

IABPAD

The International Academy

of

**Business and Public Administration
Disciplines**

**Conference Program
Istanbul, Turkey**

July 28-31, 2016



www.iabpad.com

WELCOME

Welcome to the 2016 International Academy of Business and Public Administration Disciplines (IABPAD) Summer Conference in Istanbul, Turkey. The goal of this conference is to provide an opportunity for participants to present their research papers and exchange ideas and ways by which private and public organizations and nations can meet global challenges in the twenty-first century. We hope that all of you enjoy your visit to Istanbul and find the various sessions and other activities of the IABPAD worthwhile and enjoyable.

We are proud to announce that participants at this conference have made significant contributions to the literature through their research and advanced ideas. We encourage you to explore outside your disciplines and sample the work of your peers from across the spectrum.

We are glad to announce that the IABPAD sponsors seven refereed journals. *International Journal of Business and Public Administration (IJBPA)*, *International Journal of Business and Economics Perspectives (IJBEP)*, *International Journal of Education Research (IJER)*, *International Journal of Business, Accounting, and Finance (IJBAF)*, *International Journal of Business, Marketing, and Decision Sciences (IJBMDs)*, *International Journal of Management and Human Resources (IJMHR)*, and *International Journal of Business Research and Information Technology (IJBRIT)*. Each journal has an ISSN number, issued by the library of Congress, Washington, DC. Articles published in the seven journals will be included in the databases of **EBSCO** publishing Inc. and **Gale/ Cengage Learning**.

We would like to thank those who agreed to participate as discussants and session chairs. We would like to extend our heart-felt and deepest appreciation to each of you. It is our authors and the conference participants who make the IABPAD successful and who support our efforts to achieve our goal. Thank you and have a great conference.

Abdalla Hagen
Program Chair

Raja Nassar
Conference Chair

Morsheda Hassan
Conference Coordinator

**THE INTERNATIONAL ACADEMY OF BUSINESS
AND PUBLIC ADMINISTRATION DISCIPLINES**

Conference Program

Thursday, July, 28, 2016

**3:00 PM – 5:00 PM: ARRIVAL OF PARTICIPANTS
ON-SITE CONFERENCE
REGISTRATION
Foyer**

Friday, July 29, 2016

**7:00 AM-8:00AM: BREAKFAST AT NOVOTEL
(For those residing at NOVOTEL)
Novist Restaurant**

**THE INTERNATIONAL ACADEMY OF BUSINESS
AND PUBLIC ADMINISTRATION DISCIPLINES**

Friday, July 29, 2016

**8:30 AM- 3:00 PM: ON-SITE CONFERENCE
REGISTRATION**

Foyer

8:30 AM-9:00 AM

***Morning Coffee
(Coffee, Juice, Pastries, and fresh fruit)***



9:00 AM to 10:30 AM Friday, July 29, 2016

Location: MARMARA I

Marketing or E-Commerce and the Internet Session

SESSION CHAIR: Tarek Taha Ahmed, Pharos University in Alexandria, Egypt

**AN EMPIRICAL ANALYSIS OF PRICE DISPERSION AND CUSTOMER SERVICES
IN ONLINE MARKETS (101)**

Reza Motameni, California State University Fresno, California

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ARABIAN FAST-FOOD FRANCHISE MARKET (103)**

**Muhammad Asad Sadi, King Fahd University of Petroleum and Minerals,
Dhahran, (Saudi Arabia)**

**A MULTIDIMENSIONAL CUSTOMER RELATIONSHIP MANAGEMENT (CRM)
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EMPIRICAL EXAMINATION ON COMMERCIAL BANKS OF DEVELOPING
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Tarek Taha Ahmed, Pharos University in Alexandria, Egypt

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**Christopher Cotter, University of Richmond, VA
Dana-Nicoleta Lascu, University of Richmond, VA
Mari Sato, University of Richmond, VA
Timothy Wing, University of Richmond, Richmond, VA**

**DISCUSSANTS: Dana-Nicoleta Lascu, University of Richmond, VA
Muhammad Asad Sadi, King Fahd University of Petroleum and
Minerals, Dhahran, (Saudi Arabia)**

10:30 AM to 12:00 (Noon) Friday, July 29, 2016

Location: MARMARA I

Accounting/Economics/Education Session

SESSION CHAIR: Lookman Buky Folami, Bryant University

RELEVANCE OF BUSINESS VALUTION TOPICS TO ACCOUNTING CURRICULUM (118)

