

**ICBME- 2008 ACCEPTED ABSTRACTS**

|    | AUTHORS                    | ARTICLE  |
|----|----------------------------|--|
| 1  | + Neslihan Aydoğan         | LARGE VERSUS SMALL FIRMS IN BANGALORE, A DEBACLE FROM THE NORM   |
| 2  | + Dragoş Mihai Ipate       | LIFELONG LEARNING - A MANAGERIAL OBJECTIVE IN KNOWLEDGE SOCIETY  |
|    | Iuliana Pârvu              |  |
| 3  | + Levent Tunçel            | OPTIMIZATION BASED APPROACHES TO PRODUCT PRICING   |
| 4  | + Kaveh Mohajeri           | PROCESS-ORIENTED KNOWLEDGE MANAGEMENT: PROPOSING A CONCEPTUAL MODEL  |
| 5  | + Hasan SÖYLER             | PROJECTION OF SOCIO-ECONOMIC DEVELOPMENT OF MALATYA CITY AND SCENARIO ANALYSIS: SYSTEM THINKING APPROACH                           |
|    | Yusuf Cahit ÇUKACI         |  |
|    | İbrahim AKSU               |  |
|    | Nesrin OMAÇ                |  |
| 6  | + Gökür Umutlu             | PECKING ORDER AND TIMING EFFECTS IN AFTERMARKET IPOs   |
|    | Mehmet Baha Karan          |  |
| 7  | + Dilek TEMİZ              | NET EXPORT AND ECONOMIC GROWTH IN TURKEY: THE PERIOD OF 1950-2006  |
|    | Aytaç GÖKMEN               |  |
| 8  | + Funda KAYA               | MEASURING THE INFLUENCE OF RELATIONSHIP QUALITY OVER CUSTOMER SATISFACTION: A CASE STUDY IN MUĞLA                                  |
|    | Sevgim MERCAN              |  |
| 9  | + Gizem Kurt               | MEASURING SERVICE QUALITY IN HIGHER EDUCATION: A MARKETING - FOCUSED APPROACH  |
|    | Özlem Otuzlu               |  |
| 10 | + Zijada Rahimić           | MASS CUSTOMIZATION STRATEGY USING INFORMATION AND COMMUNICATION TECHNOLOGIES   |
|    | Kemal Kaçapor              |  |
| 11 | + Serkan Bertan            | MANAGEMENT INFORMATION SYSTEMS IN HOTEL ESTABLISHMENTS   |
|    | M. Emin Soydaş             |  |
| 12 | + Emine Bilek              | MULTIMEDIA- BASED SYSTEM TO QUALIFY EMPLOYEES  |
| 13 | + Valentinas Navickas      | BLUE OCEAN STRATEGY AND ITS INNOVATIVE APPROACH TOWARDS VALUE  |
|    | Kazys Lukasevicius         |  |
| 14 | + Haluk KORKMAZYÜREK       | BUSINESS MODEL AND CRISIS MANAGEMENT   |
|    | Nejat BASIM                |  |
| 15 | + Mesut Akdere             | A MULTI-LEVEL EXAMINATION OF LEADERSHIP PRACTICES IN QUALITY MANAGEMENT: IMPLICATIONS FOR ORGANIZATIONAL PERFORMANCE IN HEALTHCARE |
| 16 | + Mostafa Mesgari Mashhadi | A QUALITY-ORIENTED APPROACH TOWARD STRATEGIC POSITIONING IN HIGHER EDUCATION INSTITUTIONS  |
|    | Kaveh Mohajeri             |  |
|    | Mahmoud Dehghan            |  |
| 17 | + Harun Kaya               | AN EMPIRICAL EXAMINATION OF THE INTERNATIONALIZATION LEVEL OF TURKISH FOREIGN DIRECT INVESTMENT FIRMS                              |
|    | Oktay Öksüzler             |  |
| 18 | + İzzet Kılınç             | A STUDY ON THE COMPETITION STRATEGIES APPLIED IN THE AIRLINE COMPANIES IN TURKEY   |
|    | Yunus Emre Taşgıt          |  |
| 19 | + Jamal Sophieh            | ARTIFICIAL NEURAL NETWORKS (ANNs) APPLICATIONS IN BUSINESS FORECASTING   |
