgeta Vintilă, Bucharest University of Economic Studies, Romania

IMF and Recent Crisis Prevention: Evidence from Romania
Gurgen Ohanyan, Bucharest University of Economic Studies, Romania

Analysis of the Relationship between Market Volatility and Firms Volatility at the Polish Capital Market
Iwona Otola, Czestochowa University of Technology, Poland and Aneta Wlodarczyk, Czestochowa University of Technology, Poland

A Comparative Study of the 2008 Global Financial Crisis and the 1929 Great Depression
Amir Nasry Rofael Armanious, Macquarie University, Australia

The Influence of the Macroeconomic Conditions on the Capital Structure of Romanian Listed Firms
Gabriela Maria Brendea, Babes-Bolyai University, Romania
PUBLIC ECONOMICS II

Room: C201  
Chair: Leonid Grigoryev

The Spatial Analysis of State Mental Hospital Admissions in Texas  
Felipa de Mello-Sampayo, ISCTE-IUL, Portugal

Empirical Verification of the Scale Measuring Patient Service Quality in Integrated Healthcare in Poland  
Iga Rudawska, University of Szczecin, Poland

Endogenous Employment and Incomplete Markets  
Andres Zambrano, Universidad de los Andes, Colombia

Religion and Redistribution Preferences  
Emrullah Ozden, The University of Sydney, Australia

Income Inequality, TFP, and Human Capital  
Tiago Neves Sequeira, Universidade de Beira Interior and CEFAGE-UBI, Portugal; Marcelo Serra Santos, Universidade de Beira Interior and CEFAGE-UBI, Portugal; and Alexandra Ferreira-Lopes, Universidade de Beira Interior and CEFAGE-UBI, Portugal

Work for Rent in the Management of Housing Resources of the Municipality  
Michal Dziadkiewicz, Czestochowa University of Technology, Poland and Tomasz Lis, Czestochowa University of Technology, Poland

Asymmetric Effects of Exchange Rate Variation: An Empirical Analysis for four Advanced Countries  
Hayet Jihene El bejaoui, Paris 13 CEPN, France

BANKING I

Room: C202  
Chair: Leoni Eleni Oikonomikou

Deficiency Risk in Islamic and Conventional Banks  
Fakhri Korbi, Universite de Paris 13, France

Islamic Finance: A Religious Deception or an Alternative Solution?  
Naama Trad, University Lyon II, France; Jean François Goux, University Lyon II, France; and Mohamed Ali Trabelsi, University of Manouba, Tunisia

Culture, Geographies or Accounting Regimes: Which are Drivers for Risk-taking in European and Asian Banks?  
Ana Isabel Lopes, ISCTE-IUL, Portugal

Operational Risk Management in Croatian Banks  
Sanja Broz Tominac, University of Zagreb, Croatia and Ana Palijan, Omrcen promet d.o.o., Croatia

Economies of Scale and Scope in Multiproduct Financial Institutions: Evidence from GCC National Banks  
Lawrence Tai, Zayed University, U.A.E.

The Portuguese Banks’ Performance: Comparing Efficiency with their Spanish Counterparts  
María Basilio, Instituto Politécnico de Beja, Portugal; Clara Pires, Instituto Politécnico de Beja, Portugal; and José Pires dos Reis, Instituto Politécnico de Beja, Portugal

Estimating Fair Deposit Insurance Premium rates for Groups of Banks Based on their Soundness and Asset Sizes: An Empirical Work on Japanese Banking System  
Naoyuki Yoshino, Asian Development Bank Institute (ADBI), Japan; Nour Tawk, Keio University, Japan; and Farhad Taghizadeh Hesary, Keio University, Japan
SATURDAY, JANUARY 10 (DAY 3)

REGISTRATION: 08:00-16:00

SESSION I: 08:30-10:30

GROWTH & DEVELOPMENT IV

Room: B201
Chair: Felipa de Mello-Sampayo

Super Bowl XLVII Advertising in the USA: Male and Female Impressions among College Students
M. Halim Dalgin, Kutztown University, U.S.A.

