Conference Program

14th International Academic Conference
October 28-31, 2014
La Valletta, Malta

Hilton Malta Hotel
Portomaso St. Julians, PTM 01
<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday</td>
<td>16.00 – 18.00</td>
<td>Registration</td>
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<tr>
<td></td>
<td>18.00 – 19.00</td>
<td>Welcome reception</td>
</tr>
<tr>
<td>Wednesday</td>
<td>8.00 – 16.00</td>
<td>Registration</td>
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<tr>
<td></td>
<td>9.00 – 9.50</td>
<td>Keynote speech by Professor Thorsten Lehnert</td>
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<td>9.50 – 10.20</td>
<td>Coffee break</td>
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<td>10.20 – 12.10</td>
<td>Concurrent sessions</td>
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<td>12.10 – 13.10</td>
<td>Lunch</td>
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<td>13.20 – 15.00</td>
<td>Concurrent sessions</td>
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<td>15.00 – 15.20</td>
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<td>15.20 – 19.10</td>
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<tr>
<td>Thursday</td>
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<td>10.20 – 10.40</td>
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<td>10.40 – 12.30</td>
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<td>Concurrent sessions</td>
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<td>14.40 – 15.00</td>
<td>Coffee break</td>
</tr>
<tr>
<td>Friday</td>
<td>8.50</td>
<td>Bus tour to Mdina, Mosta &amp; La Valletta</td>
</tr>
</tbody>
</table>
14th International Academic Conference  
October 28 – 31, 2014

Tuesday, October 28, 2014

Registration at Business Center Foyer: 16.00 – 18.00  
Welcome Reception at Quarterdeck: 18.00 – 19.00

Wednesday, October 29, 2014

Registration at Business Center Foyer: 8.00 – 16.00

Room: Catra  
Wednesday

Time:  
9.00 – 9.50  
Plenary Session

Welcome Address:
Robert Holman  
Conference Chair and Director of the IISES

Keynote Speech
Thorsten Lehnert  
University of Luxembourg, School of Finance, Luxembourg  
*The Role of Press Freedom in Financial Markets*

Coffee Break: 9.50 – 10.20
<table>
<thead>
<tr>
<th>Authors and Titles:</th>
</tr>
</thead>
</table>
| **Young-Han Kim, Hye-Young Lee**  
Sungkyunkwan University, Seoul, Republic of Korea  
_The Impact of Political Economic Sensitivities on Trade Regimes among Politically Asymmetric Countries_ |
| **Miroslav Klucik**  
Faculty of Economics, VSB – Technical University Ostrava, Czech Republic  
_Interest Rate Expectations in a Model Using Leading Indicators_ |
| **Judit Kapas**  
University of Debrecen, Hungary  
_How Culture Matters: The Impact Of Individual Values On Development_ |
| **Jana Juriová**  
VSB - Technical University of Ostrava, Czech Republic  
_The Role Of Foreign Sentiment In Small Open Economy_ |
| **Matthias von Juterzenka, Thomas Heupel**  
Catholic University San Antonio (UCAM), Murcia, Spain / FOM University of Applied Sciences, Essen, Germany  
_Prepare for Change: The Impact of the German Ink- and Mineral Oil Ordinance Still to Come. What’s the Contribution of the New Institutional Economics to Avoid Liability and Market Failure within the Paper-Based Packaging Supply Chain?_ |
| **Pavel Potuzak**  
University of Economics, Prague, Czech Republic  
_Price Level Stabilization: Hayek and New Keynesians_ |
## Social Sciences and Humanities

**Chair:** Aniko Tompos

<table>
<thead>
<tr>
<th>Authors and Titles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youngju Kim</td>
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<tr>
<td>Hakan Mihci</td>
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<td>Rudolf Kucharcik, Karol Janas</td>
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<tr>
<td>Peter Csanyi</td>
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<tr>
<td>Jin-Hee Park</td>
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<tr>
<td>Aniko Tompos</td>
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</tbody>
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### Abstracts