Lookman Buky Folami, Bryant University

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Abdalla Hagen, Wiley College, Marshall, Texas

Semere Haile, Grambling State University, Grambling, Louisiana

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Morsheda Hassan, Wiley College, Marshall, Texas

Ibrahim Salem, Wiley College, Marshall, Texas

Haile Semere, Grambling State University, Grambling, Luoisiana

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Rafik I. Beekun, University of Nevada, Reno, NV

Nihat Alayoğlu, İstanbul Medipol Üniversitesi, Fatih/İstanbul, Turkey

Ali Osman Öztürk, İstanbul Medipol Üniversitesi, İstanbul, Turkey

Mehmet Babacan, İstanbul Medipol Üniversitesi, İstanbul, Turkey

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Pat Obi, Purdue University of North West

Shomir Sil, Purdue University of North West

DISCUSSANTS: Rafik I. Beekun, University of Nevada, Reno, NV

Rawia Farahat Hussein Farahat, Former Director General of

Commercial Research, Egyptian Ministry of Trade and Industry

Friday, July 29, 2016

12:30 (Noon)-1:45 PM

IABPAD

LUNCH

Novist Restaurant

2:00 PM to 3:30 PM Friday, July 29, 2016

Location: MARMARA I

International Business/Public Administration Session

SESSION CHAIR: Ginger Silvera, Zayed University, Dubai, United Arab Emirates

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Ginger Silvera, Zayed University, Dubai, United Arab Emirates

Linda Smail, Zayed University, Dubai, United Arab Emirates

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Özgür Önday, T. C. Yeditepe University, Istanbul, Kayisdagi, Turkey

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Begüm Öktem, Marmara University, Istanbul, Turkey

Cem Canel, University of North Carolina Wilmington, Wilmington, NC

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Muhammad Shoaib khan, University of Sindh, Jamshoro. Pakistan

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Altin kavadarli, Bogazici University, Istanbul, Turkey

DISCUSSANTS: Begüm Öktem, Marmara University, Istanbul, Turkey

Altin kavadarli, Bogazici University, Istanbul, Turkey

A. I. Muraina, A Renowned Chartered Management Practitioner &

A Retired Major General- Nigerian Army

The International Academy of Business and Public Administration Disciplines

Friday, July 29, 2016

3:00 PM-3:30 PM

Coffee Break

(Coffee, Juice, Pastries, and fresh fruit)

Foyer



3:30 PM to 4:00 PM Friday, July 29, 2016

Location: MARMARA I

Healthcare Management/ Finance Session

SESSION CHAIR: Jawad Abrache, Al Akhawayn University in Ifrane

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Ahmad Rahnema Alavi, University of Navarra

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Tyler Yu, Georgia Gwinnett College, Lawrenceville, GA

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Özgür Önday, T. C. Yeditepe University, Istanbul, Kayisdagi, Turkey

DISCUSSANTS: Ahmad Rahnema Alavi, University of Navarra

Tyler Yu, Georgia Gwinnett College, Lawrenceville, GA

Özgür Önday, T. C. Yeditepe University, Istanbul, Kayisdagi, Turkey

**THE INTERNATIONAL ACADEMY OF BUSINESS
AND PUBLIC ADMINISTRATION DISCIPLINES**

Conference Program

Saturday, July 30, 2016

**7:00 AM-8:00AM: BREAKFAST AT NOVOTEL
(For those residing at NOVOTEL)
Novist Restaurant**

**THE INTERNATIONAL ACADEMY OF BUSINESS
AND PUBLIC ADMINISTRATION DISCIPLINES**

Saturday, July 30, 2016

**8:00 AM-12:00 PM: ON-SITE CONFERENCE
REGISTRATION**

8:30 AM-9:00 AM

***Coffee & Pastries
Foyer***



9:00 AM to 10:30 AM Saturday, July 30, 2016

Location: MARMARA I

Accounting/Finance/Accounting Education Session

SESSION CHAIR: Danilo Tuccillo, Second University of Naples – Italy

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**Danilo Tuccillo, Second University of Naples – Italy
Francesco Agliata, Second University of Naples – Italy**

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Mohamed Fathy Elshahat, College of Commerce, Benha University, Egypt

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**Ofer Arbaa, Ruppin academic center, EMEK HEFER, ISRAEL
Uri Benzion, The western Galilee-college**

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Mehdi Hojjat, Neumann University, Aston – Pennsylvania, USA

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REPORTED FRAUD DATA (122)**

**Gary G. Johnson, Southeast Missouri State University
Kelley Eeftink, Southeast Missouri State University, Cape Girardeau**