Using the Patent Data, Analysis of Technology Development Trends in Food and Drink
Tomohiro Maekawa, Ritsumeikan University, Japan and Tetsuaki Oda, Ritsumeikan University, Japan

How do Mean Division Shares Affect Growth?
Liang Shao, Henan University, China and Tingzhang Liu, Xiangtan University, China

Altruism and Four Shades of Family Relationships in Japan
Yoshitaka Koda, Chulalongkorn University, Thailand

Qualitative Study on Applying a Circular Business Development Model in the Hospitality Industry
Razvan Radulescu, Bucharest University of Economic Studies, Romania

Correlating Local Recreation Specialization to Prosperity: Study on European Union Countries
Ana Maria Sava, Bucharest University of Economic Studies, Romania

Analysis of Factors Affecting the Operating Efficiency of Vietnam Commercial Banking System
Huan Huu Nguyen, University of Economics Ho Chi Minh City, Vietnam; Xuan Vinh Vo, University of Economics Ho Chi Minh City, Vietnam; and Duy Khanh Pham, University of Economics Ho Chi Minh City, Vietnam

CORPORATE GOVERNANCE II

Room: B202
Chair: Ayman Elias Haddad

An Empirical Research on Corporate Governance in Family Business
Malwina Szczepkowska, University of Szczecin, Poland

The Impact of Adopting Corporate Governance Principles in Romania: Economic Performance or just Good Practices?
Crina Seria, Bucharest University of Economic Studies, Romania

Application of Governance Principles in IT Projects
Ioana Natalia Beleiu, Babes-Bolyai University, Romania and Razvan Nistor, Babeş-Bolyai University, Romania

Corporate Governance and Companies’ Performance in Developing Countries
Alin Ionescu, West University of Timisoara, Romania and Petru Tudoreanu, West University of Timisoara, Romania

A Longitudinal Descriptive Study of the Board in Spanish Innovative Companies
Juan Gonzales-Bustos, Rovira i Virgili University, Spain; Ana Hernández-Lara, Rovira i Virgili University, Spain; Quico Marin, Universitat Rovira i Virgili, Spain; and Fernando Campa Planas, Universitat Rovira i Virgili, Spain
Investor Relations and Corporate Governance practices
Hae Young Byun, Kangwon National University, South Korea and Tae-II Yoon, Hallym University, South Korea

PUBLIC ECONOMICS III

Room: B203
Chair: Adam Stecyk

Ideals should not be too ideal: Identity and Public Good Contribution
Fuhai Hong, Nanyang Technological University, Singapore

A Dynamic Analysis of Pollution Control and Optimal Production under Endogenous Emission Standard
Hiroshi Ohta, Kobe University, Japan and Seiichi Katayama, Aichi Gakuin University, Japan

Strategic and Stable Pollution with Finitely many Commodities: A Pareto Comparison
Avishay Aiche, University of Haifa, Israel; Hovav Perets, Technion-Israel Institute of Technology, Israel; and Benyamin Shitovitz, University of Haifa, Israel

A New Perspective for Tax Anesthesia: The Deference between Objective and Subjective Tax Burden
Ihsan Cemil Demir, Afyon Kocatepe University, Turkey

Convergence and Catching-up in the five major North Cyprus Municipalities: A comparative analysis
Dilber Caglar, Girne American University, North Cyprus and Sami Fethi, Eastern Mediterranean University, North Cyprus

Project Management System in Public Administration Institutions - the Key Assumptions
Jacek Strojny, Rzeszow University of Technology, Poland

MANAGEMENT IV

Room: C201
Chair: Evangelia AEC Lipitakis

Acknowledging Diversity, Patterns and Cohesion
Carmen Vranceanu, Bucharest University of Economic Studies, Romania and Irina Leca, Bucharest University of Economic Studies, Romania

Exploring the Work Ethic of University Students: A Test at a Small Regional University in the Midwest U.S.A.
Andy Bertsch, Minot State University, U.S.A.; James Ondracek, Minot State University, U.S.A.; and M. Saeed, Minot State University, U.S.A.

Finance Department Directors’ from Senior Managers Qualifications, Authority and Responsibility; an Analysis in the Marble Sector in Afyonkarahisar in Turkey
Hasan Riza Asikoglu, Afyon Kocatepe University, Turkey and Nihat Onur Asikoglu, Afyon Kocatepe University, Turkey

The Impact of Culture of Commitment on Family Firm Performance
Catarina Alfonso Alves, Polytechnic Institute of Guarda (IPG), Portugal; Ana Maria Ussman, University of Beira Interior (UBI), Portugal; and Ana Paula Gama, University of Beira Interior (UBI), Portugal