| 20 | + Faramarz Atbaee          | AN EFFECTIVE CUSTOMER RELATION MANAGEMENT SCHEME FOR A SMALL TECHNICAL SERVICE CORPORATION   |
|    | Navid Mir Motahhary        |  |
|    | Asad Zahedi                |  |

|    |   |                             |   |
|----|---|-----------------------------|---|
|    |   | Esmat Eftekhari             |   |
| 21 | + | <b>Fatih ECER</b>           | A FUZZY AHP APPROACH FOR SALESPERSON CANDIDATE ASSESSMENT   |
|    |   | Fikret YAMAN                |   |
|    |   | Semih AÇIKGÖZOĞLU           |   |
| 22 | + | <b>Siamk Elmi</b>           | AN EXPLORATIVE INVESTIGATION OF MOBILE CUSTOMER RELATIONSHIP MANAGEMENT IMPACTS ON THE IRANIAN CONSUMER MARKET              |
|    |   | Faramarz Atbaee             |   |
|    |   | Navid Mir Motahhary         |   |
|    |   | Asad Zahedi                 |   |
| 23 | + | <b>Senem ŞAHAN VAHAPLAR</b> | ASSESSING BUSINESS PROCESS PERFORMANCE OF AN SME (SMALL AND MEDIUM SIZED ENTERPRISE)  |
|    |   | Ali ŞEN                     |   |
| 24 | + | <b>Jamal Shahrabi</b>       | CLUSTER ANALYSIS OF INTER-ZONE TRAFFIC OF MAJOR CITIES  |
|    |   | Atekeh Maghsoudlou          |   |
| 25 | + | <b>Murat ÇINKO</b>          | EARLY WARNING SYSTEMS FOR TURKISH BANKING SECTOR: COMPARISON OF STATISTICAL MODELS  |
|    |   | Emin AVCI                   |   |
| 26 | + | <b>Ioan E. Nistor</b>       | EQUILIBRATION AND COMPENSATION OF THE RISK STRUCTURE IN THE GERMANY STATUORY HELATH INSURANCE                               |
|    |   | Ioan B. Grünwald            |   |
| 27 | + | <b>Baki Rıza Balcı</b>      | CONTEMPORARY DEVELOPMENTS ON KAIZEN COSTING   |
|    |   | Deniz Özkaya                |   |
| 28 | + | <b>Nesrin Alptekin</b>      | CONSTRUCTION OF BALANCED SCORECARD USING ANALYTIC HIERARCHY PROCESS   |
| 29 | + | <b>Ogundele, O.J.K.</b>     | CHALLENGES OF ETHIC IN NIGERIA WITHIN THE CONTEXT OF GLOBAL ETHICAL PRACTICE  |
|    |   | Hassan, A. R                |   |
|    |   | Adebakin, M.A.              |   |
| 30 | + | <b>Şahabettin Güneş</b>     | DOES OPENNESS INCREASE PRODUCTIVITY? EVIDENCE FROM SIX DEVELOPING COUNTRIES   |
| 31 | + | <b>Katalin Jäckel</b>       | CONSUMER ATTITUDES TOWARDS THE CONSUMPTION AND THE CONSEQUENCES OF THE CONSUMPTION OF FOOD PRODUCTS INJURIOUS TO HEALTH     |
|    |   | Márta Jäckel                |   |
| 32 | + | <b>Canan Yıldırım</b>       | CONSOLIDATION, FOREIGN ENTRY, AND BANKING PERFORMANCE: THE CASE OF TURKISH BANKING SYSTEM                                   |
| 33 | + | <b>F.Atbaei</b>             | CHAOTIC BEHAVIOR IN IRAN CRUDE OIL PRICES   |
|    |   | S. Mahmoodzadeh             |   |
|    |   | A.Zahedi                    |   |
| 34 | + | <b>Agung Wahyu Handaru</b>  | DO INDONESIAN MANAGERS BEHAVE OPPORTUNISTIC? AN EFFORT TO INDICATE EARNING MANAGEMENT PRACTICES IN INDONESIA BANKING SECTOR |
|    |   | Unggul Purwohedí            |   |
| 35 | + | <b>Murat KOMESLİ</b>        | SEMANTIC WEB BASED APPROACH MANAGEMENT INFORMATION SYSYEMS IN THE METROPOLITAN MUNICIPALITIES                               |
