4th INTERNATIONAL CONFERENCE ON LEADERSHIP, TECHNOLOGY, INNOVATION AND BUSINESS MANAGEMENT

November 20-22, 2014
Istanbul-Turkey

Thursday, November 20, 2014 (First Day)

09:00-10:00	*Registration*
10:00-12:30	*Opening Ceremony & Plenary Session*
12:30-13:30	*Lunch Break*
13:30-15:00	*Session I*
15:00-15:20	*Coffee Break*
15:20-16:50	*Session II*
16:50-17:10	*Coffee Break*
17:10-18:40	*Session III*

Friday, November 21, 2014 (Second Day)

10:15-11:45	*Session IV*
11:45-13:00	*Lunch Break*
13:00-14:30	*Session V*
14:30-14:50	*Coffee Break*
14:50-16:20	*Session VI*
16:20-16:40	*Coffee Break*
16:40-18:10	*Session VII*
19:00-22:00	*Gala Dinner*

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FIRST DAY (20.11.2014)

OPENING CEREMONY AND PLENARY SESSION (10:00-12:30)
Auditorium

HONORARY PRESIDENTS

PROF. DR. ISMAIL YUKSEK, *RECTOR*	**YILDIZ TECHNICAL UNIVERSITY**
PROF. DR. OYA ERDIL, *PRESIDENT*	**INTERNATIONAL STRATEGIC MANAGEMENT AND MANAGERS ASSOCIATION** **GEBZE TECHNICAL UNIVERSITY**

CHAIRMAN OF THE CONFERENCE

PROF. DR. CEMAL ZEHIR	**YILDIZ TECHNICAL UNIVERSITY**

KEYNOTE SPEAKERS

ALIMU ABLIMIT, *IT SOLUTION MANAGER*	**HUAWEI TELECOMMUNICATION** *"INNOVATIVE DESIGN ON IT PRODUCT"*
IBRAHIM MIRMAHMUTOĞULLARI,	*CHAIRMAN*, **MIR HOLDING** *PRESIDENT*, **INTERNATIONAL TECHNOLOGY ASSOCIATION (UTB)** *"R&D SPIRITED ENTREPRENEURSHIP"*
ZAFER OZCELIK, *CHIEF DIGITAL OFFICER*	**DENTSU AEGIS NETWORK** *"HOW DIGITAL EVOLUTION SHAPES MARKETING"*
NURULLAH OKUR, *GENERAL MANAGER*	**HALK HAYAT VE EMEKLILIK** *"TRENDS IN INSURANCE MARKETS: KEY EMERGING BUSINESS AND TECHNOLOGY TRENDS"*

Lunch Break (12:30-13:30)

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Session I

Hall 1 (13:30-15:00): Leadership

Chair: Associate Prof. A.Zafer Acar

Empowering Leadership And Organizational Job Embeddedness: The Moderating Roles of Task Interdependence And Organizational Politics
HAKAN ERKUTLU, JAMEL CHAFRA

The Profile of An Effective Female Leadership In Multicultural Context
LINA GIRDAUSKIENE, FIDAN EYVAZZADE

Educational Leadership: A new Trend that Society Needs
ALI MOHAMMAD JUBRAN

The dilemma of Mr. Sami: Case Study
SELVA STAUB, SELAMI KARDES

Hall 2 (13:30-15:00): Technology and R&D Management

Chair: Prof. Dr. Halit Keskin

The Effect Of Erp Implementation Csfs On Business Performance: An Empirical Study On Users' Perception
MUSTAFA AĞAOĞLU, E. SERRA YURTKORU, ASLI KÜÇÜKASLAN EKMEKÇI

Intra Industry Trade and R&D Intensity: An Empirical Assessment for Turkey
ÖMER TUĞSAL DORUK

A Sustainable Growth Rate Metric Based on R&D Experience for Government R&D Organizations
KADIR ALPASLAN DEMIR, İHSAN BURAK TOLGA

A giant fish in an empty basin: Carriage goods by sea acts-global practices and Indonesia
ATUR TETTY LUBIS

Coffee Break (14:30-15:00)

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Session II

Hall 1 (15:20-16:50): Strategic Management

Chair: Prof. Dr. Oya Erdil

Interrelation Between Strategy Maps and Other Implementation Tools and Actions
JOANNA RADOMSKA

Strategic Performance Management with Focus on the Customer
MICHAELA STRITESKA, LUCIE JELINKOVA

Searching For Opportunities For Development and Innovations In The Strategic Management Process
LETYCJA SOŁODUCHO-PELC

Emergence of Modern Management During Late-Ottoman Period: Industrial Plants, Schools And Foreign Managers
MUSTAFA KURT

Hall 2 (15:20-16:50): Project and Knowledge Management

Chair: Prof. Dr. Hüseyin Kanıbir

Building Information Modeling in Project Management: Necessities, Challenges and Outcomes
SAEED ROKOOEİ

