Conference Program

11th International Academic Conference
June 24-27, 2014
Reykjavik, Iceland

Grand Hotel Reykjavik
Sigtun 38, 105 Reykjavik
Tuesday, June 24, 2014

Registration: 15.00 – 18.00, Lobby

Welcome Reception: 18.00 – 19.00, Midgardur

Wednesday, June 25, 2014

Registration: 8.00 – 16.00, Lobby

Room: Háteigur A

**Keynote Speech**

**Time:** 9.00 – 9.40

**Yuri Biondi**
CNRS, ESCP Europe, Paris, France

*Coase's Social Cost, Regulatory Costs and Economic Coordination*

**Coffee Break: 9.40 – 10.10**

Room: Háteigur A

**Time:** 10.10 – 12.00
**Session Title:** Business & Economics
**Chair:** André Jordaan

**Authors and Titles:**

Andrey Kudryavtsev
The Max Stern Yezreel Valley Academic College, Emek Yezreel, Israel

*Trying to Predict Opening Stock Returns*
Andrew Chan, John Garrick  
City University of Hong Kong, Kowloon, Hong Kong  
Reconciling Profit and Performance with Integrity: The Case of Companies Operating in Cross Cultural Contexts

Yolanda Jordaan  
University of Pretoria, South Africa  
How Important is Privacy Concern and Behaviour on Facebook?

Aaro Hazak, Raul Ruubel  
Tallinn University of Technology, Tallin, Estonia  
Contribution of R&D Services to Added Economic Value in Estonia

André Jordaan  
University of Pretoria, South Africa  
International Trade and Military Expenditure: Friends or Foe?

Room: Háteigur B  
Wednesday

Time: 10.10 – 12.00  
Session Title: Teaching & Education  
Chair: Vicki TenHaken

Joy Kutaka-Kennedy  
National University, Belmont, USA  
Creativity and Collaboration in the Online Classroom

Melania Terrazas Gallego, Javier Martín Arista  
University of La Rioja, Logrono, Spain  
Improving the Performance of English Language-Learners: A Teaching Innovation Project at University Level

Giovanna Zanolla  
University of Applied Sciences and Arts of Southern Switzerland, Locarno, Switzerland  
Why do Children Differ in Mathematical Competencies? The Experience of a Standardized Test in the Primary School of Canton Ticino, Switzerland

Javier Martín Arista, Melania Terrazas Gallego  
University of La Arista, Logrono, Spain  
Linking Innovation and Education. Lexical Databases and the Teaching of Semantic and Lexical Relations
Ali Ozel, Emine Ozel, Servet Ozunal, Dumlupinar University, Kutahya, Turkey
Nurettin Bilgen, Pamukkale University, Turkey
Identifying Learning Levels of the Ninth Grade Students via Computer-Based Teaching Techniques on the Theme „The Shape and Effects of Earth”

Vicki TenHaken
Hope College, Holland, USA
Designing Study Abroad Programs to Develop Global Competencies for the Twenty-First Century Organization

Registration Area

<table>
<thead>
<tr>
<th>Time</th>
<th>Authors and Titles</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.10 – 12.00</td>
<td><strong>Poster Session</strong></td>
</tr>
<tr>
<td>10.10 – 11.00</td>
<td><strong>Gerard Bellefeuille</strong>&lt;br&gt;MacEwan University, Edmonton, Canada&lt;br&gt;A Course-Based Creative Inquiry Approach to Teaching Introductory Research Methods in Child and Youth Care Undergraduate Education</td>
</tr>
<tr>
<td>11.10 – 12.00</td>
<td><strong>Ming-Lieh Wu, National Chi Nan University, Taiwan&lt;br&gt;Angel, Hsi-I Chen, National Chiayi University, Taiwan&lt;br&gt;The Development of A Learning Society in Taiwan</strong></td>
</tr>
</tbody>
</table>

Buffet Lunch hosted by the IISES: 12.00 – 13.20
Brasserie Grand

Room: Háteigur A

<table>
<thead>
<tr>
<th>Time</th>
<th>Authors and Titles</th>
</tr>
</thead>
<tbody>
<tr>
<td>13.20 – 15.10</td>
<td><strong>Business &amp; Economics</strong>&lt;br&gt;Chiung-Hui Tseng&lt;br&gt;&lt;br&gt;Nina Ponikvar, Katja Zajc Kejzar, Darja Peljhan&lt;br&gt;University of Ljubljana, Slovenia&lt;br&gt;Financial Constraints and Modes of Market Exit in Slovenian Manufacturing and Service Firms</td>
</tr>
</tbody>
</table>
Davide Vannoni
University of Torino, Italy
Corruption, Accountability and Efficiency: An Application to Municipal Solid Waste Services