Organizational Culture as a Mediator on the Relationship between Leadership Style and Organizational Effectiveness: The Case of Iranian Private Sector Organizations
Alireza Nazarian, University of West London, United Kingdom; Peter Atkinson, Brunel university, United Kingdom; and Yehia Sabri Mohamed Ali Nawar, University of West London, United Kingdom

Mehmed the Conqueror as a Case Study on Transformational Leadership
Nurullah Genc, Capital Markets Board of Turkey, Turkey; Oyku Iyigun, Istanbul Commerce University, Turkey; and Murat Yalcintas, Istanbul Commerce University, Turkey
RISK MANAGEMENT

Room: C202
Chair: Steven Formaneck

Commodity Price Excess Co-movement from a Historical Perspective: 1900-2010
Viviana Fernandez, Adolfo Ibanez University, Chile

Model of the Formation of Efficient Investment Portfolio of Insurance Company on Financial Markets
Julia Slepukhina, Ural Federal University, Russia

Does the Economic Situation Affect the Loss Given Default of Leases?
Patrick Miller, University of Cologne, Germany

Risk Communications in Environmental Crises Advent on the Balkans
Venelin Terziev, University of Agribusiness and Rural Development - Plovdiv, Bulgaria; Ekaterina Arabska, University of Agribusiness and Rural Development - Plovdiv, Bulgaria; and Vesela Radovic, EDUCONS University, Serbia

An Experimental Investigation of Risk Reduction Mechanisms: An Evidence of Fire
Ozge Dinc, Gazi University, Turkey and Ozlem Yilmaz, Middle East Technical University, Turkey

Risk Management at Lithuanian Farms
Laura Girdziute, Aleksandras Stulginskis University, Lithuania and Astrida Miceikiene, Aleksandras Stulginskis University, Lithuania

COFFEE BREAK: 10:30-10:40

SESSION II: 10:40-12:40

PUBLIC ECONOMICS IV

Room: B201
Chair: Fuhai Hong

Shaping Organizational Culture in City Offices on Example of Poland
Krzysztof Krukowski, University of Warmia and Mazury, Poland and Marek Sieminski, University of Warmia and Mazury, Poland

Determinants of efficiency in Turkish Cypriot Municipalities
Dilber Caglar, Girne American University, North Cyprus

Development of Municipal Solid Waste Generation and Expenditures - Case of Czech Municipalities
Michal Struk, Masaryk University, Czech Republic

An Analysis of Tax Convergence among the EU Member States
Tibulca Ioana Laura, Bucharest University of Economic Studies, Romania

Sustainable Old-age Pension System by Developing Notional Defined Contribution Pension Scheme
Inara Dundure, University of Latvia, Latvia

Development of educational organizations in light of the civilization challenges
Adam Stecyk, University of Szczecin, Poland

VAT Differentiation and Labor Market Efficiency - The Experience of EU Member States
Nelly Popova, University of National and World Economy, Bulgaria
CORPORATE GOVERNANCE III

Room: B202
Chair: Viviana Fernandez

Evaluation of Earnings Management Practices at Borsa Istanbul with Respect to Corporate Governance Principles
Orcun Turegun, Yeditepe University, Turkey and Nida Turegun, Yeditepe University, Turkey

Cooperative Sector and Public Private Participation Development: Capacities and Capabilities to Make a Better World
Gholamhossein Hosseininia, University of Tehran, Iran and Ahmad Yaghoubi Farani, University of Hamedan, Iran

Interdependences between Corporate Governance and Financial Audit Evidence from Romanian Stock Exchange
Florin Dobre, Bucharest University of Economic Studies, Romania

Proactive Cost Management in a Modern Company
Lina Martirosianiene, Aleksandras Stulginskis University, Lithuania

The Importance of Marketing and its Influence on a Company’s Financial Performance
Jurij Kuznecovs, BA School of Business and Finance, Latvia and Tatjana Tambovceva, Riga Technical University, Latvia

Uncertainty in the Family Business Facing the Process of Internationalization: Literature Review and Future Research Agenda
Quico Marin, Universitat Rovira i Virgili, Spain; Ana Hernandez-Lara, Rovira i Virgili University, Spain; and Fernando Campa Planas, Universitat Rovira i Virgili, Spain

ECONOMICS OF INNOVATION II

Room: B203
Chair: Murat Yalcintas

The level of acceptance of Business Intelligence into Romanian Small and Medium Size Enterprises
Cristina Andreea Florea, Bucharest University of Economic Studies, Romania and Comsulea Ioana, Academy of Economic Studies, Romania