|    |   | Tuncay ERCAN                |   |
| 36 | + | <b>Josef Hynek</b>          | STRENGHTENING COMPETITIVENESS BY MEANS OF CLUSTERS  |
|    |   | Václav Janeček              |   |
| 37 | + | <b>Ivó Osztrogonác</b>      | RURAL ASPECT OF THE AGRICULTURAL STRUCTURE IN THE VISEGRAD COUNTRIES  |
|    |   | Zsanett Marosi              |   |
| 38 | + | <b>Turhan Korkmaz</b>       | RESTRUCTING OF TURKISH STEEL SECTOR: DRIVING FORCE OF INDUSTRIAL GROWTH   |
|    |   | Engin Akman                 |   |
| 39 | + | <b>Ion BULIGIU</b>          | USING MULTI-AGENT SYSTEMS IN E-BUSINESS ENVIRONMENTS  |
|    |   | Sorin POPA                  |   |

|    |   |                        |  |
|----|---|------------------------|--|
| 40 | + | Jamal Shahrabi         | USING DATA MINING TECHNIQUES FOR DECISION SUPPORTING ON CUSTOMER INSOLVENCY IN TELECOMMUNICATION COMPANIES |
|    |   | Jamal Sophieh          |  |
| 41 | + | Pelin Karakaya         | BUSINESS COMBINATIONS WITHIN THE SCOPE OF INTERNATIONAL FINANCIAL REPORTING SYSTEM: RECENT AMENDMENTS      |
| 42 | + | Ozlem Asman ALIKILIC   | USING SOCIAL MEDIA TO MANAGE INTEGRATED MARKETING COMMUNICATIONS EFFORTS                                   |
| 43 | + | Amitabh Gupta          | STOCK PRICE PERFORMANCE OF TARGET COMPANIES IN CASE OF MERGERS   |
| 44 | + | Daniela Zirra          | SME's FUNDAMENTAL ROLE FOR GROWTH AND COHENSION  |
| 45 | + | Gyula HEGEDŰS          | CREDIT RISK MANAGEMENT IN HUNGARIAN BANKS  |
| 46 | + | Nermin Celik           | EXECUTION OF STRESS MANAGEMENT TECHNIQUES IN BUSINESS ORGANIZATIONS  |
| 47 | + | Andreea-Clara Munteanu | FDI-INNOVATIVENESS RELATIONSHIPS IN EUROPEAN KNOWLEDGE BASED ECONOMY                                       |
| 48 | + | Raif Serkan Albayrak   | GROUNDING OPPOSITIONS AS PROXIMITIES TO NEGATIONS  |
| 49 | + | Agne Kersyte           | INVESTMENT DECISION MAKING UNDER CONDITIONS OF UNCERTAINTY   |
| 50 | + | Emel Kursunluoğlu      | THE CRITERIA THAT INFLUENCE CONSUMERS' SUPERMARKET CHOICES   |
| 51 | + | Fertal Örs             | THE CONTRIBUTION OF COMMUNICATIONS TO RURAL DEVELOPMENT  |
| 52 | + | Jonas Bikulčius        | THE CONCEPT OF MASS CULTURE IN CULTURE MANAGEMENT  |
| 53 | + | Mukaddes Celik         | THE IMPORTANCE OF SOCIAL CAPITAL IN ORGANIZATIONS  |
| 54 | + | Mariya Stankova        | TOURISM IN EASTERN EUROPE: DEVELOPMENT AND DIVERSIFICATION   |
| 55 | + | Ali Şükrü ÇETİNKAYA    | THE IMPACTS OF USE OF INFORMATION TECHNOLOGIES ON USER SATISFACTION IF FIVE STAR HOTELS                    |
| 56 | + | Maria Fekete-Farkas    | THE MAIN DRIVERS OF LAND USE CHANGES IN CENTRAL AND EASTERN EUROPEAN COUNTRIES                             |
|    |   | Mahesh Kumar Singh     |  |
| 57 | + | Emine BILGILI          | THE SUSTAINABILITY OF THE CURRENT ACCOUNT DEFICIT AND EXTERNAL DEPT IN TURKEY                              |
|    |   | Nadide Sevil HALICI    |  |
| 58 | + | Ebru Uzunoğlu          | THE EFFECTS OF CO-BRANDING ON CONSUMER PERCEPTION  |
