

# Table of Contents

## ICSMR 2011 Session 1

The Analysis of Effective Factors on Family Business Transition to the Next Generations in Iran: Strategic Management Perspective <i>Mohammadreza Zareie</i>	1
Operations Management as Practice of Organizations' Strategic Management in Relation to the Environment <i>Petra Horváthová and Marcela Davidová</i>	8
Integrating sustainability principles into public sector policy-making in developing and transition economies <i>Dr Tapan Sarker and Mehdi Azam</i>	13
History of accountancy. A chronological approach <i>Moise Cîndea, Iuliana Marina Cîndea, Gabriela Ciurariu, Alexandru Trifu and Corneliu Durdureanu</i>	18
Service Quality and Customer Satisfaction in a Telecommunication Service Provider <i>Siew-Phaik Loke, Ayankunle Adegbite Taiwo, Hanisah Mat Salim and Alan G. Downe</i>	24

## ICSMR 2011 Session 2

Dynamic representation of Strategic Construct <i>Manuel T. Fernandes</i>	30
The Impact of Rewards and Motivation on Job Satisfaction in Water Utility Industry <i>Khalizani Khalid, Hanisah Mat Salim and Siew-Phaik Loke</i>	35
Integrating Total Quality Management and Knowledge Management to Supply Chain Learning: A Structural Approach <i>Siew-Phaik Loke, Alan G. Downe, Murali Sambasivan, Khalizani Kalid and Keng-Boon Ooi</i>	42
The Role of Positive Emotion in Trust Repair <i>Jyh-Jeng Wu, Shu-Hua Chien, Ying-Hueih Chen and Hsin-Tzu Chang</i>	48
The inference of stickiness to trust repair in virtual community <i>Jyh-Jeng Wu, Shu-Hua Chien, Ying-Hueih Chen and Wan-Ru Lin</i>	53

## ICSMR 2011 Session 3

Evaluating the Strategies of Iranian Mining Sector Using a Integrated Model <i>Mohammad Majid Fouladgar, Siamak Haji Yakhchali, Abdolreza Yazdani-Chamzini and Mohammad Hossein Basiri</i>	58
Theorising Strategy Map <i>Dr Eddie Yu and Professor Ken Kamoche</i>	64
Using the AHP-ELECTREIII integrated method in a competitive profile matrix <i>Meysam Borajee and Siamak Haji Yakchali</i>	68
The influence of the institutional context on the progree of monetary integration <i>Ana Iolanda Voda, Iuliana Marina Cindea and Moise Cindea</i>	73
An RBF-Based Neuro-fuzzy System for Scenario Planning in Project Management <i>Vahid Khatibi, Siamak Haji Yakhchali and Abbas Keramati</i>	77

#### **ICSMR 2011 Session 4**

Critical Review of a Risk Assessment Method and its Applications <i>Silvianita, Mohd. Faris Khamidi and Kurian V. John</i>	83
Responsible Consumption awareness among Chinese Exchange Business Students in France <i>Carlos RABASSO and Javier RABASSO</i>	88
Strategic thinking, the necessity of present managers of Iran <i>Bagher Arayesh and Emad golmohammadi</i>	93
Uncertainty and fluctuations on the stock markets <i>Costin Ciora, Sebastian Madalin Munteanu, Ionut Gheorghe Hrinca and Radu Ciobanu</i>	97
Supply Chain Collaboration – What’ s an outcome? : A Theoretical Model <i>Chonticha Mathuramaytha</i>	102

#### **ICSMR 2011 Session 5**

Leader’ s Vision to Retaining Employees to Work for Nongovernmental Organization (NGOs) in Thailand <i>Matchakarn Ya-anan and Chanchai Bunchapattanasukda</i>	109
Technology Adoption Life Cycle Model in Different Environment:Exploratory Evidence from Nigerian Telecom Market <i>Aminu Ahmad</i>	114
The process of a successful leisure firm’ s growth <i>Feng-Hsu Liu, Lu-Jui Chen and Heng-Yih Liu</i>	121
International Marketing Strategy of Design-Driven Companies <i>Tatiana Lishchenko, Meng-Dar Shieh and Kuo-Hsiang Chen</i>	126
The Influence of Sale Promotion Factors on Purchase Decisions: A Case Study of Portable PCs in Thailand <i>Rangsan Nochai and Titida Nochai</i>	130

