



2012 Zagreb International European Academic Conference Program and Schedule

14-17 October 2012

Organized by West East Institute

ZAGREB, CROATIA

Conference Activities:

Sunday 5:30 PM – 7:00 PM

Pre-conference registration and reception with appetizers and cash bar

Monday PM

West East Institute board member meeting with complimentary dinner for board members

Monday – Tuesday 8:30 AM – about 11:30 AM:

Coffee and tea near the conference registration table

Monday – Tuesday 8:00 AM – 4:00 PM:

Concurrent sessions scheduled in two hour increments

Wednesday (Free time for sightseeing)

Staff:

Conference Chair
F. Alexander Magill

Assistant Conference Coordinator
M.Akif Ersoy

Monday

9:00 a.m-10:45 a.m

Room: Ban Zrinski

Business&Economics and Management Track

Session Chair
Lasma Dobele

Presentations:

EFFECTIVE NETWORK MANAGEMENT PRACTICES IN THE EYE CARE UNITS OF A PUBLIC HOSPITAL

Werner Vermeulen
University of the Free State
South Africa

Pax Ramela
University of the Free State
South Africa

LAND RESOURCES FOR AGRICULTURAL PRODUCTION IN LATVIA

Aina Dobele
Latvia University of Agriculture, Latvia

Irina Pilvere
Latvia University of Agriculture, Latvia

Edgars Ozols
Latvia University of Agriculture, Latvia

Lasma Dobele
Latvia University of Agriculture, Latvia

SPATIAL ECONOMETRIC ANALYSIS OF POVERTY IN NORTHERN HUNGARY BETWEEN 2000 AND 2010

Eszter Siposne Nandori
University of Miskolc, Hungary

THE APPLICATION OF QUALITY FUNCTION DEPLOYMENT FOR RECRUITING NEW GOVERNMENT STAFF

Dina Azleema binti Hj Mohamed Nor
Universiti Teknologi Malaysia, Malaysia

THEMATIC ANALYSIS: A CRITICAL REVIEW OF ITS PROCESS AND EVALUATION

Alhojailan, Mohammed Ibrahim
King Saud University, Saudi Arabia

Monday
11:00 a.m-12:50 p.m
Room: Ban Zrinski

Session Chair
Manuel Platero Jaime

Presentations:

THE ROLE OF THE AGE IN THE INNOVATIVENESS OF MICROENTERPRISES:

TRADE-OFF OF EFFECTS

Manuel Platero Jaime
Universidad Europea de Madrid, Spain

Antonio Rodríguez-Duarte
Universidad Complutense de Madrid, Spain

Benito-Hernández, Sonia
Universidad Politécnica de Madrid, Spain

NATIONAL IDENTITY IN LATVIA FOR EFFECTIVE PLACE MARKETING

Kaspars Fogelmanis
Turiba University, Latvia

Raina Vira
Turiba University, Latvia

Eriks Lingeberzins
Turiba University, Latvia

Iveta Strele
Turiba University, Latvia

*THE EFFECTIVENESS OF INTEGRATING KANO MODEL AND SERVQUAL INTO QUALITY FUNCTION
DEPLOYMENT (QFD) FOR DEVELOPING TRAINING COURSES MODEL*

Mohd Saiful Izwaan Saadon
Malaysian Institute of Industrial Technology, Malaysia

*LEADERSHIP STYLES OF NURSE MANAGERS AT THE MINISTRY OF HEALTH HOSPITALS OF SAUDI
ARABIA*

Farhan Alshammari
RMIT University, Australia

SOCIAL ENTREPRENEURSHIP PROBLEMS AND SOLUTIONS: CASE STUDY OF LATVIA

Lasma Dobeles
Latvia University of Agriculture, Latvia

Monday

14:00 p.m-15:50 p.m

Room: Ban Zrinski

Business&Economics and Management Track

Session Chair

Vitezslav Bican

Presentations:

LABOUR MARKETS UNDER SIGNALLING

Vitezslav Bican

University of Economics in Prague, Czech Republic

ROLE OF CULTURAL DISTANCE ON SELF-INITIATED EXPATRIATE ADJUSTMENT IN SAUDI UNIVERSITIES

Hammad K. Alshammari

School of Management, RMIT University, Australia

Alan Nankervis

School of Management, RMIT University, Australia

Alan Montague

School of Management, RMIT University, Australia

A RESEARCH ON PERFORMANCE APPRAISAL IN TURKEY

Ömer Faruk Ünal

Süleyman Demirel Üniversitesi, Turkey

MEASURES OF EMOTION WORK: FACTOR STRUCTURE AND GROUP DIFFERENCES IN A CARE-GIVING POPULATION IN SOUTH AFRICA

Cara Jonker

North-West University, South Africa

THE IMPORTANCE OF THE FINANCIAL AUDIT PERCEPTION IN THE INTERNAL CONTROL STRUCTURE TO PREVENT THE FINANCIAL CRISES: EVIDENCE FROM ROMANIA

Isa Tak

Lumina The University of South-East Europe, Romania

Morariu Ana

The Bucharest University of Economic Studies, Romania

Ayhan Guney,

Yalova University, Turkey

Monday

9:00 a.m-10:30 a.m

Room: Ban Mazuranic

Law, Humanities and Social Sciences Track

Session Chair

Julie Chinnery

Presentations:

EXPLOITATION AND HUMAN TRAFFICKING: TARGETING VULNERABILITY FACTORS IN LAO PDR

Julie Chinnery

Royal Melbourne Institute of Technology, Australia

TRUST IN HOSPITALITY SOCIAL NETWORKS: SHIFT FROM ONLINE TO OFFLINE TRUST

Alexander Ronzhyn

Researcher at Deusto University, Spain

*A SOCIOLOGY OF KNOWLEDGE APPROACH TO COOPERATIVE KNOWLEDGE GENERATION:
IDEOLOGY AND STRUCTURAL TENSIONS OF NEPUDIA*

E-Session

Shing-Chung Jonathan Yam

Chinese University of Hong Kong, Hong Kong

Monday

11:00 a.m-12:30 p.m

Room: Ban Mazuranic

Education and Teaching Track

Session Chair

Isabel Farinha

Presentations:

LESSONS LEARNED FROM A DISTANCE LEARNING PHD PROGRAM

Michel Lepage

Université de Montréal, Canada

Colette Gervais

Université de Montréal, Canada

Thierry Karsenti

Université de Montréal, Canada

THE SCHOOL AS MEDIUM: BETWEEN SOCIAL RESPONSIBILITY AND COMMERCIALISM

Isabel Farinha

UNIDCOM/ IDIMCOM

IADE Creative University, Portugal

LEARNING SATISFACTION COMPARISON BETWEEN INFORMATION TECHNOLOGY (IT) SUPPORTED EDUCATION AND NORMAL FACE-TO-FACE LEARNING IN TECHNOLOGY CLASS

Tae In Han

Korea National Open University, Korea

Monday

14:00 p.m-15:30 p.m

Room: Ban Mazuranic

Law, Humanities and Social Sciences Track

Session Chair

Wesley Kendall

Presentations:

*BEYOND “PHYSICIAN-PATIENT” RELATIONSHIP: A CASE STUDY OF HIV INFECTION DUE TO
TAINTEB BLOOD PRODUCTS IN JAPAN*

Keiko Irie

Kyoto University, Japan

THE ROLE OF BEHAVIORAL EDUCATION CHILDREN IN TAKING AWAY FROM DEFAULTS

Mehran Narimisa

Islamic Azad University, Iran

HOW US ALLIES INFLUENCE AMERICAN DEATH PENALTY POLICIES

Wesley Kendall

Royal Melbourne Institute of Technology, Vietnam

PLACES BETWEEN LITERATURE AND ACTUAL REFERENCE

ALGhamedi Said Ali

AlBaha university, Saudi Arabia

WRITING AND ITS HISTORY: A CRITICAL STUDY

Hassan Alghonaiman

Tuesday

9:00 a.m-11:00 a.m

Room: Ban Zrinski

Business&Economics and Management Track

Session Chair

Ömer Faruk Ünal

Presentations:

INTENTION TO LEAVE JOB: A RESEARCH ON TAX AUDITORS WORK IN INDEPENDENT AUDITING FIRMS IN ISTANBUL

Ömer Faruk Ünal

Süleyman Demirel Üniversitesi, Turkey

Selim Özdemir

Yalova University, Turkey

Volkan Aydın

Yalova University, Turkey

NURSES' KNOWLEDGE REGARDING PAIN MANAGEMENT IN HAIL REGION HOSPITALS, SAUDI ARABIA

Hamdan Albaqawi

RMIT University, Australia

ROLES AND CHARACTERISTICS OF COOPERATIVE SUPERVISORS: AN INVESTIGATION IN AGRICULTURAL COOPERATIVES IN THAILAND

Suwanna Thuvachote

Kasetsart University, Thailand

INFORMATION TRANSMISSION BETWEEN CRUDE OIL MARKETS

Sang Hoon Kang

Pusan National University, Korea

Seong-Min Yoon

Pusan National University, Korea

CONTEXT BASED RESEARCH FRAMEWORK FOR IDENTIFICATION OF MARKETING ETHICS GAPS FOR IMPROVING ETHICAL MARKETING ORIENTATION OF POTENTIAL MARKETING PRACTITIONERS

Charindra Keerthipala

University of Ballarat – Sydney, Australia

Tuesday

12:00 p.m-12:40 p.m

Room: Ban Zrinski

Education and Teaching Track

Session Chair

N.F. Wesseling

Presentations:

HOW STUDENTS USE FACEBOOK

N.F. Wesseling

Amsterdam University of Applied Sciences, Netherlands

EVALUATION OF ENGAGEMENT AND COMMITMENT IN A GROUP OF DIRECTORS OF SECONDARY SCHOOLS

E-Session

Arévalo Navinés, M.A
Ramon Llull University.
Barcelona, Spain

Segura Bernal,
Ramon Llull University.
Barcelona, Spain

Tuesday

14:00 p.m-15:45 p.m

Room: Ban Zrinski

Business&Economics and Management Track

Session Chair

Masharu Ishioka

Presentations:

DETERMINANTS OF BEHAVIORAL INTENSION ON SUSTAINABLE FOOD CONSUMPTION AMONG CONSUMERS' LOW INCOME GROUP: EMPIRICAL EVIDENCE FROM MALAYSIA

Azlan Amran

Universiti Sains Malaysia, Malaysia

CONSUMER ETHNOCENTRISM: DOES IT REALLY MATTER FOR MALAYSIAN CONSUMERS

Khairul Anuar Mohammad Shah

Universiti Sains Malaysia, Malaysia

Hazril Izwar Ibrahim

Universiti Sains Malaysia, Malaysia

EFFECTS OF ORGANIZATIONAL CHARACTERISTICS FACTORS ON THE IMPLEMENTATION OF STRATEGIC HRM PRACTICES: EVIDENCE FROM MALAYSIAN MANUFACTURING FIRMS

Hazril Izwar Ibrahim

Universiti Sains Malaysia, Malaysia

Khairul Anuar Mohammad Shah

Universiti Sains Malaysia, Malaysia

PRODUCT INNOVATION MANAGEMENT WITH MARKETING CONCEPT

Masharu Ishioka

Fukushima University, Japan

Shinya Hatakeyama

Fukushima University, Japan

POVERTY ALLEVIATION IN MUNICIPALITY OF SEMARANG, CENTRAL JAVA-INDONESIA: WITH SPECIAL REFERENCE TO YOUNG UNEMPLOYED PEOPLE TARGET

Sungkowo Edy Mulyono, Wardin Waridin, Indah Susilowati