|    |   | Sema Misci             |  |
| 59 | + | Barış Mutlu            | TIME / COST / SIX SIGMA TRADEOFF PROBLEM IN PROJECT MANAGEMENT   |
|    |   | İnci Şentarlı          |  |
| 60 | + | MEHMET UMUTLU          | FIRM LEVERAGE AND INVESTMENT DECISIONS IN AN EMERGING MARKET   |
| 61 | + | Harun Kaya             | CONTROL AND CONFLICT IN MANAGING FOREIGN EQUITY VENTURES: THE CASE OF TURKISH FDI FIRMS                    |
| 62 | + | Laszlo Villanyi        | GROWTH PROSPECTS AND ROLE OF THE INDIAN ECONOMY IN WORLD MARKET  |
|    |   | Mahesh Kumar Singh     |  |
|    |   | Joszeif Kaposzta       |  |
| 63 | + | S. Mahmoodzadeh        | FORECASTING IRAN CRUDE OIL PROCES BY USING ARMA, ARIMA AND NEURAL NETWORK MODELS                           |
|    |   | F.Atbaei               |  |
|    |   | A.Zahedi               |  |
| 64 | + | Mukaddes ÇELİK         | THE EVALUATION OF CORPORATE GOVERNANCE IN RESPECT OF PRIVATE AND PUBLIC ORGANIZATIONS                      |
|    |   | Nevriye AYAS           |  |
|    |   | Ibrahim KOÇ            |  |
| 65 | + | Anastasia Paris        | THE EVALUATION OF CAPITAL PRODUCTIVITY OF GREEK MANUFACTURING INDUSTRIES SINCE 1963                        |
|    |   | Abduarazag Thanish     |  |
|    |   | Gamal Abraham          |  |
| 66 | + | Dalia Bernatonyte      | THE ROLE OF SME IN LITHUANIAN ECONOMY: REGIONAL ASPECT   |
|    |   | Akvile Normantiene     |  |

|    |   |                              |  |
|----|---|------------------------------|--|
|    |   | Kristina Rimiene             |  |
| 67 | + | Navid Mir Motahhary          | H-CRM, A HEALTH CARE ORGANIZATION CUSTOMER MANAGEMENT SCHEME   |
|    |   | Faramarz Atbaee              |  |
|    |   | Asad Zahedi                  |  |
|    |   | Esmat Eftekhari              |  |
| 68 | + | Reda Braziene                | IDENTIFICATION OF COMPETITIVE ABILITY ASSESSMENT DIMENSIONS IN THE INSURANCE INDUSTRY  |
|    |   | Jurgita Cinauskaite          |  |
|    |   | Asta Malakauskaite           |  |
|    |   | Pranciskus Vylius Misevicius |  |
| 69 | + | Unggul Purwohedri            | THE EFFECT OF BALANCED SCORECARD (BSC) IMPLEMENTATION ON BANKING PERFORMANCE: EMPIRICAL EVIDENCE IN INDONESIA BANKING SECTOR   |
| 70 | + | Faik Bilgili                 | HOW RATIONAL ARE THE MONEY AND EXCHANGE RATE MARKETS? EMPIRICAL EVIDENCE FROM TURKISH ECONOMY  |
| 71 | + | Sinan ÜNSAR                  | THE ROLE OF HUMAN RESOURCE MANAGEMENT ON FORMING INTELLECTUAL CAPITAL  |
| 72 | + | Hüseyin YILMAZ               | THE DYNAMIC AND AGILE ORGANIZATION STRUCTURE IN A FUZZY ENVIRONMENT  |
| 73 | + | Serap ÇOBAN                  | THE RELATIONSHIP BETWEEN DEAD RATE, INCOME AND EDUCATIONAL INEQUITY IN THE CONTEXT OF ECONOMIC DEVELOPMENT: A COMPARISON BETWEEN TURKEY AND EU (EURO AREA) COUNTRIES |
| 74 | + | Adina Liliana Pop            | THE CRM IN THE ROMANIAN TELECOMMUNICATIONS COMPANIES   |
|    |   | Militaru George              |  |