#### **ICSMR 2011 Session 6**

Using Fuzzy TOPSIS to Determine Strategy Priorities by SWOT Analysis <i>Mazaher Ghorbani, R. Velayati and M. M. Ghorbani</i>	135
A Strategic Outlook for Managing Information and Communication Technology: An Overview <i>Mehdi Asgarkhani</i>	140
Revealing the Insights of the Online Research Recommendations of Professional Financial Institutions by Investigating their Trading Behavior <i>Chaochang Chiu, Yuanling Hsu, Hannming Haung, Rueijiau Sung and Chi-I Hsu</i>	145
The Analysis of Hotel Customer Generated Contents in Weblogs <i>Rueijiau Sung, Chaochang Chiu, Peiyu Hsieh and Huiling Chou</i>	150
“Micro-level Foundation Dynamics” : Strategic Leadership Management Solution to Enhance Employee Creativity <i>Palin Phoocharoon</i>	155

#### **ICFME 2011 Session 7**

Informed and Uninformed Brokers and Execution Costs <i>Andrew Lepone and Jun George Li</i>	160
CFDs and Liquidity Provision <i>Andrew Lepone and Jin Young Yang</i>	164

A study of a liquidated budgetary report contribution on government accountability and future planning in Iran <i>Daneshfard, Karamollah</i>	169
Evaluating the internal efficiency of general and special short term training centers of Universities and providing related Model <i>Zolfeghar Rashidi and Karamolah Danesh Fard</i>	175
The Global Governance Reform, the G-20 and the Restructuring of the International Financial Architecture <i>Gokhan Ozkan</i>	181
<b>ICFME 2011 Session 8</b>	
A Success Measurement Model for Construction Projects <i>Shahrzad Khosravi and Hamidreza Afshari</i>	186
Who really pays Value Added Tax (VAT) in developing countries? Empirical evidence from Bangladesh <i>Nahida Faridy and Tapan Sarker</i>	191
Vulnerability to Poverty and Risk Management of Rural Farm Household in Northeastern of Thailand <i>Assist.Prof.Dr.Thitiwan Sricharoen</i>	196
Information Asymmetry in Syndicated Loans: the Cost of the Distribution Method <i>Claudia Champagne and Frank Coggins</i>	201
Recent Developments in Mineral Tax Policy Reform: the lessons from the Global Financial Crisis <i>Dr Tapan Sarker</i>	206
<b>ICFME 2011 Session 9</b>	
Influencing the environmental behavior through the green marketing.The Case of Romania <i>Neagu,Olimpia</i>	210
Electorally-induced crime rate fluctuations in Argentina <i>Osvaldo Meloni</i>	215
Financial Market Structure and SME' s Financing Constraints in China <i>Jiaobing and Yuanyi</i>	220
Hot Money vs. Cool Money – A Probability Model for the Trend of Investment Cash Flow <i>Yixun Shi</i>	226
Economic Design of the VSI Charts for Cumulative Counting of Conforming Items <i>Yan-Kwang Chen and Chien-Yue Chen</i>	231
<b>ICFME 2011 Session 10</b>	
A Case-based Reasoning System with Two-dimensional Reduction Techniques for Classification of Leisure Constraints <i>Fei-Rung Chiu and Cheng-Yi Wang</i>	236
International Capital Flow and Portfolio Diversification through Depository Receipts <i>Prabina Rajib</i>	241
Determinants of Capital Structure – A Study of Manufacturing Sector PSUs in India <i>Chandra Sekhar Mishra</i>	247
Reliability Analysis on Evaluating Process Performance with Sample Information	253

