



*6th*  
**International Interdisciplinary  
Business-Economics Advancement Conference**

09 - 13 May, 2016, Miami, Florida, USA



## **IIBA Conference Program**

May 2016

Time		Activity	Place
<b>Monday, May 9, 2016</b>			
11:00 AM	2:30 PM	Boarding	Miami, Florida, USA
6:30 PM	7:30 PM	Welcome Reception	Spotlight Lounge
7:30 PM	8:30 PM	<i>Keynote Speak:</i> <b>Designing Tourism Places: The New Science of Tourism Experiences</b> by Dr. Daniel R. Fesenmaier	Spotlight Lounge
<b>Tuesday, May 10, 2016</b>			
8:30 AM	12:20 PM	Registration	Conference Center
9:00 AM	10:40 AM	Session 1.1	Conference Room
9:00 AM	10:40 AM	Session 1.2	Spotlight Lounge
10:40 AM	11:00 AM	Coffee Break*	Each Meeting Room
11:00 AM	12:20 PM	Session 2.1	Conference Room
11:00 AM	12:20 PM	Session 2.2	Spotlight Lounge
12:20 PM	2:00 PM	Lunch	Windjammer Cafe
2:00 PM	11:59 PM	Enjoy your day @	Nassau, Bahamas
<b>Wednesday, May 11, 2016</b>			
8:00 AM	3:00 PM	Enjoy your day @	CocoCay, Bahamas
12:20 PM	2:00 PM	Lunch	Windjammer Cafe
3:00 PM	4:20 PM	Session 3.1	Conference Room
3:00 PM	4:20 PM	Session 3.2	Spotlight Lounge
4:20 PM	4:40 PM	Coffee Break*	Each Meeting Room
4:40 PM	6:40 PM	Session 4.1	Conference Room
4:40 PM	7:00 PM	Session 4.2	Spotlight Lounge
7:00 PM	7:45 PM	<b>Closing Remarks, Award Ceremony &amp; Group Picture</b>	Conference Room
<b>Thursday, May 12, 2016</b>			
9:00 AM	10:30 AM	<b>Optional Session: M3 Link &amp; AccKnowledge Training</b>	Conference Room
10:00 AM	6:00 PM	Enjoy your day @	Key West, Florida
<b>Friday, May 13, 2016</b>			
7:00 AM	8:00 AM	Arriving	Miami, Florida, USA

\*Cookies and beverages will be provided during the meeting in each meeting room

## Tuesday, May 10, 2016

9:00 AM

Session Chair: **Mahmut Tekin**

### 10:40 AM Session 1.1: Conference Room

Stock Market Valuation of Human Resource Investment: An Empirical Investigation of Firms in the FTSE 100

-**Taufiq Choudhry, Ranadeva Jayasekera and Krishanthi Vithana**, *Human Resource Management*  
The Correlation between Leadership Style, Job Satisfaction and Productive Organizational Energy: The Context of Saudi Arabia

-**Zeyad Abualhamael**, *Human Resource Management*

Entrepreneurial Universities Index: A Scale Development Study

-**Mahmut Tekin, Tahsin Geckil and Ozdal Koyuncuoglu**, *Innovation & Entrepreneurship*

A Study on the Entrepreneurship Success Model of Students at Universities

-**Mahmut Tekin and Ertugrul Tekin**, *Innovation & Entrepreneurship*

A Research on Determination of Entrepreneurship Features of Entrepreneurial Candidates of Karaman Province

-**Mehmet Ali Canbolat, Hakan Candan, Bulent Darici and Ozdal Koyuncuoglu**, *Innovation & Entrepreneurship*

9:00 AM

Session Chair: **Sumaiya Zaman**

### 10:40 AM Session 1.2: Spotlight Lounge

Determinants of Forward-looking and Risk Disclosure in Qatar

-**Mohammed Elgammal, Khaled Hussainey and Fatma Zaki**, *Corporate Finance & Governance*

Distributing Value Added: In Search of Socioemotional Wealth of the Family Business

-**Jose L. Gallizo, Jordi Moreno and Manuel Salvador**, *Corporate Finance & Governance*

Creditor Concentration, Negative Profits and Economic Natural Selection: US Airlines, 2001-8

-**Ranadeva Jayasekera and Geoff Meeks**, *Corporate Finance & Governance*

Effect of Risks in Earnings Components on Cost of Equity: Evidence from Jordan

-**Moh'D Ajlouni and Khalid Bataineh**, *Finance & Banking*

Can accounting ratios determine change in market share price? Spotlight on the Dhaka Stock Exchange Listed Private Commercial Banks of Bangladesh

-**Sumaiya Zaman**, *Finance & Banking*

10:40 AM

Coffee Break

11:00 AM

11:00 AM

Session Chair: **Mehmet Cihan Yavuz**

### 12:20 PM Session 2.1: Conference Room

Destination Branding in Industry 4.0: Enhancing Brand Experience Systems by Using Digital Touch Points

-**Mehmet Cihan Yavuz**, *E-Business & IT*

Exploring the Determinants of Administrative Service Consequence and Efficiency from Online G2C

Interaction Data: An Innovative Analytic Method and Its Empirical Application

-**Nan Zhang and Qitian Tan**, *E-Business & IT*

A Rush's Live Broadcast May Demo Top the Search Engine Results Page (SERP) of the Flipped-Classroom of Smart-Phones: "Backtest1" Thru... "Backtest11" for Week1 Thru 11 Anonymous Unauthenticated Interactive Access

-**Avi Rushinek and Sara Rushinek**, *E-Business & IT*

Tele-Teach Demo Extends On-Site Classrooms for Free WWW Clouds: A Rush's Live Broadcast May Do It Yourself (DIY) MOOCs Repurposing Surveillance PTZ-Cam Audit, Training & Testing- No IT Support Needed (No-Marginal Cost)

-**Avi Rushinek and Sara Rushinek**, *E-Business & IT*

11:00 AM

Session Chair: **Hasnat Dewan**

### 12:20 PM Session 2.2: Spotlight Lounge

A Review of the Quality of Life and Other Composite Country Performance Indices: How useful are they?