Support of Project Management Methods by Project Management Information System
JANA KOSTALOVA, LİBENA TETREVOVA, JAN SVEDİK

Organizational Change via Social Hubs: A Computer Simulation Based Analysis
KADİR ALPASLAN DEMİR, BARIŞ EGEMEN OZKAN

The Importance of Strategic Leadership for Port Management: A Delphi Research on Top Managers of Turkish Private Ports
ÇAĞDAŞ EMIROĞLU, DIDEM ÖZER ÇAYLAN

Coffee Break (16:30-17:00)

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Session III

Hall 1 (17:10-18:40): Marketing Management

Chair: Prof. Dr. İbrahim Kırcıova

Customer Satisfaction Role in World Health and Third Age Tourism Facilities as a Modern Facility Approach: Bolu Karacasu
A.EMIN SERIN, M.ONUR BALKAN, ARZU ÖZKAN

The Influence Of Different Level Of Service Characteristics And Personal Involvement Towards Consumer Relational Response Behaviors
TARA FARINA SRIHADI, DAVID SETIAWAN

Turkish Users' Attitudes Towards Facebook Advertisements
KADER OSKAYBAŞ , TOLGA DURSUN , DURSUN YENER

Crisis Marketing and Bank Runs
PIOTR MASIUKIEWICZ, ARTUR HOWZAN

Hall 2 (17:10-18:40): Finance and Banking

Chair: Prof. Dr. Salih Durer

Use of Public Debt Mezzanine Instruments in the Czech Republic
JAN SVEDIK, LIBENA TETREVOVA

The Factors Influencing Given Investment Choices of Individuals
SELIM AREN, SIBEL DINÇ AYDEMIR

Improving Financial Management System for Multi-business Companies
SVETLANA SAVIN, IRINA KUZMINA-MERLINO

Evaluating Efficiency of SEPAH Bank Branches in Mazandaran Province by Using Data Envelopment Analysis
ALI SORAYAEI, ZAHRA ATF

Baltic Dry Index as a Major Economic Policy Indicator: The relationship with Economic Growth
MELIKE E. BILDIRICI, FAZIL KAYIKÇI, IŞIL ŞAHIN ONAT

Evaluating the nonlinear linkage between gold price and stock market index using Markov-Switching Bayesian VAR models
IŞIL AKGÜL, MELIKE BILDIRICI, SELIN ÖZDEMIR

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SECOND DAY (21.11.2014)

Session IV

Hall 1 (10:15-11:45) : Learning and Quality Management

Chair: Prof. Dr. Uğur Yozgat

Learning Organization and its Cultural Manifestations: Evidence from a Global White Goods Manufacturer
ZEYNEP KABADAYI KUŞCU, MÜJDELEN YENER, F. GÜLRUH GÜRBÜZ

The Mediating Role of Organizational Learning Capability On The Relationship Between İnnovation And Firm's Performance: A Conceptual Framework
GÜLHAN KALMUK, A.ZAFER ACAR

Factors That Impact On Utilization Of E-Learning In Jordanian Universities - Academic Staff Perspectives
MOHAMMAD KHASAWNEH

Selected Components Affecting Quality Of Performance Management Systems
LUCIE JELINKOVA, MICHAELA STRITESKA

Brand Experience Effects On Consumer Social Media Marketing Perceptions And Brand Value
TUGBA ORTEN TUGRUL

Hall 2 (10:15-11:45): Economic Growth

Chair: Prof. Dr. Sudi Apak

Modernization Of The Russian Economy In Terms Of Innovative Development
AZAT FASKHUTDINOV

Design and Economic Growth: Panel Cointegraiton and Causality Analysis
MELIKE BILDIRICI, EDA BOHUR

An Investigation of the Relationship between the Biomass Energy Consumption, Economic Consumption and Oil Prices
MELIKE BILDIRICI, ÖZGÜR ERSIN

International Competition and Fiscal Differentiations under Democratic Conditions
ALESSIO LOKAR, LUBICA BAJZIKOVA

An Evaluation On The Process Of Being A Brand City Of Muğla
NIHAL TATAROĞLU, ASLI KARATAŞ, NEDRET ERBOY

Improving the Quality of New Software Products: The Effect of Emotional Labor
AYŞE GÜNSEL

Lunch Break (11:45-13:00)

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Session V

Hall 1 (13:00-14:30) : Human Resource Management

Chair: Prof. Dr. Kenan Aydın

Gender Differences in Promotions to Top Level Management Positions: An Examination of Glass Cliff in the IT Sector
F. PINAR ACAR

Employment Relationships and the Psychological Contract: The case of Banking Sector in Albania
MIMOZA MANXHARI

Structural Transformation of Turkish Insurance Sector and Leadership & Coaching Applications for Human Resources Competency Development: Güneş Insurance Company
SELMA KALKAVAN, ALEV KATRINLI, SERHAT S.ÇETIN

Total Rewards and Retention: Case Study of Higher Education Institutions in Pakistan
CH. SHOAIB AKHTAR , ALAMZEB AAMIR, JAWAD HUSSAIN, WIRYA NAJM RASHID

