



5th INTERNATIONAL STRATEGIC MANAGEMENT CONFERENCE

July 2-3, 2009

*Stellenbosch Institute for Advanced Studies, Corner of Jonkershoek and Van
Riebeeck Road
Stellenbosch- South Africa*

Thursday, July 2, 2009 (First Day)

<i>09:00-09:45</i>	<i>Opening Ceremony</i>
<i>09:45-11:15</i>	<i>Plenary Session</i>
<i>11:15-11:30</i>	<i>Coffee Break</i>
<i>11:30-13:00</i>	<i>Session I</i>
<i>13:00-14:00</i>	<i>Lunch</i>
<i>14:00-15:30</i>	<i>Session II</i>
<i>15:30-16:00</i>	<i>Coffee Break</i>
<i>16:00-17:30</i>	<i>Session III</i>

Friday, July 3, 2009 (Second Day)

<i>09:30-11:00</i>	<i>Session IV</i>
<i>11:00-11:30</i>	<i>Coffee Break</i>
<i>11:30-13:00</i>	<i>Session V</i>
<i>13:00-14:00</i>	<i>Lunch</i>
<i>14:00-15:30</i>	<i>Session VI</i>
<i>15:30-16:00</i>	<i>Coffee Break</i>
<i>16:00-17:30</i>	<i>Session VII</i>
<i>18:00-18:45</i>	<i>Discussion Meeting and Announcement of 6th International Strategic Management Conference, 2010</i>
<i>20:00-23:00</i>	<i>Gala Dinner</i>

THE CONFERENCE PRESENTATION PROGRAM

FIRST DAY (02.07.2009)

(08:15 – 09:00): REGISTRATION, COFFEE & TEA & JUICE & BISCUITS & RUSKS

(09:00-09:45): Opening Ceremony Main Hall

- Erol Eren (Ph.D., Chairman of the Conference)
- Johan Hough (Ph.D. Co-Chair of the Conference)
- Ali Akdemir (Ph.D., Rector- Çanakkale Onsekiz Mart University)
- Russel Botman (Ph.D.,Rector- Stellenbosch University)
- Cuma Bayat (Ph.D., Rector-Beykent University)
- Enver Duran (Ph.D., Rector-Trakya University)
- Ahmet Kesik(Head of Strategy Development Unit, Finance Ministry of Turkish Republic)

(09:45-11:15):Plenary Session

- Keynote Speaker: Sudi Apak (Ph.D., Beykent University, Turkey)
- Keynote Speaker: Richard Lynch (Ph.D. , Middlesex University, London)
- Keynote Speaker: A. J. Lonnie Strickland (Ph.D. , University of Alabama, USA)

(11:15-11:30): COFFEE BREAK

Session I (11:30-13:00)

Main Hall I, (11:30-13:00): Crisis Management

Chair: Richard Lynch

- *The Changing's Of Share Price In The Financial Crisis: A Comparative Study For Auto Makers (EROL EREN,SERDAR ALNIPAK, METIN UYAR)*
- *Global Economic Crisis Management From Strategic Management And Marketing Perspectives: The Case Of Textile Industry(ESIN BARUTÇU, CELALETTIN SERINKAN, SÜLEYMAN BARUTÇU)*
- *Nightmare Of Insurance Directors: Effects Of Global Crisis On Turkish Health Insurance Business (AYÇA TÜKEL, ONUR YARAR, OĞUZ ÖZYARAL)*
- *Changes In Economy Policies After Global Financial Crisis And Their Effects Of Developing Countries : The Case Of Turkey(ENGIN ERDOĞAN, MELIHA ENER)*