| 75 | + | Reda Kersiene                | THE SPATIAL AGGLOMERATION AND ITS IMPACT ON SME'S COMPETITIVENESS  |
|    |   | Zaneta Simanaviciene         |  |
| 76 | + | Algirdas GARALIS             | THE MODEL OF SIMULATION BUSINESS ENTERPRISE  |
|    |   | Gražina STRAZDIENĖ           |  |
| 77 | + | Serpil Kahraman              | THE MONETARY APPROACH TO THE EXCHANGE RATE DETERMINATION: THE CASE OF TURKEY   |
|    |   | Ela Çolpan Nart              |  |
| 78 | + | Özgenay Çetinkaya            | IMPACT OF NEWS ARRIVAL ON FINANCIAL VOLATILITY: EVIDENCE FROM TURKISH FINANCIAL MARKETS  |
|    |   | Burak Gündoğdu               |  |
|    |   | C.Coşkun Küçüközmen          |  |
| 79 | + | Burcu TÜRKCAN                | THE RELATIONSHIP BETWEEN INNOVATION AND COMPETITION AT MICRO AND MACRO LEVELS  |
|    |   | Gül Ş. HUYUGÜZEL KIŞLA       |  |
| 80 | + | M. A. Torkamani              | TIME SERIES PREDICTION USING BRAIN EMOTIONAL LEARNING CASE STUDY: IRAN'S PISTACHIO EXPORT  |
|    |   | S. Mahmoodzadeh              |  |
|    |   | F.Atbaei                     |  |
|    |   | A.Zahedi                     |  |
| 81 | + | Tuğba UÇMA                   | INVESTIGATION OF THE LEVELS OF ORGANIZATION'S USE OF INFORMATION TECHNOLOGIES IN COST CONTROL SYSTEMS: THE CASE OF MUĞLA MARBLE ORGANIZATIONS                        |
|    |   | Sevgim MERCAN                |  |
| 82 | + | Davood Mohammaditabar        | IDENTIFICATION OF KEY FACTORS IN FREIGHT TRANSPORTATION CARRIER SELECTION: AN EXPLORATORY FACTOR ANALYSIS APPROACH   |
|    |   | Ebrahim Teimouri             |  |
| 83 | + | Zaigham Mahmood              | TEACHING QUALITY ASSURANCE AND PROJECT MANAGEMENT TO UNDERGRADUATE COMPUTING STUDENTS IN PAKISTAN  |
|    |   | Saqib Saeed                  |  |
| 84 | + | Agnes Kapusztá               | MEASURING THE AGRICULTURAL LAND MARKET AND POLICY IN HUNGARY AFTER JOINING EU  |
|    |   | Mahesh Kumar Singh           |  |
|    |   | Joszeff Kaposztá             |  |
| 85 | + | Ferah ONAT                   | EMPLOYEE GENERATED CONTENT – SOCIAL MEDIA BECAME A CORPORATE COMMUNICATION TOOL  |

|     |   |                           |   |
|-----|---|---------------------------|---|
| 86  | + | Z. Beril AKINCI VURAL     | THE ROLE OF INTERNAL MARKETING IN FOSTERING EFFECTIVE FIRM  |
|     |   | Burcu OKSUZ               |   |
| 87  | + | Tuncay ERCAN              | REALTIME INFORMATION FLOW FOR THE SERVICES IN THE MARINA MANAGEMENT   |
|     |   | Ferika Özer SARI          |   |
| 88  | + | Milena Filipova           | CONTEMPORARY APPROACHES FOR DECISION MAKING   |
| 89  | + | A. Can Inci               | DAILY RETURNS AND EFFICIENCY IN THE TURKISH STOCK MARKET  |
| 90  | + | Santi SUSANTI             | LOCAL AUTHORITY FINANCE AND ACCOUNTING IN INDONESIA: A COMPARISON BETWEEN PRE AND POST OUNOMY   |
| 91  | + | Larry D. White            | MINIMUM RETAIL PRICE MAINTENANCE: WILL OTHER PRICE AGREEMENTS BE ALLOWED AFTER LEEGIN?  |
| 92  | + | Ismail Hakki Bilek        | MANAGEMENT BY GOALS IN MARKETING  |