- **Youngju Kim**
  National Disaster Management Institute, Seoul, Republic of Korea
  - *A Social Network Analysis of Conflict Structure after Great Disaster: A Case Study of Mt. Umyeon Landslide in South Korea*

- **Hakan Mihci**
  Hacettepe University, Ankara, Turkey
  - *Human Development and Gender Equality Performance Analysis of Middle Eastern and North African Countries with Special Reference to Turkey*

- **Rudolf Kucharcik, Karol Janas**
  Alexander Dubcek University in Trencin, Slovakia
  - *Crisis Management in the Slovak Republic at the National Level*

- **Peter Csanyi**
  Alexander Dubcek University in Trencin, Slovakia
  - *Theories of Political Arrangements of Central Europe after World War I*

- **Jin-Hee Park**
  National Disaster Management Institute, Seoul, Republic of Korea
  - *An Exploratory factor on the Threats of New Terrorism in the Republic of Korea*

- **Aniko Tompos**
  Szechenyi Istvan University, Gyor, Hungary
  - *Hungarian Societal Values through Business Negotiators’ Practices*

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## Poster Session

**Authors and Titles:**

- **Petr Svoboda, Monika Harantova**
  University of Economics, Faculty of Management, Jindrichuv Hradec, Czech Republic
  - *Perceived Quality of the Higher Education Institution in Relation to Building a Strong Brand from the Alumni Perspective*
11.20 – 12.10
Monika Harantova, Petr Svoboda
University of Economics, Faculty of Management, Jindrichuv Hradec, Czech Republic
The Main Factors for Strategic Building of the Brand Value and Methods for Brand Valuation at the Czech Republic Market

Light buffet lunch hosted by the IISER Business Center Foyer
12.10 – 13.10

Room: Catra

<table>
<thead>
<tr>
<th>Time:</th>
<th>13.20 – 15.00</th>
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<tbody>
<tr>
<td>Session Title:</td>
<td>Quantitative Methods</td>
</tr>
<tr>
<td>Chair:</td>
<td>Valeriu Nalban</td>
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<tr>
<td>Authors and Titles:</td>
<td>Rahul Mukherjee, Indian Institute of Management Calcutta, Kolkata, India</td>
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<tr>
<td>Authors and Titles:</td>
<td>Nils Wittmann, TU Dortmund University, Germany, Marcus Eppinger, University of Hamburg, Germany</td>
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<tr>
<td>Authors and Titles:</td>
<td>Shahariar Huda, Kuwait University, Khaldiya, Kuwait</td>
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<tr>
<td>Authors and Titles:</td>
<td>Zeki Ayag, Kadir Has University, Istanbul, Turkey</td>
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</tbody>
</table>
Valeriu Nalban  
Bucharest University of Economics Studies, Bucharest, Romania  
*Exchange Rate Pass-Through in Eastern Europe: a Panel Bayesian VAR Approach*

**Room: Gifen**

**Time:** 13.20 – 15.00  
**Session Title:** Business and Economics  
**Chair:** Takahiro Nishi  

**Authors and Titles:**

**Jena Svarcova**  
Tomas Bata University in Zlin, Czech Republic  
*Youth Unemployment in the Czech Republic and Targets for 2020 in the Labour Market*

**Peter Trkman**, Faculty of Economics, University of Ljubljana, Slovenia  
**Nadia Zaheer**, National University of Sciences & Technology, Islamabad, Pakistan  
*How Much Willingness to Share Information Affects Social Exchange Factors in Supply Chains*

**Monika Maciuliene**  
Mykolas Romeris University, Vilnius, Lithuania  
*Linking Value Co-creation and Organizational Absorptive Capacity: Theoretical Study and Conceptual Model*

**Eun-Mo Yang, Young-Han Kim**  
Sungkyunkwan University, Seoul, Republic of Korea  
*Optimal Environmental Regulation on International Joint Ventures in Developing Countries*