Salon II (11:30-13:00): Culture and Strategy

Chair: Marius Ungerer

- *The Impact Of Cultural Values On Marketing Of Chinese National Parks: An Exploratory Research For Communication Strategy(CATHERINE SARLANDIE DE LA ROBERTIE, BAIFANG CHENG)*
- *The Importance Of Constructing Effective Corporate Culture For Global Workforce: A National And Organizational Culture Perspective (TIJEN ERSOY HARCAR)*
- *The Impact Of Empowerment And Quality Culture On Job Satisfaction(HAKAN KITAPÇI, METIN ATEŞ, SULTAN SÜLEYMAN ÖKTEN)*
- *Re-Discovery Of The Civil Society Organizations In The World, And Turkey: A Fieldwork In Üsküdar, A District In İstanbul (SÜLEYMAN ÖZDEMİR, ZEKI PARLAK)*

Salon III (11:30-13:00): Governance

Chair: Uğur Yozgat

- *Performance Measures Along The Relational Continuum In A Bilateral Governance Structure(QUAMRUL ISLAM)*
- *The Forms Of The EU Governance And Construction Of The EU Borders (FILIZ COBAN)*
- *Corporate Governance: Problems And Relationship Between Board Of Directors, The Chief Executive Officer, And Top Management Integration To European Banking Legislation (GÜRAN YAHYAOĞLU)*

(13:00-14:00): LUNCH

Session II (14:00-15:30):

Main Hall Salon I (14:00-15:30): Resource Based View

Chair: Catherine Sarlandie De La Robertie

- *Resource Based View Of Intangibles On ERP Systems Implementation And Organizational Performance In China (JO RHODES, MARY BAMBACAS, PETER LOK)*
- *The Effects Of Generic Strategies And Business Capabilities On Business Performance (A.ZAFER ACAR, CEMAL ZEHIR, MEHTAP ÖZŞAHİN)*
- *Strategic Concerns Of Competence-Based Risk Perception In Service Projects (ZOLTAN VERES)*
- *Resource Based Analysis Of The Growth Of The Yacht Building Sector At Antalya Free Trade Zone (FULYA SARVAN, ONUR DIRLIK,EREN DURMUŞ ARICI,TUĞBA GÜRÇAYLILAR YENİDOĞAN)*

Salon II (14:00-15:30): Strategic Human Resource Management

Chair: Dursun Bingöl

- *The Relationship Between Strategic Management, Human Resource Management And Knowledge Management In Higher Education Institutions (LOGANATHAN NARAYANSAMY GOVENDER)*
- *The Employee Satisfaction In Banking Sector: The Differences Between The Employees In Virtual Banking And In The Branches (FATMA ZEHRA SAVI, MURTAZA ÖNAL)*
- *Strategic Human Resource Information Systems (SIAMAK AZADI)*
- *Emotional Human Resource Management (TANJU ÇOLAKOĞLU)*

Salon III (14:00-15:30) : Total Quality Management

Chair: Asuman Akdoğan

- *TQM In New Car Dealerships: It May Be Considered Strategic But Is It Practiced?(KYM FRASER)*
- *The Relationship Between The Total Quality Management Practices And Performance: An Empirical Study Of Turkish Firms(ESIN SADIKOGLU, CEMAL ZEHİR)*
- *Hospitality Management From A Strategic Perspective (İGE PIRNAR,RUHET GENC)*

(15:30-16:00): COFFEE BREAK

Session III (16:00 – 17:30)

Main Hall I (16:00 – 17:30): Supply Chain Management

Chair: Peter Lok

- *Agile Supply Chain: Strategy For Competitive Advantage (INTAHER MARCUS AMBE)*
- *The Usage Of RFID (Radio Frequency Identification) In Supply Chain Management(ESRA ERZENGIN,METIN UYAR, SERDAR ALNIPAK, SUDI APAK)*
- *Strategic Approaches To Logistics Management (RUHET GENC, İGE PIRNAR)*
- *Lean Philosophy In Strategic Supply Chain Management And Value Creating (BÜLENT SEZEN,SEMA ERDOĞAN)*