Knowledge as an Intergenerational Public Good: An Evaluation in the Light of CERN Case
M. Oguz Arslan, Anadolu University, Turkey

The Goal and Field of Evolutionary and Neoclassical Economics as a Consequence of the Changes in Concepts of Human Nature
Anna Horodecka, Warsaw School of Economics, Poland

Innovation Return on R&D Investment
Adnan Corum, Bahcesehir University, Turkey and Jbid Arsenyan, Bahcesehir University, Turkey

Sector of High Technology in Terms of International Economic Uncertainty
Nikolaj Ambrusevic, Vinius University International Business School, Lithuania

Informatization, Research and Innovation as Factors of Economic Development of Russia
Liudmila Guzikova, St. Petersburg State Polytechnical University, Russia
MANAGEMENT V

Room: C201
Chair: Yehia Sabri Mohamed Ali Nawar

Alexandra Lipitakis, University of Kent, United Kingdom and Evangelia AEC Lipitakis, University of Kent, United Kingdom

Strategic Outsourcing Logistics Decision Best Practices in the Romanian Industry Sector
Irina Iulia Salanta, Babes-Bolyai University, Romania and Mirela Popa, Babes-Bolyai University, Romania

What Are Region-specific Research Designs in Strategic Management? Evidence from Turkey
Mehmet Ali Koseoglu, Minot State University, U.S.A.; Erdal Akdeve, Yildirim Beyazit University, Turkey; and James Ondracek, Minot State University, U.S.A.

A Dashboard for Lean Companies: A Proposed Model with the Collaboration of Ten Large Italian Enterprises
Anna Rita Papa, P&P Consulting & Service, Italy and Andrea Payaro, P&P Consulting & Service, Italy

Bottleneck Analysis Optimization Using Necessary Constraint Detection Techniques
Steven Formaneck, American University in Cairo, Egypt

The Degree of Sustainable Development of Public Transport in Major Polish Cities
Marta Kadlubek, Czestochowa University of Technology, Poland; Dariusz Krzywda, Czestochowa University of Technology, Poland; and Wioletta Skibinska, Czestochowa University of Technology, Poland

REGIONAL STUDIES II

Room: C202
Chair: M. Halim Dalgin

Public Policies and Firms’ Sustainability: A Long-term Mortality Analysis of Subsidized Firms in Rural Areas
Anabela Santos, Université Libre de Bruxelles, Belgium; Paulo Neto, University of Évora, Portugal; and Maria Manuel Serrano, University of Évora, Portugal

Do Global Cities Bust Global Inequality?
Regina Gultyaeva, TSAWEML, Russia; Lyubov Kodinets, TSAWEML, Russia; and Dmitry Rudenko, TSAWEML, Russia

Aspects Related to Urban Dimension in the Cohesion Policy towards Europe 2020 Strategy
Ramona Camelia Bere, Bucharest University of Economic Studies, Romania and Catalin Silvestru, Bucharest University for Economic Studies, Romania

Benchmarking and AHP in Strategic Management of Local and Regional Development
Jacek Strojny, Rzeszow University of Technology, Poland

Risk Management in a Business Organization’s Activity
Joanna Gajda, Czestochowa University of Technology, Poland and Tomasz Lis, Czestochowa University of Technology, Poland

Integration and Adjustment of Immigrants in the Society of Rethymno: Research field the city of Rethymno - Crete
Maria Vlachadi, University of Crete, Greece; Dimitra Prokopiou, University of Crete, Greece; and Georgios Lepeniotis, University of Crete, Greece
Seat-Vote Elasticity and the Provincial Distribution of Government Spending in Turkey
Cagri Levent Uslu, Yeditepe University, Turkey and Ebru Akarcay, Yeditepe University, Turkey

LUNCH: 12:40 - 13:30

SESSION III: 13:30-15:30

EMPIRICAL STUDIES ON EMERGING ECONOMIES II

Room: B201
Chair: Anabela Santos

Service Robotics - Uncovering an Emerging Technology Field
Florian Kreuchauff, Karlsruhe Institute of Technology, Germany and Vladimir Korzinov, Karlsruhe Institute of Technology (KIT), Germany

A Growth Story: Globalization, Multinational Companies and India
Sumru Bakan, Kilis 7 Aralik University, Turkey and Elif Yildirimci, Kilis 7 Aralik University, Turkey