Nipawan Thirawat
Mahidol University International College, Thailand
Thailand’s Flood Management Policy: Issues, Developments and Implications for the Thai Tourism Industry

Daniel Pelletier, Chantal Mukiampele
Université du Québec en Outaouais, Gatineau, Canada
Furthering the Use and Scope of the Project Implementation Profile (PIP): Critical Success Factors for Small Scale Livestock Production Foreign Aid Projects

Chiung-Hui Tseng
National Cheng Kung University, Tainan, Taiwan, R.O.C.
The Moderating Role of Alliance Scope in Solving Partner Differences and Dilemma of Cooperative Form Choice

Room: Háteigur B

Time: 13.20 – 15.10
Session Title: Social Sciences & Humanities, Law in Society
Chair: Christoforos Ioannidis
Authors and Titles:

Sean McMahon
The American University in Cairo, Egypt
Hegemony in the Local Order and Accumulation in the Global: Canada and Libya

Sevdalina Dimitrova, Vasil Levski, Venelin Terziev
National Military University, Veliko Tarnovo, Bulgaria
The Social Adaptation of the Military, Discharged from Military Services- Necessary or by Request

Lutz Kaiser
FHoeV NRW, Koeln, Germany
The Gender-Career Estimation Gap
Victor K. Y. Chan, Robben S. P. Chong, Josephine K. K. Si, Athena S. I. Cheong
Macao Polytechnic Institute, Macao, China
  Refined Personal Factors Underlying Internet Addiction: An Analogy with Pathological Gambling

Ravan Samadov
University of Bristol, United Kingdom
  Right to Compensation for Unlawful Deprivation of Liberty: the Legislation of Azerbaijan in the Light of International and European Standards

Christoforos Ioannidis
King's College London, United Kingdom
  Are the Conditions of Statehood Sufficient? An Argument in Favour of Popular Sovereignty as an Additional Requirement for Statehood, on the Grounds of Justice as a Moral Foundation of International Law

Registration Area

<table>
<thead>
<tr>
<th>Time</th>
<th>Authors and Titles</th>
</tr>
</thead>
<tbody>
<tr>
<td>13.20 – 15.10</td>
<td><strong>Poster Session</strong></td>
</tr>
</tbody>
</table>

**Authors and Titles:**

13.20 – 14.10
Tihomir Staykov, Research Sector of University Prof. Dr. Assen Zlatarov - Burgas, Bulgaria
Pepa Hadzhieva, Bulgarian National Audit Office, Bulgaria
  Challenges before Bulgarian State Universities for Development of Financial Management and Control Systems in Spending Public Funds

14.20 – 15.10
Mohammed Aldagheiri
Qassim University, Al- Qassim, Saudi Arabia
  Analyzing Patterns of Spatial Distribution for Girls' High Schools in Districts of Burydah City, Saudi Arabia

Coffee Break: 15.10 – 15.30
### Room: Háteigur A

**Time:** 15.30 – 17.20

**Session Title:** Teaching & Education

**Chair:** Brendan Bartram

**Authors and Titles:**

**Yueh-Chun Huang**  
National Chiayi University, Chiayi, Taiwan  
*A Comparison of the Financial Aid Programs Administered by JASSO and KOSAF and their Implications for Taiwan*

**Ru-Jer Wang**  
National Taiwan Normal University, Taipei, Taiwan  
*Internationalization Indicators for Higher Education Evaluation – The Case of Taiwan*

**Fahad Alamr**  
Dammam University, Dammam, Saudi Arabia  
*Improving Saudi Technical College students Skills in Accounting Courses*

**Zsuzsanna Mikecz Munday**  
American University of Sharjah, United Arab Emirates  
*Teaching Intercultural Communication through the Multicultural Contact Zone in the UAE*

**Emine Ozel**  
Dumlupinar University, Kutahya, Turkey  
*Circumstances of the Usage of Technological Tools in History Education in Elementary Level*