Salon II (16:00 – 17:30): Strategic Leadership

Chair: Mariana Dodourova

- *Hosting Strategic Conversations: Some Alternative Approaches For Leaders (MARIUS UNGERER)*
- *The Relationship Between The Strategic Influencing Skill And Intra-Organization Communication In Leadership And A Chain Store Application(MEHMET TIKICI,SELMA KARATEPE,MEHMET DENİZ,SINEM GÜRAVŞAR GÖKÇE)*
- *Creativity For Gaining And Sustaining Competitive Advantage: The Role Of Leadership Styles (A Quantitative Research In Turkey's Top 500 Industrial Enterprises In Iron And Steel, Automotive And Textile Industries)(F. OBEN ÜRÜ,UĞUR YOZGAT)*
- *The Effects Of Leadership Styles And Organizational Culture On Firm's Innovativeness (ETHEM DUYGULU, EMİR ÖZEREN)*

Salon III (16:00 – 17:30): Service Quality Management

Chair: Zoltan Veres

- *Measuring The Pre-Flight, In-Flight And Post-Flight Service Quality Of Airlines: A Research At Domestic Flights (MEHMET ERKAN DURSUN , VILDAN DURMAZ)*
- *Value Add Logistics Service Quality In Strategic Logistic Management: Case Study Of Halley Logistics (PINAR ÖZTÜRK)*
- *The Relationship Between The Strategic Planning (Strategic Management System) And Quality Improvement In Universities (ABDULLAH KARAKAYA)*
- *Effects Of Total Quality Management Practices On Organizational Performance Of Hospital(CEMAL ZEHİR,ÖZLEM ARACI,ESIN SADIKOĞLU, MEHTAP ÖZŞAHİN)*

SECOND DAY (03.07.2009)

Session IV (11:30-13:00)

(08:30 – 9:30) COFFEE AND TEA AND JUICE AND BISCUITS AND RUSKS

Main Hall I (09:30-11:00): Strategic Marketing 1

Chair: Adem Öğüt

- *The Marketing & Instrument Study Of Development Of A Company's Competitive Tactics In The Turbulent Market Of The Mobile Communication Services (MOSTOVAY I.V., MURAVYOVA N.N., YASKO M.)*
- *The Impact Of Technology On Competitive Marketing By Banks: A Case Of Standard Bank In King-Williams Town, Eastern Cape Province, South Africa (REGINALD MASOCHA, NORMAN CHILIYA, STANSLOUS ZINDIYE)*
- *Brand Marking Works In Private Hospitals (SELMA SÖYÜK, ONUR YARAR, MELIH EROL)*
- *International Market Segmentation Paradox For Strategic Management: Purely Logical Or Highly Intuitive (MELIS ATTAR, EMINE ÖĞÜT, METIN KAPLAN)*
- *Strategic Brand Management In Hospitality Sector: How To Manage Co-Branding In Hotels And Restaurants (RUHET GENÇ)*

Salon II (09:30-11:00): Finance & Strategy

Chair: Quamrul Islam

- *The Stock Market Efficiency And Investment Strategies During Global Financial Crisis: A Comparison Of Developed Countries And Turkey (SUDI APAK, KAMER HAGOP TAŞCIYAN)*
- *Pension Funds And World Financial Crisis In The OECD Countries (SUDI APAK, KAMER HAGOP TAŞCIYAN)*
- *Explanation Of Interaction Of The Assets Of Organizations Which Are Determinant In The Survival And Growth Of Them (ALI SAYILIR, SERKAN DIRLIK)*

Salon III (09:30-11:00): Strategic Decision Making

Chair: İbrahim Anıl

- *Climate Change As An Important Contemporary Strategic Management Issue (EROL EREN, PINAR BAL)*
- *Strategy-Making Approaches For A Changing Environment (RACHEL MARITZ, MARIUS PRETORIUS)*
- *Board Composition Of Turkish Listed Companies: Is There Any Difference Between Industries? (İRGE ŞENER, MERAL ELÇİ)*

(11:00-11:30): COFFEE BREAK

Session V (11:30-13:00)