| 93  | + | Mahesh Kumar Singh        | MODELLING APPROACH TO ANALYZE AGRICULTURAL LAND USE CHANGES   |
|     |   | Erika Dobó                |   |
|     |   | Henrietta Nagy            |   |
| 94  | + | Costache Sorina           | BARRIERS TO ENTRY ON THE ROMANIAN MARKET  |
|     |   | Folcut Ovidiu             |   |
| 95  | + | Akinyemi Benjamin Oyegoke | HUMAN RESOURCE DEVELOPMENT CLIMATE IN NIGERIAN RECAPITALISED BANKING INDUSTRY   |
| 96  | + | Hulusi DOĞAN              | METAPHORS FOR EMPLOYEE TRAINING: AN EMPIRICAL RESEARCH IN INDUSTRIAL COOLING SECTOR   |
|     |   | Hasan İBİCİOĞLU           |   |
| 97  | + | Coşkun İşçi               | MOBILE TELEPHONES AND HUMAN HEALTH  |
|     |   | Dilek Kuralı              |   |
| 98  | + | İlhan EGE                 | POVERTY ALLEVIATION AND MICROFINANCE : CASE OF TURKEY   |
| 99  | + | Faik Koray                | FISCAL SHOCKS, THE TRADE BALANCE, AND THE EXCHANGE RATE   |
|     |   | W. Douglas McMillin       |   |
| 100 | + | Fatma LORCU               | Canonical Correlation Analysis for Economic Development Indicators in OECD Countries  |
|     |   | Oğuz Akbilgiç             |   |
| 101 | + | Sorin POPA                | A Management Perspective on E-business Systems Security   |
|     |   | Ion BULIGIU               |   |
| 102 | + | Didar Erdinç              | GROWTH AND FDI PATTERNS: A COMPARISON OF TURKEY WITH THE NEW EUROPEAN UNION MEMBER STATES   |
| 103 | + | Ergün EROĞLU              | A PATH MODEL FOR ANALYZING UNDERGRADUATE STUDENT'S SUCCESS  |
|     |   | Burcu ADIGÜZEL            |   |
| 104 | + | Ali E. Akgün              | AN EMPIRICAL ANALYSIS CONCERNING THE TECHNOLOGY TRANSFER PROCESS FROM A KNOWLEDGE BASED VIEW  |
|     |   | Halit Keskin              |   |
|     |   | Ayşe Günsel               |   |
| 105 | + | Mustafa Fedai Çavuş       | SOCIAL STRUCTURAL FACTORS AND PERCEPTIONS OF EMPOWERMENT  |
| 106 | + | Betül Açıkgöz             | BASEL II CAPITAL ACCORD AND RATING INSTITUTIONS   |
|     |   | Osman Bayrı               |   |
| 107 | + | Bünyamin Akdemir          | A RESEARCH THAT ORIENTED TOWARDS TO DETERMINATE RELATIONSHIP BETWEEN INDIVIDUAL CHARACTERISTICS IN THE MIDDLE AND LOWER POSITION MANAGERS AND THEIR JOB SATISFACTION APPLICATIONS |
|     |   | Abdurrahim Fahimi Aydın   |   |
| 108 | + | Ayşe Günsel               | EFFECTS OF CROSS FUNCTIONAL INTEGRATION, CO-DEVELOPMENT AND TEAM AUTONOMY ON INNOVATION PROCESS: AN EMPIRICAL   |
| 109 | + | Ünal Ay                   | THE COMPARING ETHICAL PERCEPTIONS OF PUBLIC AND PRIVATE SECTOR EMPLOYEE'S   |
|     |   | Ayşe Esmeray Yoğun Erçen  |   |
| 110 | + | Halil Demirer             | THE RELATIONSHIP BETWEEN CAREER ORIENTATION AND LIFE SATISFACTION: AN INVESTIGATION WITH TURKISH UNIVERSITY STUDENTS  |

|     |   |                         |  |
|-----|---|-------------------------|--|
|     |   | Nuriye Güreş            |  |
|     |   | Volkan Akgül            |  |