**Jana Majerova, Tomas Kliestik**  
Department of Economics, University of Zilina in Zilina, Slovakia  
*Possibilities of Social Networks Usage in the Process of Brand Value Building and Managing – Results of Survey Focused on the Customer's Perceptions*

**Takahiro Nishi**  
Meiji University, Tokyo, Japan  
*Corporate Diversification and Board Composition in Japanese Electronic Corporations*
### Registration Area

<table>
<thead>
<tr>
<th>Time:</th>
<th>13.10 – 15.00</th>
</tr>
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<tbody>
<tr>
<td><strong>Poster Session</strong></td>
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<td>Authors and Titles:</td>
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</tbody>
</table>

**13.10 – 14.00**

**Miroslava Pucandl**  
University of Economics, Faculty of Management, Jindrichuv Hradec, Czech Republic  
*Impacts of Change in Shared Taxes on the Economy of Small Communities*

**14.10 – 15.00**

**Remus Ion Hornoiu**  
Bucharest University of Economic Studies, Romania  
*Climate Change Impacts and Implications for Tourism in Protected Areas*

### Coffee Break: 15.00 – 15.20

### Room: Catra

<table>
<thead>
<tr>
<th>Time:</th>
<th>15.20 – 17.10</th>
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<tr>
<td><strong>Session Title:</strong></td>
<td>Business and Economics</td>
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<tr>
<td><strong>Chair:</strong></td>
<td>Irena Nikolova</td>
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<tr>
<td>Authors and Titles:</td>
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</table>

**Katarina Kramarova, Margaréta Nadanyiová, Eva Kicova**  
Department of Economics, University of Zilina, Slovakia  
*The Cluster Initiatives*

**Larisa Belinskaja, Ugne Kisielyte**  
Faculty of Economics, Vilnius University, Lithuania  
*Political Risk Investing in Emerging Markets versus Economic Reality*

**Tudor Niciporuc**  
Technical University of Cluj, Cluj-Napoca, Romania  
*Comparative Analysis of the Engagement Rate on Facebook and Google Plus Social Networks*
Margarita Perova, Evgeniy Perov  
Vologda State University, Russia  
*Economic Stratification of the Russian Population and its Subjective Assessment*

**Kevin Odulukwe Onwuka**, Federal University Ndufu-Alike, Ikwo, Nigeria  
**Joseph Tchokote**, Nnamdi Azikiwe University, Awka, Cameroon  
*Delta Region Amnesty, Military Spending and Economic Growth*

**Irena Nikolova**  
New Bulgarian University, Sofia, Bulgaria  
*Fiscal Sustainability and Economic Growth: Case of Bulgaria*

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**Room: Gifen**

<table>
<thead>
<tr>
<th>Time</th>
<th>15.20 – 17.10</th>
</tr>
</thead>
</table>

**Session Title:**  
*Perspectives on Turkish Foreign Policy: Regions, Issues and Approaches*

**Chair:**  
Erdem Ozluk

**Authors and Titles:**

**Engin Kilicarslan, Arif Behic Ozcan, Kursat Kan**  
Selcuk University, Konya, Turkey  
*The Ongoing Stagnation of EU-Turkey Relations*

**Kursat Kan, Engin Kilicarslan, Arif Behic Ozcan**  
Selcuk University, Konya, Turkey  
*Turkey-USA Relations in the Axis of New Middle East*

**Arif Behic Ozcan, Kursat Kan, Engin Kilicarslan**  
Selcuk University, Konya, Turkey  
*Turkish Foreign Policy and the Middle East: New Challenges & New Approaches*

**Erdem Ozluk**  
Department of International Relations, Selcuk University, Konya, Turkey  
*Turkey: From Torn Country to Pivotal Country*
15.20 – 16.00
Francu Laurentiu Gabriel  
Bucharest University of Economic Studies, Romania  
*The Impact of Bureaucracy from the Romanian Public Institutions over the Sustainable Economic Development*