Main Hall I (11:30-13:00): Strategic Marketing II

Chair: Derman Küçükaltan

- *Investigating Drivers Of Choice Behavior: Corporate Image, Perceived Risk And Trust Interactions Through Reputation Management (HUSEYİN A. KANIBİR, SIMA NART)*
- *The Impact Of Green Supply Chain Management Practices On Business Performance: The Case Of Chemical Industry (ADEM ÖĞÜT, D. MEHMET BİÇKES, METIN KAPLAN, EMINE ÖĞÜT)*
- *Loyalty Exists In Fuel Consumption Or Does Not? (CEYDA AYSUNA, SAHAVET GÜRDAL, UĞUR YOZGAT)*
- *The Effect Of Word Of Mouth Communications On Consumers' Purchasing Decisions: In A Globalized World A Case Study From Turkey (RUZIYE COP, FATİH SEN, NIYAZI GUMUS)*
- *Social Responsibility Projects Of The Service Firms Which Are Traded In Istanbul Stock Exchange's (ISE) Services Index (NILSUN SARIYER, SERHAT HARMAN, EBRU KANYILMAZ POLAT)*

Salon II (11:30-13:00): Foreign Direct Investment

Chair: Johan Hough

- *Purchasers' Involvement In Sustainable Development: Great Expectations And Various Realities (FABIENNE FEL)*
- *Policies And Strategies For The Promotion And Attraction FDI In Services (VESNA BABIĆ-HODOVIĆ, ELDIN MEHIĆ)*
- *The Relationship between Subsidiary Size And Subsidiary Autonomy In Turkish Outward Foreign Direct Investments (İBRAHİM ANIL, BINALI DOĞAN)*

Salon III (11:30-13:00): Strategic Intentions and Orientations

Chair: Güngör Onal

- *Cognitive Plasticity And Strategic Change (GEOFFREY LEWIS, TATIANA ZALAN)*
- *Measuring The Levels Of Strategic Orientations And Their Effects On Firm Performance In Turkish Family Firms : An Empirical Study (CEMAL ZEHİR, ERKUT ALTINDAĞ)*
- *A Study On The Causes Of Strategies' Not Leading To Success (MEHMET ALI KÖSEOĞLU, MEHMET BARCA, KEMAL KARAYORMUK)*
- *A Content Analysis For Vision And Mission Statements Of Turkish Universities (HULUSI DOĞAN, HASAN İBİCİOĞLU)*

(13:00-14:00): LUNCH

Session VI (14:00-15:30)

Main Hall I (14:00-15:30): Innovation Management

Chair: Binali Doğan

- *The Relationship Between Firm Intellectual Capital And The Competitive Advantage (İPEK KOÇOĞLU, SALIH ZEKI İMAMOĞLU, HÜSEYİN İNCE)*
- *The Effects Of Organizational Politics And Strategic Posture On Innovation Performance (SEVKI OZGENER, ADEM OGUT, METIN KAPLAN, D. MEHMET BICKES)*
- *The Effects Of Organizational Factors On R&D Capability (ALI E. AKGÜN, HALIT KESKIN, AYŞE GÜNSEL, EVREN ÖZTÜRK)*

Salon II, (14:00-15:30): Strategic Alliances

Chair: Fabienne Fel

- *A Qualitative Study Of Key Success Factors For Multinational Corporations Operating In Sub- Saharan Africa (A.C. PARKER, J. HOUGH, E.W. NEULAND)*
- *Strategic Alliances And The Impacts Of Star Alliance Network On Turkish Airlines (ÖZLEM ATALIK, ALI HALICI)*
- *Attitudes Towards Strategic Supplier Alliances In The Natural Stone Supply Chain: The Case Of Global Companies (SÜLEYMAN BARUTÇU, MUSTAFA TANYERİ, ŞÜKRÜ GÖREN)*
- *An Investigation Of Centrality In The South African Company Network (HAMIEDA PARKER, IAN DURBACH)*