Assessing the Contribution of Service and Social Sectors on Egyptian GDP - Analytical Study on the Period from 1995 to 2013
Ashraf Saleh, AASTMT-GSB, Egypt

Empirical Indicators for Evaluating the Concentration Degree on the Market: Case Study on Romanian Automotive Market
Cristian Busu, Bucharest University of Economic Studies, Romania; Mihail Busu, Bucharest University of Economic Studies, Romania; and Alexandra Catalina Nedelcu, The Bucharest University of Economic Studies, Romania

Occupational Propensity of Qualification Improvement in a Late-industrial Economy: Evidence from Russia
Vasiliy Anikin, National Research University - Higher School of Economics, Russia

Corporate Diversification Strategy and Organizational Performance Relationship: A Comparative Research with Different Diversification Measures
Ihsan Yigit, Marmara University, Turkey and Canan Cetin, Marmara University, Turkey

GROWTH & DEVELOPMENT V

Room: B202
Chair: Liang Shao

Debt and Growth in Developing Countries
Jan Podivinsky, University of Southampton, United Kingdom

Public debt and economic growth - a case study of Central and Eastern Europe
Liviu Marius Fetic, Bucharest University of Economic Studies, Romania and Dalina Dumitrescu, Bucharest University of Economic Studies, Romania

Does Public Debt Really Matter for Growth: Evidence from Northern Cyprus
Aysem Celebi, Near East University, North Cyprus and Salih Katircioglu, Eastern Mediterranean University, North Cyprus

Tax Burden and Economic Development: The Case of the European Union Countries
Lina Sineviciene, Kaunas University of Technology, Lithuania

Global Partnership for Development: Post-2015 UN Development Agenda
Sebnem Tosunoglu, Anadolu University, Turkey
Non-Keynesian Effects of Fiscal Consolidations in Central Europe in the years 1995-2013
Adam P. Balcerzak, Nicolaus Copernicus University in Torun, Poland and Elżbieta Rogalska,
University of Warmia and Mazury, Poland

**MANAGEMENT VI**

**Room:** B203  
**Chair:** Yumiko Taba

Revealing the Rationale of Third Party Co-operatives through Reciprocity Considerations: An Example of Elder-care-Co-operatives
Dietmar Roessler, Vienna University of Economics and Business, Austria; Isabella Hatak, Vienna University Economics and Business, Austria; and Katie Hyslop, Vienna Economics and Business, Austria

Business Value of Social Media: The 4 Social C´s
Ulrich Egle, Lucerne University of Applied Sciences and Arts, Switzerland

Corporate Social Responsibility/Sustainability Reporting Among the Fortune Global 250: Greenwashing or Green Supply Chain?
John K. Lewis, Salve Regina University, U.S.A.

A Study on the Relationship between Corporate Social Responsibility to Employee and Corporate Operating Performance in China: Case Study of New Era Health Industry (Group) Co.,Ltd.
Songbai Liu, Beijing Normal University, China and Haotian Liu, Beijing Normal University, China

Corporate Social Responsibility of Enterprises in European Union
Jadwiga Adamczyk, Cracow University of Economics, Poland

Establishing Legitimacy through Corporate Social Responsibility: Identity Construction in Turkish Banks
Sirin Atakan Duman, Turgut Ozal University, Turkey and Emel Ozdora Aksak, Bilkent University, Turkey

**SMALL AND MEDIUM-SIZED ENTERPRISES II**

**Room:** C201  
**Chair:** James Ondracek

Well-being and Corporate Social Responsibility: What do European SMEs need from Public Authorities?
Rita Vilke, Kaunas University of Technology, Lithuania

Success Indicators and Factors for Small and Medium-Sized Enterprises in Chelyabinsk Region of Russia
Dmitri Pletnev, Chelyabinsk State University, Russia and Ekaterina Nikolaeva, Chelyabinsk State University, Russia

Taxation and Transaction Costs as Factors of Business Success in Medium-Sized Enterprises in Russia
Víktor Barhatov, Chelyabinsk State University, Russia; Ekaterina Nikolaeva, Chelyabinsk State University, Russia; and Irina Belova, Chelyabinsk State University, Russia

Strategic Decision-Making in the Bakery Market: Experience of SME’s in Kazakhstan
Bayanslu Markhayeva, Almaty Management University, Kazakhstan