Hall 2 (13:00-14:30): Innovation Management

Chair: Prof. Dr. Esin Can

The Relationship between Organizational Climate and Organizational Innovativeness: Testing the Moderating Effect of Individual Values of Power and Achievement
SEÇIL BAL TAŞTAN, SEYED MEHDI MOUSAVI DAVOUDI

The Role Of Competition And Technology In The Innovativeness Of Companies
ARZU KARAMAN AKGÜL, SITKI GÖZLÜ

The Effect of R&D Intensity on Innovation Performance: A Country Level Evaluation
MESUT SAVRUL, AHMET INCEKARA

Unravelling The Integration Mechanisms In Open Innovation Projects: The Case Of Inter-Organizational Networks
ANDRES RAMIREZ-PORTILLAA

A Research About The Effect Of The Leadership Qualities Of Public Administrators On The Motivation Of The Employees
SUDI APAK, SEFER GÜMÜŞ

Coffee Break (14:30-14:50)

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Session VI

Hall 1 (14:50-16:20): Management of Emotions and Satisfaction

Chair: Prof. Dr. Muzaffer Aydemir

The Relationship between Emotional Intelligence of Managers, Innovative Corporate Culture and Employee Performance
ERKUT ALTINDAĞ, YELIZ KÖSEDAĞI

Assessment of a Multidimensional Job Satisfaction Instrument
MURAT ÖZPEHLIVAN, A. ZAFER ACAR

An Empirical Investigation Of The Relationship Between Emotional Intelligence, Transactional And Transformational Leadership Styles In Banking Sector
ARINDAM CHATTERJEE, ATIK KULAKLI

Linking Entrepreneurial Orientation to Firm Performance: The Role of Differentiation Strategy and Innovation Performance
CEMAL ZEHİR, ESIN CAN, TUĞBA KARABOĞA

Towards a new approach of support innovation guided by knowledge management: Application on FERTIAL
BRAHAMI MENAOUER, SEMAOUNE KHALISSA, BENZIANE ABDELBAKI, TOUATI ABDELHAMID

Hall 2 (14:50-16:20): Entrepreneurship

Chair: Prof. Dr. Nihat Erdoğmuş

The Influence Of Overconfidence On Entrepreneur's Decisions
FAKHRUTDINOVA ELENA, KOLESNIKOVA JULIA, YURIEVA OKSANA, FAKHRUTDINOV RUSLAN

Individual And Organizational Effects Of The Corporate Practices With The Mediating Role Of Lean Intrapreneurship: Differences Between Public And Private Sector In Turkey
TUNA USLU, NIMET ERYIĞIT

Enterprise Factors as Ambidexterity Antecedents: Contingency Model for Ambidextrous Organizations
FARSHIN SALEHI, ALI YAGHTIN

Understanding Organizational Capabilities And Dynamic Capabilities In The Context Of Micro Enterprises: A Research Agenda
G. GURKAN INAN, UMIT S. BITITCI

Coffee Break (16:20-16:40)

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Session VII

Hall 1 (16:40-18:10): Conflict Management

Chair: Prof. Dr. Lütfühak Alpkan

A Study On The Impact Of Communication System On Interpersonal Conflict
ARINDAM CHATTERJEE, ATIK KULAKLI

Dysfunctional Communities of Practice – Thread for Organization.
LUDMILA MLÁDKOVÁ

A Theoretical Model on the proposed predictors of Destructive Deviant Workplace Behaviors and the Mediator Role of Alienation
BORA YILDIZ, LÜTFIHAK ALPKAN

Leadership As A Key Instrument To Alleviate Hegemonic Relationships In Organizations: A Case Of Public University
MEHMET ERYILMAZ, MEHLIKA SARAÇ

The chaotic relationship between oil return, gold, silver and copper returns in TURKEY: Non-Linear ARDL and Augmented Non-linear Granger Causality
MELIKE BILDIRICI, CEREN TÜRKMEN

Hall 2 (16:40-18:10): Quantitative Decision Making

Chair: Dr. Ludmila Mladkova

Mathematical Optimization Methods:Application In Project Portfolio Management
HOUDA TAHRI

CPM, PERT and Project Management with Fuzzy Logic Technique and Implementation On A Business
METE MAZLUM, ALI FUAT GÜNERİ

A Theoretical Model Proposal: Personal Innovativeness and User Involvement as Antecedents of Unified Theory of Acceptance and Use of Technology
AYGÜL TURAN, AYŞEGÜL ÖZBEBEK TUNÇ, CEMAL ZEHIR

Effects of new product development on competitiveness level of firm: the case of İGDAŞ
MUZAFFER ERTÜRK

The Effect of Joint Ventures on Airline Competition: The Case of American Airlines, British Airways and Iberia Joint Business
TEMEL CANER USTAÖMER, VILDAN DURMAZ

Gala Dinner (19:00-22:00) Yıldız Terrace Restaurant

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