DISCUSSANTS: Uri Benzion, The western Galilee-college

Mehdi Hojjat, Neumann University, Aston – Pennsylvania, USA

10:30 AM to 12:00 (Noon) Saturday, July 30, 2016

Location: MARMARA I

Management /Human Resource Management Session

SESSION CHAIR: Gezinus J. Hidding, Loyola University Chicago, IL

THE ROLE OF THE ENTERPRISE RISK MANAGEMENT WITHIN THE SOLVENCY II REGIME (102)

Helena Bešter, University of Ljubljana, Faculty of Economics (FELU)

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Atilade Olufemi Oshoniyi, University of Phoenix, Phoenix, Arizona

Zee Madueke, University of Phoenix, Phoenix, Arizona

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Thomas Bonnafoux,

Serhat Cicekoglu, Anka Capital,

Gezinus J. Hidding, Loyola University Chicago, IL

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Abdulaziz Alangari, Taif University, Taif, Saudi Arabia

DISCUSSANTS: Helena Bešter, University of Ljubljana, Faculty of Economics (FELU)

Abdulaziz Alangari, Taif University, Taif, Saudi Arabia

Saturday, July 30, 2016

12:00(Noon)-1:30PM

IABPAD

LUNCH

Novist Restaurant

1:30 PM to 3:00 PM Saturday, July 30, 2016

Location: MARMARA I

Management/ Human Resources Management Session

SESSION CHAIR: Salah El Sabaaa, The Future University in Egypt , Cairo

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Özgür Önday, T. C. Yeditepe University, Istanbul, Kayisdagi, Turkey

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Tuncay Yaylali, Yeditepe Univerisy, Istanbul, Kayisdagi, Turkey

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Cansu Çakır, Yeditepe University, Istanbul, Kayışdağı

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Erkan Şirin, Gazi University, Ankara, Turkey

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Salah El Sabaaa, The Future University in Egypt , Cairo

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Erkan Şirin, Gazi University, Ankara, Turkey

The International Academy of Business and Public Administration Disciplines

Saturday, July 30, 2016

3:00 PM-3:30 PM

Coffee Break

(Coffee, Juice, Pastries, and fresh fruit)

Foyer



3:00 PM to 4:30 PM Saturday, July 30, 2016

Location: MARMARA I

Economics/CBI/ Finance/Education Session

SESSION CHAIR: Mohammad I. Elian, Gulf University for Science and Technology, Kuwait

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Mehmet Dalkir, University of New Brunswick, NB

Elif Dalkir, University of New Brunswick, NB

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Abdus Samad, Utah Valley University, Orem UT

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Mohammad I. Elian, Gulf University for Science and Technology, Kuwait

Nabeel Sawalha, Gulf University for Science and Technology, Kuwait

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Samuel Akinyemi, Lagos State University, Ojo Lagos State, Nigeria

Iyiomu Akinrotimi Oyetakin, Adekunle Ajasin University, Akungba, Ondo State, Nigeria

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Silvana Trimi, University of Nebraska – Lincoln

Freida C. Palma, Dong-A University, Busan, South Korea

**DISCUSSANTS: Silvana Trimi, University of Nebraska – Lincoln
Abdus Samad, Utah Valley University, Orem UT**

9:00 AM to 10:00 AM Sunday, July 31, 2016

INFORMAL MEETING

Publications and other Relevant Matters

Foyer

MESSAGE FROM THE IABPAD ORGANIZERS

We have received more than one hundred submissions to the IABPAD conference in Istanbul. This year we have about 30% of the regular program because about 70% of the participants have cancelled their attendance due to the unfortunate recent incidents.

Since it is a small conference, please attend as many presentations as you can. Your contribution, cooperation, and attendance will make a great difference.

The conference provides opportunities for participants from business and related fields to attend, present their research, and interact with members from inside and outside their own areas of specialization.

The IABPAD Conference Proceedings have the ISSN Number 547-4836 issued by the Library of Congress, Washington D.C.

Continuing Professional Education (CPE). The IABPAD provides a form documenting certain hours of participation for participants seeking CPE.

Seeking Employment or Looking to Change Position: The IABPAD allows institutions the opportunity to post positions by using flyers.

IABPAD Membership: The application for membership is available on the website.

The IABPAD has a direct submission to the IABPAD refereed journals. We encourage you to submit your paper and future papers for review for possible publication in one of the journals.