Involvement of the SMEs in the 7th Framework Programme of the European Union. Case study for Romania
Monica Dudian, Bucharest University of Economic Studies, Romania and Daniela Biro Vasile, Bucharest University of Economic Studies, Romania
The Influence of Guanxi and Knowledge of China’s Business Environment on Relationship Initiation Capabilities: The case of Australian SME Service Suppliers in China
Tysun Chan, Curtin University, Australia; Sandra Gountas, Curtin University, Australia; and Brian Handley, Curtin University, Australia

TOURISM

Room: C202
Chair: Ender Demir

Hashtag Progress. The Digital Fingerprint of Web 2.0 on Tourism and Hospitality Industry Management: A Case Study for Romania
Adina Popescu, Bucharest University of Economic Studies, Romania; Cristina State, Bucharest University of Economic Studies, Romania; Dan Popescu, Bucharest University of Economic Studies, Romania; and Catalin Petrus, Bucharest University of Economic Studies, Romania

The Effects of Human Interactions on Diners’ Emotions and Loyalty toward Luxury Restaurants
Annie Chen, University of Westminster, United Kingdom and Norman Peng, University of Westminster, United Kingdom

Tourist’s Information Search and Feedback Behavior: Through the Lens of QR Code Users and Non-users
Wee Kheng Tan, Kainan University, Taiwan; Cheng-En Wu, Kainan University, Taiwan; and Yong Ren Siao, Kainan University, Taiwan

The impact of Turkish TV series on Turkey’s image: Evidence from Eastern Europe
Mehmet Huseyin Bilgin, Istanbul Medeniyet University, Turkey; Ender Demir, Istanbul Medeniyet University, Turkey; and Davor Labas, University of Zagreb, Croatia

Risk Assessment Features of Tourism Service Providers
Arturas Simanavicius, Lithuanian Sports University, Lithuania

The Medical Tourism, a Future Business in Romania
Besciu Celia Dana, Bucharest University of Economic Studies, Romania

COFFEE BREAK: 15:30-15:40

SESSION IV: 15:40-17:40

BEHAVIORAL FINANCE

Room: B201
Chair: Hiroshi Ohta

Investment Decision - between Emotions and Objectivity
Ioana Cristina Sechel, Babes-Bolyai University, Romania

When Stock Market Investors Breath Polluted Air
Ender Demir, Istanbul Medeniyet University, Turkey and Oguz Ersan, Yeditepe University, Turkey

Using an Evolutionary Model to Explain Gaps in Investment by Local Governments in Australia
Phil Ray Simmons, University of New England, Australia and Brian Dollery, University of New England, Australia

Investors’ Sentiment and the Influence of Capital Market Development: Evidence from an Analysis of the Investment Policy Implications on Shares Valuation
Andreea Semenescu, Bucharest Academy of Economic Studies, Romania and Elena Valentina Tilica, Bucharest University of Economic Studies, Romania
Selected Psychological Traits and the Effectiveness of Poker Playing
Rafal Muda, Maria Curie-Skłodowska University, Poland; Anna Pawelec, Maria Curie Skłodowska University, Poland; Paulina Sliwinska, Maria Curie Skłodowska University, Poland; and Mariusz Kicia, Maria Curie-Skłodowska University, Poland

Presence and Sources of Contrarian and Momentum Profits in Bangladeshi Stock Market Returns
Shah Saeed Hassan Chowdhury, Prince Mohammad Bin Fahd University, Saudi Arabia; Rashida Sharmin, Prince Mohammad Bin Fahd University, Saudi Arabia; and Arifur Rahman, Universiti Brunei Darussalam, Brunei

ENTREPRENEURSHIP II

Room: B202
Chair: Florian Kreuchauff

Profiling Entrepreneurs: A Test of Personality Indicators of Entrepreneurs Residing in a Booming U.S.A. City
James Ondracek, Minot State University, U.S.A.; Andy Bertsch, Minot State University, U.S.A.; and M. Saeed, Minot State University, U.S.A.