16.00 – 16.50  
Irina Bilan, Iulian Ihnatov  
Alexandru Ioan Cuza University, Iasi, Romania  
*Public Debt and Economic Growth: A Two-Sided Story*

Room: Catra  
Wednesday

17.20 – 19.20  
Session Title: *Teaching and Education*  
Chair: Wojciech Rubis

**Authors and Titles:**

Bruce Marlowe, Alan Canestrari, Annie Winfield,  
Roger Williams University, Bristol, Rhode Island, USA  
*Marilyn Page*, Penn State University, United States of America  
*Rethinking Reform and Re-growing Democracy: A Call for Renewed Research and Real Accountability*

Serban-Oprescu Anca-Teodora, Stefania-Cristina Curea  
Bucharest University of Economic Studies, Romania  
*The Role and Impact of Education on Workplace Challenges and Performance: a Romanian Perspective*

Jure Erjavec  
Faculty of Economics, University of Ljubljana, Slovenia  
*The Impact of Different Types of External Lecturers in Higher Education on Student Learning Outcomes*
Omer Beyhan  
Necmettin Erbakan University, Meram/Konya, Turkey  
_The Effect of Game Method on Student Achievements_

Tariq Elyas  
King Abdulaziz University, Saudi Arabia  
_The Representation of Arabic Culture in TESOL/TEIL_

Fatiha Bousbahi  
King Saud University, Riyadh, Saudi Arabia  
*Use of I-Clickers to Enhance Learning Outcomes Assessment in Classroom: A Case Study in King Saud University*

Moses Segbenya, Paul Ahiatroga, Eric Gonu  
University of Cape Coast, Central Region, Ghana  
_The Effects of Gender and Age on Applicant Perception of Distance Education Factors_

Wojciech Rubis, Paulina Tendera  
Jagiellonian University, Krakow, Poland  
_Global – Trans – Multi? Contemporary Art in the Lecture Room_

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**Room: Gifen**

**Wednesday**

**Time:** 17.20 – 19.10  
**Session Title:** Social Sciences and Humanities  
**Chair:** Livia Ablonczy-Mihályka

**Authors and Titles:**

**Demet Sefika Mangir**  
Selcuk University, Konya, Turkey  
_Humanitarian Law in the Law of International_

**Mehlika Ozlem Ultan, Serdar Ornek**  
Kocaeli University, Izmit/Kocaeli, Turkey,  
_Gypsies as Victims of Crimes of Crime_

**Serdar Ornek, Mehlika Ozlem Ultan**  
Kocaeli University, Izmit/Kocaeli, Turkey  
_The Responsibility to Protect and Libya Intervention_
Amos Oyedokun, Obafemi Awolowo University, Ile-Ife, Nigeria

Clifford Odimegwu, University of the Witwatersrand, Johannesburg, South Africa

Condom Use Consistency among Adolescents and Young Adults in the Cape Area of South Africa: Dynamics and Determinants

Venelin Terziev, University of Agribusiness and Regional Development, Plovdiv, Bulgaria

Sevdalina Dimitrova, Vasil Levski National Military University, Veliko Tarnovo, Bulgaria

New Model of Social Policy in Bulgaria on Adaptation of The Military, Discharged from the Military Services

Livia Ablonczy-Mihalyka
Szechenyi Istvan University, Gyor, Hungary

When in Rome Do as the Romans Do: Is It a Reality of Business Life?