-**Hasnat Dewan**, *Economics*

The Output Responses to Fiscal Impulses: A Nonlinear Approach for the Case of Turkey

-**Aysen Arac**, *Economics*

An Analysis for Global Competitiveness of the United States

-**Ahmet Incekara and Elif Haykir Hobikoglu**, *Economics*

The Efficiency of the Keynesian Fiscal and Monetary Policies and Their Relevance in Today's Economic Conjuncture

-**Ozlen Hic**, *Economics*

12:20 PM

Lunch

2:00 PM

## Wednesday, May 11, 2016

3:00 PM

Session Chair: Rahman Temizkan

4:20 PM **Session 3.1: Conference Room**

TIYADER: A Non-Governmental Organization Building A Common Sense in Tourism Sector

-**Rahman Temizkan, Ali Erbas and Fikret Gokce**, *Hospitality & Tourism*

Influence of Information Technology Adoption for Job Satisfaction in the Airline Industry of Pakistan

-**Stella Mariam Sardar, Jokull Hafthor Johannesson and Lynne Nikolychuk**, *Hospitality & Tourism*

Online Marketing and Hotel's Spa Website Designs

-**S. Pinar Temizkan and Beybala Timur**, *Hospitality & Tourism*

Importance of Ecotourism for Local Development: Ihlara Valley Case

-**Sermin Senturan and Nabi Yavuz Senturan**, *Hospitality & Tourism*

3:00 PM

Session Chair: S.R. Dominick

4:20 PM **Session 3.2: Spotlight Lounge**

Effects of Production Methods and Origin Information on Consumer Preferences for Ornamental and Food Producing Plants

-**Hayk Khachatryan and Alicia Rihn**, *Consumer Behavior*

Moderating Impact of Demographic Characteristics on Business Travelers' Reaction toward Online Reviews

-**Faranak Memarzadeh and Shane C. Blum**, *Consumer Behavior*

Measurement of Awareness of Students on the Subject of Conscious Consumption and Consumer Rights

-**Murat Oz, Mustafa Enes Tepe, Mehmet Ali Canbolat and Ozdal Koyuncuoglu**, *Consumer Behavior*

Investigating Household Budget Preferences with a Spotlight on the Healthfulness of Food Expenditures

-**S.R. Dominick and Nicole Olynk Widmar**, *Social Science Studies*

4:20 PM

Coffee Break

4:40 PM

4:40 PM

Session Chair: Ruhet Genc

6:40 PM **Session 4.1: Conference Room**

Service Quality, Destination Image Perceptions and Future Intentions of Thermal Tourists in Turkey

-**Mehmet Kasli and Beybala Timur**, *Hospitality & Tourism*

National Tourism Planning Based On University Degrees and Tourism Professions: TIYADER Model

-**Ali Erbas, Rahman Temizkan and Duran Cankul**, *Hospitality & Tourism*

Classification of Event and Meeting Technology

-**Tsu-Hong Yen, Pi-Shin Wey and Kate Sullivan**, *Hospitality & Tourism*

The Importance of Gastronomy in Tourism Management

-**Ruhet Genc**, *Hospitality & Tourism*

The Impact of Financial Incentive Amount on Response Speed and Quality in Mechanical Turk

-**Cihan Cobanoglu, Katerina Berezina, Muhittin Cavusoglu, Lena Ciftci, and Faizan Ali**, *Marketing*

Using Mechanical Turk Respondents as a Replacement of General Public in Online Surveys

-**Cihan Cobanoglu, Katerina Berezina, Muhittin Cavusoglu, Lena Ciftci, and Faizan Ali**, *Marketing*

4:40 PM

Session Chair: Richard McNeill

7:00 PM **Session 4.2: Spotlight Lounge**

Developing a New Business Model for Existing Customers

-**Paul Alpar and Maria Bugaeva**, *Management*

Investigating Customer Experience in Medical Tourism - A Managerial Approach

-**Mehmet Cihan Yavuz and Zafer Buzcu**, *Marketing*

Death of a Salesman: The Rise of Third-Party Intermediaries

-**Richard McNeill**, *Marketing*

Storytelling in Destination Brand Communication: A Qualitative Analysis

-**Mehmet Cihan Yavuz, Muzaffer Sumbul, Nuket Elpeze Ergec and I. Cetin Derdiyok**, *Marketing*

The Measurement of Service Quality in Airline Transportation: A Case of Trabzon Airport

-**Salih Yildiz, Orhan Cavusoglu and Muhittin Cavusoglu**, *Marketing*

Influence of Facebook Applications on Consumer Purchase Intention: A Case Study Of Generation Y

-**Salih Yildiz, Emel Yildiz and Ali Tehci**, *Marketing*

The Effect of Leader-Member Exchange (Lmx) on Organizational Cynicism: A Case Study of Hotel

Enterprises in Turkey

-**Abdulkadir Corbaci, Kerem Kaptangil, Hayrullah Cetin and Caner Caliskan**, *Social Science Studies*

7:00 PM

7:45 PM **Closing Remarks, Award Ceremony & Group Picture**

## Thursday, May 12, 2016

9:00 AM

10:30 AM **Optional Session in Conference room: M3 Link & AccKnowledge Training**