Entrepreneurial Opportunities Perception and Intentions within European Innovation-driven Economies under the Shadow of a Financial Crisis
Maria Azucena Perez Alonso, University of Appl. Sciences JOANNEUM, Austria and Dimitrios Maditinos, Eastern Macedonia and Thrace Institute of Technology, Greece

Entrepreneurial Orientation through Teamwork Assignments: The Case of KFUPM Students
M-Said Oukil, King Fahd University of Petroleum and Minerals, Saudi Arabia

Competitiveness of Enterprises in the Region as a Result of Entrepreneurial Activity
Robert Salek, Czestochowa University of Technology, Poland; Stanislaw Brzezinski, Czestochowa University of Technology, Poland; and Aleksandra Nowakowska, Czestochowa University of Technology, Poland

A Proposed Framework for Measuring Social Enterprise Performance
Ven Sriram, University of Baltimore, U.S.A. and Tigineh Mersha, University of Baltimore, U.S.A.

The Development of Creative Industries in Poland in Comparison with the European Union
Magdalena Ratalewska, University of Lodz, Poland

BANKING II

Room: B203
Chair: Jan Podivinsky

Effects of Macroeconomic Factors on Bank Loans Quality: Evidence from Central and Eastern European Countries
Irina Bilan, Alexandru Ioan Cuza University of Iasi, Romania and Angela Roman, Alexandru Ioan Cuza University of Iasi, Romania

The Effects of Oil Prices on Profitability and Its Determinants: Evidence from the Turkish Commercial Banking System
Nesrin Ozatac, Eastern Mediterranean University, North Cyprus and Nigar Taspinar, Eastern Mediterranean University, North Cyprus

The Effect of Bank Diversification on Stock Market Value: Empirical Evidence of Turkey
Ecenur Ugurlu, Middle East Technical University, Turkey

Earnings Management: Case of Public vs. Private Banks in India
Navneet Kaur, IIM, India
Zero Interest Rate Policy: Case Study of the USA and Poland  
Anna Szelagowska, Warsaw School of Economics, Poland

The European Banking Union: Legal Frame and Impact on the Romanian Financial and Banking System  
Dan Adrian Caramidariu, Universitatea de Vest din Timisoara, Romania

Banking Union - A New Perspective  
Sorina Ioana Coroiu, West University of Timisoara / University of Oradea, Romania

INTERNATIONAL TRADE II

Room: C201
Chair: Mehmet Huseyin Bilgin

Competing Destinations Gravity Model for Outsourcing  
Felipa de Mello-Sampayo, ISCTE-IUL, Portugal

The Effect of Global Production Network on Inter-Industry Business Cycle Synchronization  
Donghwan Kim, Korea University, South Korea and Hongshik Lee, Korea University, South Korea

The Effects of Structural Changes of Fish Trade on Economic Development in Africa  
Naoko Shinkai, Nagoya University, Japan

Salih Katircioglu, Eastern Mediterranean University, North Cyprus

Tariffs, FDI with Technology Transfer and Welfare in Segmented Factor Markets  
Soumyatanu Mukherjee, University of Nottingham, United Kingdom

Capturing the Gains of the Romanian Export Sectors through Global Value Chains  
Cristiana Ioana Serbanel, Bucharest University of Economic Studies, Romania

Mining Textual Descriptions in Tabular Data  
Sergey Maruev, RANEPA, Russia; Dmitry Stefanovskiy, RANEPA, Russia; and Alexander Troussov, RANEPA, Ireland

MANAGEMENT VII

Room: C202
Chair: Tysun Chan

Comparative Analysis of Antitrust Policy against Collusion in Transition Economies (CIS, CEE)  
Andrey Makarov, National Research University - Higher School of Economics, Russia

Optimal Product R&D Policies with Endogenous Quality Choices and Unilateral Spillover  
Yumiko Taba, Waseda University, Japan

The Perception of Potential Successors in Succession Process  
Ana Pinto Borges, Lusíada University and NIDISAG, Portugal and Paula Rodrigues, Lusíada University, Portugal

Building Blocks of Organizational Innovativeness - Evidence from Polish Aviation Industry  
Patrycja Klimas, University of Economics in Katowice, Poland

The manager’s role in open innovation  
Cristina Feniser, Technical University of Cluj Napoca, Romania and Florin Lungu, Technical University of Cluj Napoca, Romania

The Empirical Study of Business Model Innovation  
Songbai Liu, Beijing Normal University, China and Dong Wang, Beijing Normal University, China
Some Determinants of Constructive Deviance: The Mediating Role of Psychological Ownership
Bora Yildiz, Gebze Institute of Technology, Turkey; Lutfihak Alpkan, Gebze Institute of Technology, Turkey; and Hamza Ates, Istanbul Medeniyet University, Turkey