Thursday, October 30, 2014

Registration at Business Center Foyer: 8.00 – 12.00

Room: Catra

Time: 8.30 – 10.20

Session Title: Business and Economics

Chair: Shekar Shetty

Authors and Titles:

E. Tyrol Claggett
Salisbury University, Maryland, USA

A Tutorial on Bonds, Yield Curves and Duration

Miroslav Sipikal
University of Economics in Bratislava, Slovakia

Political and Administrative Barriers of Implementation of Cohesion Policy in Slovakia

Violeta Balinskaite
Imperial College London, United Kingdom

Causal Framework on the Determinants of Delivery Expenditure in Emilia-Romagna Region, Italy
Hanna Kociemska  
University of Economics, Wroclaw, Poland  
*Human Capital as One of the Drivers of Reliable Value of Medical Entities Using the Example of Poland – Implications for Global Medical Market Participants*

Shoaib Yousaf  
Chief Rice Mills, Pakistan  
*Measuring the Impact of Employees’ Job Satisfaction before and after Privatization of Pakistan Telecommunication Sector*

Shoaib Yousaf  
Chief Rice Mills, Pakistan  
*Analyzing the Relationship between Batch Sizing and Bullwhip Effect in Two-Tier Supply Chain: A Case Study of Selected Pakistani Rice Firms*

Shekar Shetty, Dhari AlAbdulhadi, Gulf University for Science & Technology, Kuwait  
Mansour AlShamali, Kuwait Public Authority for Education  
*Stock Market Behavior: A Fractal Analysis of Saudi Stock Exchange*

**Room: Gifen**

**Time:** 8.30 – 10.20  
**Session Title:**  
[Social Sciences and Humanities](#)  
[Law in Society](#)  
**Chair:** Vahram Ter-Matevosyan

**Authors and Titles:**

Denis De Castro Halis  
University of Macau, Faculty of Law, Taipa, Macau SAR  
*Transforming the Legal Profession Through the Use of Technology in Courts: The Case of Brazil*

Antigoni Alexandropoulou  
European University Cyprus, Nicosia, Cyprus  
*Societas Unius Personae*

Amin Ali Alazzam  
Al al-Bayt University-Bayt Al-Hekmah (House of Wisdom), Mafraq, Jordan  
*US-Iranian Rapprochement-Motives and Implications*
Mike Omilusi
Ekiti State University, Ado Ekiti, Nigeria

Africa's Largest Economy, World's Poorest People: Paradox of the Nigerian State in a Democracy

Mehmet Gokus, Ahmet Ay, Selcuk University, Konya, Turkey
Hakan Alpturker, Nevsehir University, Turkey

Evaluation of Officer Behaviour by Citizens in the Delivery of Public Service

Vahram Ter-Matevosyan
American University of Armenia, Jerevan, Republic of Armenia

Integration vs. Security: Revisiting Armenia's Decision to Join the Eurasian Economic Union

registration area

<table>
<thead>
<tr>
<th>Time</th>
<th>8.30 – 9.20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poster Session</td>
<td></td>
</tr>
</tbody>
</table>

Authors and Titles:

8.30 – 9.20
Alicja Wolny-Dominiak
University of Economics in Katowice, Poland

Claims Reserving with HGLM

coffee break: 10.20 – 10.40

room: catra

<table>
<thead>
<tr>
<th>Time</th>
<th>10.40 – 12.30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session Title:</td>
<td>Business and Economics</td>
</tr>
<tr>
<td>Chair:</td>
<td>Dejan Trifunovic</td>
</tr>
</tbody>
</table>

Authors and Titles

Hasmik Hovakimyan
Armenian State University of Economics, Yerevan, Republic of Armenia

The Main Reasons to Invest in Armenia
Ahmet Ay, Mehmet Mucuk, Mustafa Gerçeker  
Selcuk University, Konya, Turkey  
Product and Country Concentration In Foreign Trade: The Case of Turkey (2003 – 2013)

Eduard Marinov  
VUZF University, Sofia, Bulgaria  
Direction of International Trade of African Regional Economic Communities

Frida Baharyan, Emma Movsisyan  
Armenian State University of Economics, Yerevan, Republic of Armenia  
Cost-Based Pricing Based on the Learning Curve

Mikail Altan, Habib Yusufazari, Aykut Beduk  
Selcuk University, Konya, Turkey  
Performance Analysis of Banks in Turkey Using CAMEL Approach