ABDALLA HAGEN
PROGRAM CHAIR

RAJA NASSAR
CONFERENCE CHAIR

MORSHEDA HASSAN
CONFERENCE COORDINATOR

JOURNAL PUBLICATION

If you are interested in publishing a paper in one of the IABPAD refereed journal, please email your paper for double-blind review and potential publication in one of the following IABPAD refereed journals. Please email your paper at: iabpad.journals@suddenlinkmail.com Journals are independent of the conferences.

Any researcher or professional interested in Business and Business Administration Disciplines around the world is welcomed to attend the IABPAD conferences or publish in the peer-reviewed IABPAD affiliated journals. Journals are independent of the conferences and their aim is to publish original, theoretical, empirical, or applied, research papers related to business and public administration. If you wish to submit your paper for review, please fill out the attached submission form and email it with your submission in Microsoft Word to: iabpad.journals@suddenlinkmail.com

International Journal of Business and Public Administration (IJBPA)
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These publications are affiliates of The International Academy of Business and Public Administration Disciplines. The purpose of this Academy is to support and encourage teaching, research, and the advancement and exchange of knowledge throughout the world. The IJBAF, IJBEP, IJBPA, IJER, IJBMDs, IJBRIIT, and IJMHR are vehicles for achieving the objectives of this Academy.

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Sincerely,

Abdalla Hagen, Ph.D.
IABPAD Program Chair

The International Academy of Business and Public Administration Disciplines

LIST OF INSTITUTIONS

Adekunle Ajasin University, Akungba, Ondo State, Nigeria
Al Akhawayn University in Ifrane
Bogazici University, Istanbul, Turkey
Bryant University
California State University Fresno, California
College of Commerce, Benha University, Egypt
Columbus State University, GA
DeSales University, Center Valley, PA
Dong-A University, Busan, South Korea
Florida State University
Gazi University, Ankara, Turkey
Gebze Technical University, Gebze, Turkey
Georgia Gwinnett College, Lawrenceville, GA
Georgia Gwinnett College, Lawrenceville, GA
Gulf University for Science and Technology, Kuwait
Grambling State University, Grambling, Louisiana
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King Fahd University of Petroleum and Minerals, Dhahran, (Saudi Arabia)
Lagos State University, Ojo Lagos State, Nigeria
Loyola University Chicago, IL
Marmara University, Istanbul, Turkey
Muhammad Shoaib Khan, University of Sindh, Jamshoro. Pakistan
Neumann University, Aston – Pennsylvania, USA
Pharos University in Alexandria, Egypt
Purdue University of North West
Ruppin Academic Center, Emek Hefer, Israel
Sam Houston State University
Second University of Naples – Italy
Southeast Missouri State University, Cape Girardeau
T. C. Yeditepe University, Istanbul, Kayisdagi, Turkey
T. C. Yeditepe University, Istanbul, Kayisdagi, Turkey
Taif University, Taif, Saudi Arabia
The Future University in Egypt, Cairo
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University of Ljubljana
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University of New Brunswick, NB
University of North Carolina Wilmington, Wilmington, NC
University of Phoenix, Phoenix, Arizona
University of Richmond, VA
Utah Valley University, Orem UT
Valdosta State University
Wiley College in Marshall Texas
Zayed University, Dubai, United Arab Emirates

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**INTERNATIONAL ACADEMY OF BUSINESS AND PUBLIC
ADMINISTRATION TOPIC AREAS**

- . Accounting
- . Business Communication
- . Case Study
- . Contemporary Business Issues
- . Computer Information Systems
- . Curriculum and Students
- . Distance Learning
- . E-Commerce and the Internet
- . Economics
- . Education/Technology
- . Entrepreneurship/Small Business
- . Finance and Real Estate
- . Hotel and Tourism Administration
- . International Business
- . Legal, Social, and Ethical Issues in Business
- . Management
- . Marketing
- . Modeling and Forecasting
- . Non-Profit, Public Sector and Public Administration
- . Office Systems and Business Education
- . Other related Disciplines
- . Quantitative Methods
- . Statistics and Applications
- . Service and Health Care Management

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October, 19-22, DoubleTree by Hilton
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January, 2-5, Crowne Plaza –Orlando Universal
Orlando, Florida**

**The 2017 IABPAD SPRING CONFERENCE
April, 19-23, Doubletree Hotel Near the Galleria
Dallas, Texas**

**The 2017 IABPAD SUMMER CONFERENCE
July 25- 29, Marriott CasaMagna Puerto Vallarta
Puerto Vallarta, Mexico**