Salon III, (14:00-15:30): Entrepreneurship & SMEs

Chair: Sudi Apak

- *Is Intellectual Capital Antecedent Of Entrepreneurship Orientation (EROL EREN, EBRU BEYZA KOCAPINAR)*
- *Social Entrepreneurship: Is It Valid For Corporations? (SENEB BESLER, AYTÜL A. ÖZDEMİR, MUAMMER SARIKAYA)*
- *Strategies For Developing The SMEs Business And Entrepreneur Opportunities In Pakistan (F.M.SHAIKH, M.SALEEM RAHPOTO)*
- *Knowledge Transfer (Kt) Practices In Small And Medium Enterprises (SMEs) Of Turkish Textile And Apparel Industry (DABABRATA NARAYAN CHOWDHURY, LYNNE BUTEL, İ. HAKKI ERASLAN AND ISMAIL BAKAN)*
- *Cluster-Based Strategies For Competitive Advantage Of Small And Medium Enterprises (SMEs) (İ. HAKKI ERASLAN, MELİH BULU, İSMAIL BAKAN, DABABRATA NARAYAN CHOWDHURY)*

(15:30-16:00): COFFEE BREAK

Session VII (16:00 – 17:30)

Main Hall I (16:00 – 17:30): Organizational Behavior

Chair: Güngör Tuncer

- *The Moderating Role Of Formalization In Determining The Effects Of Strategic Flexibility And Perceived Risk On Affective Organizational Commitment (MEHMET ŞERİF ŞİMŞEK, ŞEVKI ÖZGENER, METIN KAPLAN, ASLI KAPLAN, GÖKŞEN TOPUZ)*
- *Are The Workers And Managers Having Same Level Commitment To Organization? A Research In Organizational Echelons With Logistic Regression Model With Implication Of Quasi Variance (ASLI EKMEKCI, NILAY YUCEL, MURAT KASIMOĞLU)*
- *The Process Of Cross-Cultural Business Negotiations: A Comparison Of American, Japanese And Turkish Approaches (SİBEL NİTELİK)*
- *A Research To Determine The Stress Factors On The Employees That Are Dismissed Due To The Downsizing Strategy (BÜNYAMIN AKDEMİR, SİNEM GÜRAVŞAR GÖKÇE)*

Salon II (16:00 – 17:30): International Integration

Chair: Mustafa Aykaç

- *China-Africa Cooperation In The 21st Century: Analysis Of The Obstacles And Challenges To Good Cooperation (KIERAN E. UCHEHARA)*
- *Management Of The Governmental Support Of Russian Agro-Industrial Complex On Entering The World Market (KUZNETSOV N.G., OVCHINNIKOV V.N., SOLDATOVA I.Y., CHURIKOVA K.S.)*
- *Effective International Expansion Strategies Of Developing Countries: Some Preliminary Evidence From The Turkish Manufacture And Export Of Television Sets (TANSES GÜLSOY, ÖZLEM ÖZKANLI, RICHARD LYNCH)*
- *Turkey's Role In Process Of Eurasian Economic And Strategic Integration (SEFER ŞENER, MESUT SAVRUL, CÜNEYT KILIÇ, YEŞİM KARADAĞ)*

Salon III, (16:00 – 17:30): Ambidexterity

Chair: Ruhet Genç

- *Working With Multiple Partners: Balancing The Efficiency – Flexibility Tension (MARIANA DODOUROVA)*
- *Organizational Ambidexterity: An Empirical Examination Of Organizational Factors As Antecedents Of Organizational Ambidexterity (ŞÜKRÜ AKDOĞAN, ASUMAN AKDOĞAN, AYŞE CİNGÖZ)*
- *Ambidexterity: The Combination Of Seemingly Conflicting Priorities (LÜTFİHAĞ ALPKAN, SELİM AREN)*
- *Public-Private Partnerships: Theory And Practice In Global Perspective (M. TURAN ÇUHADAR)*

(18:00 – 18:45): Discussion Meeting and Announcement of 6th International Strategic Management Conference, 2010

(20:00-23:00) GALA DINNER. FOYER AT THE STIAS CONFERENCE VENUE