Fahri Kursunel, Yunus Ceran  
Selcuk University, Konya, Turkey  
Reporting the Total Quality Management Costs in Compliance with International Financial Reporting Standards

Dejan Trifunovic, Bojan Ristic  
University of Belgrade, Faculty of Economics, Serbia  
Three Stage Dynamic Game of Merger with Incomplete Information on Competition Commission’s Type

Room: Gifen  
Thursday

<table>
<thead>
<tr>
<th>Time</th>
<th>10.40 – 12.30</th>
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<tbody>
<tr>
<td>Session Title:</td>
<td><strong>Energy Resources and Policy Technology and Science</strong></td>
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<tr>
<td>Chair:</td>
<td>Elena Shadrina</td>
</tr>
</tbody>
</table>

**Authors and Titles**

Yong Gook Bae, Young-Hyun Jin  
Korea Institute of S&T Evaluation and Planning, Seoul, Republic of Korea  

Tehremba Nom Ambe-Uva  
National Open University of Nigeria, Lagos, Nigeria  
The Interventionist State, Mining Codes and Mineral Resource Governance in Africa
Filippos Proedrou
American College of Thessaloniki (ACT) / International Hellenic University, Greece

Marketa Polakova, Vera Patockova, Katerina Vojtiskova
Czech Academy of Science, Prague, Czech Republic
Cultural Planning in Two Cities of the Czech Republic

Elena Shadrina
Meiji University, Chiyoda-ku, Tokyo, Japan
Russia’s Gas Policy in Asia: The Driving Forces behind and the Nature of Institutional Changes

Registration Area

<table>
<thead>
<tr>
<th>Time</th>
<th>Authors and Titles</th>
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<tbody>
<tr>
<td>10.40 – 11.30</td>
<td>Bozena Kaderabkova</td>
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</tbody>
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Light buffet lunch hosted by the Iises Business Center Foyer

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<thead>
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<th>Time</th>
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<tbody>
<tr>
<td>12.30 – 13.30</td>
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Room: Gifen

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<thead>
<tr>
<th>Time</th>
<th>Session Title:</th>
<th>Chair:</th>
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<tbody>
<tr>
<td>13.40 – 14.40</td>
<td>Technology and Science</td>
<td>Mahmud Sami Donduren</td>
</tr>
</tbody>
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Mehmet Kamanli
Selcuk University, Konya, Turkey
Cost Analysis of The Base Isolation Systems to a Reinforced Concrete Building
Mustafa Tolga Cogurcu  
Selcuk University, Konya, Turkey  
*Cost Analysis of Building and Design Defects Observed*

Mahmud Sami Donduren  
Selcuk University, Konya, Turkey  
*Cost Analysis of Reinforcement of Masonry Constructions Hazarded by Earthquake*

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**Room: Catra**

**Thursday**

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<thead>
<tr>
<th>Time</th>
<th>E-Session</th>
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<td>13.40 – 14.40</td>
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<tr>
<td></td>
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<td><strong>Helena Mitwallyova, Vukica Jankovic</strong></td>
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</tbody>
</table>
|            |           | University of Economics, Prague, Czech Republic  
*Problems in the Implementation of Management Methods of People Management in the Public Administration in the Czech Republic* |
|            |           | **Crisan Lucian Ciprian**                                                          |
|            |           | Faculty of Economics and Business Administration, Timisoara, Romania  
*U.S. Navy Seals - A Role Model for the Modern Leadership* |
|            |           | **Mohamed Ghanem**  
Tanta University, Al Gharbya, Egypt  
*The Criticism Directed to the Case Preparation Panel in Economic Courts in Egypt* |
|            |           | **Shaliza Arzeen Mohd Zulkifli**  
Universiti Teknologi MARA, Shah Alam, Malaysia  
*Money: The Art of Keeping It* |

**Coffee Break: 14.40 – 15.00**
Friday, October 31, 2014

Bus Tour
Mdina, Mosta & La Valletta

8.50 Conference Hotel Lobby