**Yan Wang**  
Macao Polytechnic Institute, Macao, China  
*Analysis on the Life-and-Death Attitude of Nursing Bachelor Students from Macao and Mainland China*

**Brendan Bartram**  
University of Wolverhampton, Walsall, United Kingdom  
*Students’ Emotional Bargaining in Higher Education: a Case Study of Staff Views*
### Room: Háteigur B

**Time:** 15.30 – 17.20  
**Session Title:** Health & Welfare  
**Chair:** Daniel Pelletier

**Authors and Titles:**

**Julien Forbat**  
University of Geneva, Switzerland  
*Success and Failure in European Environmental Health Policies*

**Hong-Xia Dai**  
Macao Polytechnic Institute, Macao, China  
*Infant Feeding Attitude and Infant Feeding Methods among Macao Hospital Postpartum Women*

**Daniel Simonet**  
American University of Sharjah, United Arab Emirates  
*Post-NPM Reforms or Administrative Hybridization in French Health Care?*

**Daniel Pelletier**  
Université du Québec en Outaouais, Gatineau, Canada  
*Management and Structure of Hospital Alliances*

### Registration Area

**Time:** 15.30 – 17.20  
**Poster Session**

**Authors and Titles:**

**15.30 – 16.20**  
**Szilvia Nyüsti, Zsuzsanna Veroszta**  
Educatio Public Services Non-profit LLC, Budapest, Hungary  
*Parallel Systems of Graduate Career Tracking in Hungary*

**16.30 – 17.20**  
**Zsuzsanna Veroszta, Szilvia Nyüsti**  
Educatio Public Services Non-profit LLC, Budapest, Hungary  
*Institutional Effects on Bachelor-Master Level Transition – A Case of Hungary*
Thursday, June 26, 2014

Registration: 8.30 – 12.00, Lobby
Permanent Coffee/Tea Service: 9.00 – 13.00

Room: Háteigur A

Time: 9.00 – 10.50
Session Title: Business & Economics
Chair: Boonchai Hongcharu

Authors and Titles:

Ali Ganiyusufoglu
Selcuk University, Konya, Turkey
Glass Ceiling Syndrome in Career Management and Women Managers Dimension

Shigeaki Mishima, Toshimichi Homma, Osaka University of Economics, Japan
Takashi Mitsuishi, University of Marketing and Distribution Sciences, Japan
Organizational Commitment and Ethical Cognition Among Retail Pharmacist in Japan

Li Yan, Sincogol Business Service Co., Ltd, Beijing, China
Jun Yan, California State University, Long Beach, USA
The Impact of Entrepreneur Personal Values on the Organizational Structure of Small Business

Partha Ray, Vinodh Madhavan
Indian Institute of Management, Calcuta, India
Price and Volatility Linkages between Indian Stocks and their European GDRs

Boonchai Hongcharu
National Institute of Development Administration, NIDA Business School, Bangkok, Thailand
A Model of Social Interactivity through Internet-based Technologies: Implications for Marketing Communications
<table>
<thead>
<tr>
<th>Time:</th>
<th>9.00 – 10.50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session Title:</td>
<td><strong>Teaching &amp; Education</strong></td>
</tr>
<tr>
<td>Chair:</td>
<td>Tara Morrison</td>
</tr>
</tbody>
</table>

**Authors and Titles:**

Luciano Massetti, Francesca Ugolini, Graziella Rossini, Laura Pellegrino, Antonio Raschi, Institute of Biometeorology, Florence, Italy  
**Anna Lucarelli, Monica Demi**, Secondary School T. Tesei, I. C. Micali, Livorno, Italy  
*Intergenerational Learning For Nature Conservation Volunteers: Involen Project*

Selcen Erten  
Eskisehir Osmangazi University, Eskisehir, Turkey  
*Teaching English Filler Words and Students’ Usage of them: A Study Conducted at Osmangazi University Preparation School*

Daria Lagutina Sariyildiz  
Hacettepe University, Ankara, Turkey  
*Development Students’ Communicative Competence in Teaching Russian as a Foreign Language in the Higher Educational Establishments of Turkey*

Clement Emeka Eze  
Federal college of Education, Eha- Amufu, Nigeria  
*Strategies for Improving Students Performance in Financial Accounting in NCE Business Education Programmes in Colleges of Education South-East Nigeria*