| 111 | + | Şaban Esen              | THE ROLE OF INTELLECTUAL PROPERTY RIGHTS IN CREATING A COMPETITIVE ADVANTAGE                                       |
| 112 | + | Perihan İren            | DETERMINANTS OF CROSS-BORDER LENDING FROM THE PERSPECTIVE OF THE HOME COUNTRY                                      |
|     |   | Alan Reichert           |  |
| 113 | + | Zafer Akın              | INTERTEMPORAL DECISION MAKING WITH PRESENT BIASED PREFERENCES  |
| 114 | + | Nuri Çalık              | ONLINE SHOPPING BEHAVIOR AND CHARACTERISTICS OF CONSUMERS IN ESKİSEHİR, TURKEY: WHO, WHAT, HOW MUCH AND HOW OFTEN? |
|     |   | N. Figen Balta          |  |
| 115 | + | Nihat K. ANIL           | UNIVERSITY STUDENTS' ATTITUDES TOWARDS SHOPPING MALLS: İZMİR CITY EXAMPLE  |
|     |   | A.İlkem OZCAN           |  |
|     |   | Bahadır B. AYCAN        |  |
|     |   | K. Cemal YETGINER       |  |
|     |   | Ayşe ANIL               |  |
| 116 | + | İlker Murat AR          | MULTIPLE CRITERIA DECISION-MAKING APPROACH For THE EVALUATION OF CRM PROJECT INVESTMENTS In HOTEL INDUSTRY         |
|     |   | Birdoğan BAKI           |  |
| 117 | + | Vishwas Chakranarayan   | Incorporating Value Education in Management Education- Vision of a New World 2015                                  |
| 118 | + | İsmail Çeviş            | The Interaction Of The Current Account With It's Determinants Under Inflation Targetting Regime                    |
|     |   | Murat Çamurdan          |  |
| 119 | + | Tuncay Güloğlu          | THE GLOBAL RETIREMENT CRISIS IN KNOWLEDGE SOCIETY  |
| 120 | + | Diğer Yarkın            | The Pink Marketing Applications In The E-Trade: A Case Study From B2c E-Marketplaces                               |
|     |   | Göknur Deveci           |  |
|     |   | Orhan Demirağlar        |  |
| 121 | + | Eul-Teo Lee             | A Changing Pattern of Human Resource Management in Korea   |
|     |   | Tuncay Güloğlu          |  |
| 122 | + | Kader Tan Sahin         | THE ROLE OF PROFESSIONAL ASSOCIATIONS IN THE PROCESS OF INSTITUTIONAL CHANGE: EVIDENCE FROM TURKEY                 |
| 123 | + | Diğer Yarkın            | AN APPLICATION OF E-BUSINESS AS A STRATEGIC MANAGEMENT METHOD  |
| 124 | + | Mladen Dimitrov Tonev   | ASPECTS OF INTERACTION BETWEEN HUMAN CAPITAL AND SOCIAL CAPITAL  |
| 125 | + | Yasemin KOSE            | A SURVEY OF CAATs APPLICATIONS AND PERSPECTIVES OF PRIVATE AUDIT FIRMS' AUDITORS IN TURKEY                         |
|     |   | Serhan Gürkan           |  |
| 126 | + | Özcan Karahan           | BASIC CHARACTERISTICS OF INTERNATIONAL CAPITAL MOVEMENTS   |
| 127 | + | Funda H. SEZGİN         | AN EMPIRICAL ANALYSIS THE RECESSION RISK OF USA ECONOMY and EFFECTS  |
|     |   | Ercan SARIDOGAN         |  |
| 128 | + | M. Kutluğhan Savaş ÖKTE | PREVENTING FINANCIAL CRISES IN EMERGING MARKET COUNTRIES: AN ASYMMETRIC INFORMATION VIEW                           |
| 129 | + | Erdoğan Koç             | THE FUTURE OF HUMAN RESOURCE MANAGERS IN BUSINESSES OF FUTURE  |