<i>Hung-Chin Lin</i>	
Sovereign Default Risk and Sustainable Fiscal Policy <i>Mihai Roman, Monica Roman and Magdalena Talvan</i>	259
<b>ICFME 2011 Session 11</b>	
An Overview of Financial Resources Allocation in China <i>Zheyi Liu</i>	263
Yen-Synchronization of Floating East-Asian Currencies: A Regime-Switching Regression Model and Micro-Structural Analysis <i>Hong-Ghi Min</i>	268
Model-Based Earnings Forecast and Macroeconomic Conditions <i>David C. Broadstock, Yan Shu and Bing Xu</i>	273
An Empirical Analysis of the Effect of Credit Rating on Trade Credit <i>Jian-Hsin Chou, Mei-Ching Yang and Tsung-Te Lin</i>	278
Critical Analysis of Inflation and Price Stability in Monetary Policy <i>Mr. Sc. Esad Kadušić, Petar Bojović and Amela Žgalj g.e.e.</i>	284
<b>ICFME 2011 Session 12</b>	
Signaling Efficiency of Forward Looking Information under IFRS <i>Zheming Wang, Zhijun Lin and Ming Liu</i>	291
Does the Economic Crisis Call for Reinforcing Ethics? <i>Geetanee Nepal</i>	297
An investigation of the role of ethical behavior in the development of social security <i>Hamid Nakhaie and Asma Esmail Zadeh</i>	303
A Survey of the Relationship between Organizational Culture and Ethical Behavior of the State Organizations Staff in Kerman (Kerman is a city in Iran) <i>Hamid Nakhaie, Hossein Shariat and Esmail Kavousi</i>	308
Knowledge Management and Measuring its impact on Organisational Performance <i>Mostafa MOBALLEGHI and Golnessa GALYANI MOGHADDAM</i>	315
<b>ICFME 2011 Session 13</b>	
Levels of Analysis and Hofstede's Theory of Cultural Differences: The Place of Ethnic Culture in Organizations <i>Hamza Khastar, Reza Kalhorian, Gholam Ali Khalouei and Meghdad Maleki</i>	320
Career Advancement Barriers in Malaysian Federal Public Service <i>Abdul Ghani Azmi, I., Syed Ismail, S. H. and Basir, S. A.</i>	324
The Reverse Mortgage-a Response to Ageing Polish Society <i>Iwa Kuchciak</i>	329
Factors in Estimating Compensation in Personal Injury and Wrongful Death using Actuarial Approach <i>Haslifah Hashim and Massita Mohamad</i>	334
Mastering several foreign languages: a real competitive advantage for the newly-graduates <i>Irina Raluca Ciobanu and Anca Liliana Bujor</i>	338
<b>ICFME 2011 Session 14</b>	
Sustainable Household Economics: A Case of Altering Income of Small- Scale Fishermen in	343

Indonesia	
<i>Achmad Zamroni and Masahiro Yamao</i>	
The Relevance of Glaserian and Straussian Grounded Theory Approaches in Researching Human Resource Development	348
<i>Udaya Mohan Devadas, Abu Daud Silong and Ismi Arif Ismail</i>	
Optimization of Return under Risk constraint: An application on Indian Banks	353
<i>Dr. Arun Kumar Misra</i>	
The Impact of Stock Market Liberalization and Macroeconomic Variables on Stock Market Performances	358
<i>Noor Azryani Auzairy, Rubi Ahmad and Catherine S F Ho</i>	
Earnings Restatement and Stock Compensation	363
<i>Hsueh-En Hsu</i>	
<b>ICFME 2011 Session 15</b>	
TESTING RELATIONSHIP OF PRIVATE INVESTMENT AND GDP WITH FISCAL DEFICIT	367
<i>Goher Fatima</i>	
Simulation of The Production Line Repair Time Via Dynamic Systems	373
<i>Professor Mohammad Namazi, Hamed Forougozar and Navid Reza Namazi</i>	
The impact of dark matter on sustainability of current account imbalance	379
<i>Chien-Jung Ting</i>	
Changes in the Efficiency of Agricultural Production in Asian Countries	386
<i>Dr. Wuttipong Arjchariyartong</i>	
Estimating a Fiscal Reaction Function for Greece	391
<i>Tiberiu Stoica and Alexandru Leonte</i>	
<b>ICFME 2011 Session 16</b>	
The study of cultural development obstacles of capital market in Iran	396
<i>Hamid Nakhaie and Asma Esmail Zadeh</i>	
Family and Government Influence on Goodwill Impairment: Evidence from Malaysia	400
<i>Noraini Omar and Norman Mohd-Saleh</i>	
Banking Reforms and Economic Growth: A Case Study of Pakistan	405
<i>Wali ur Rehman</i>	
Author Index	411