Iain Morrison, Kevin Sinclair  
University of the Highlands and Islands, Inverness, Scotland, United Kingdom  
*Push the Red Button: Listening to Students at the University of the Highlands and Islands*

Tara Morrison  
University of the Highlands and Islands, Inverness, Scotland, United Kingdom  
*FISH!NET: Improving the Student Experience of Online Delivery*
11th International Academic Conference
June 24-27, 2014

Registration Area

Time: 9.00 – 10.50

Poster Session

Authors and Titles:

13.20 – 14.10
Tsang Lang Liang, Fong Chian Yang
National ChangHua University of Education, Changhua City, Taiwan

*Relationships among Work Stress, Coping Strategies and Willingness to Retention of the Office of Student Affairs’ Supervisors in Vocational High Schools*

Room: Háteigur A

Time: 11.00 – 12.50

Session Title: Business & Economics

Chair: Monika Golonka

Authors and Titles

Ibrahim Erem Sahin, Mehmet Mucuk
Selcuk University, Konya, Turkey

*The Effect of Current Account Deficit on Economic Growth: The Case of Turkey*

Aneta Sokol, Karolina Drela
University of Szczecin, Poland

*Intellectual Capital and Deficit Professions*

Melek Acar Boyacioglu, Ibrahim Erem Sahin, Selcuk University, Konya, Turkey
Ramazan Aktaş, Tobb University of Economics and Technology, Turkey

*A Comparison of the Financial Efficiencies of Commercial Banks and Participation Banks: The Case of Turkey*

Ali Kahramanoglu, Selcuk University, Konya, Turkey
Burcu Aslantas Ates, Suleyman Demirel University, Turkey

*Accounting of Environmental Costs: A Comparison of Ready Mixed Concrete Industry and Cement Industry*

Monika Golonka
Kozminski University, Warsaw, Poland

*Interfirm Cooperation and Uncertainty: A Study in the ICT Industry*
**Session Title:** Health & Welfare<br>**Environment & Sustainable Development**

**Chair:** Lara Spiteri Cornish

<table>
<thead>
<tr>
<th>Authors and Titles</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Aelita Skarzauskiene, Monika Maciulienė, Viktorija Stokaite, Taurimas Valys</strong>&lt;br&gt;Mykolas Romeris University, Vilnius, Lithuania&lt;br&gt;<em>Empowering Patients and Professionals: Case of Lithuanian E-Health System</em></td>
</tr>
<tr>
<td><strong>Zoltan Abram</strong>&lt;br&gt;University of Medicine and Pharmacy, Tîrgu-Mureș, Romania&lt;br&gt;<em>Research and Prevention Perspectives on Smoking in Romania</em></td>
</tr>
<tr>
<td><strong>Martin Heintel, Norbert Weixlbaumer</strong>&lt;br&gt;University of Vienna, Austria&lt;br&gt;<em>An Analytical View of Regional Governance in Cross Border Cooperation: Concepts of Protected Areas and their Significance in a Cross Border Context</em></td>
</tr>
<tr>
<td><strong>Masumi Kikuchi</strong>&lt;br&gt;Waseda University, Tokyo, Japan&lt;br&gt;<em>Reaction of the Inhabitants to Grazing Ban: Case Study of Alashan, Inner Mongolia, China</em></td>
</tr>
<tr>
<td><strong>Marcel Meler</strong>, Faculty of Economics in Osijek, Croatia&lt;br&gt;<strong>Dragan Magas</strong>, Faculty of Tourism and Hospitality Management in Opatija, Croatia&lt;br&gt;<em>Sustainable Marketing for Sustainable Development</em></td>
</tr>
<tr>
<td><strong>Lara Spiteri Cornish</strong>&lt;br&gt;Coventry Business School, United Kingdom&lt;br&gt;<em>The Impact of Nutrition Literacy and Source Credibility on Responses to Healthy Eating Campaigns</em></td>
</tr>
</tbody>
</table>
Maruska Vizek, Marina Tkalec
Institute of Economics Zagreb, Croatia

*The Price Tag of Tourism: Do Small Open Economies Dependent on Tourism Revenues Experience Higher Prices of Goods and Services?*
Golden Circle Tour

8.45 Hotel lobby