



# 2012 Zagreb International European Academic Conference Program and Schedule

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*14-17 October 2012*

Organized by West East Institute

## **Conference Activities:**

**Sunday** 5:30 PM – 7:00 PM

Pre-conference registration and reception with appetizers and cash bar

**Monday PM**

West East Institute board member meeting with complimentary dinner for board members

**Monday – Tuesday 8:30 AM – about 11:30 AM:**

Coffee and tea near the conference registration table

**Monday – Tuesday 8:00 AM – 4:00 PM:**

Concurrent sessions scheduled in two hour increments

**Wednesday (Free time for sightseeing)**

## Monday

9:00 a.m-10:45 a.m

**Room: Ban Zrinski**

Business&Economics and Management Track

Session Chair  
Lasma Dobele

Presentations:

### *EFFECTIVE NETWORK MANAGEMENT PRACTICES IN THE EYE CARE UNITS OF A PUBLIC HOSPITAL*

*Dr Werner Vermeulen  
University of the Free State  
South Africa*

*Dr Pax Ramela  
University of the Free State  
South Africa*

### *LAND RESOURCES FOR AGRICULTURAL PRODUCTION IN LATVIA*

*Aina Dobele  
Latvia University of Agriculture, Latvia*

*Irina Pilvere  
Latvia University of Agriculture, Latvia*

*Edgars Ozols  
Latvia University of Agriculture, Latvia*

*Lasma Dobele  
Latvia University of Agriculture, Latvia*

### *EVALUATION OF ENGAGEMENT AND COMMITMENT IN A GROUP OF DIRECTORS OF SECONDARY SCHOOLS*

*E-Session*

*Arévalo Navinés, M.A  
Ramon Llull University.  
Barcelona, Spain*

*Segura Bernal,  
Ramon Llull University.  
Barcelona, Spain*

### *THE APPLICATION OF QUALITY FUNCTION DEPLOYMENT FOR RECRUITING NEW GOVERNMENT STAFF*

*Dina Azleema binti Hj Mohamed Nor  
Universiti Teknologi Malaysia, Malaysia*

## Monday

11:00 a.m-12:40 p.m

**Room: Ban Zrinski**

Session Chair

Manuel Platero Jaime

Presentations:

*THE ROLE OF THE AGE IN THE INNOVATIVENESS OF MICROENTERPRISES:*

*TRADE-OFF OF EFFECTS*

*Manuel Platero Jaime*

*Universidad Europea de Madrid, Spain*

*Antonio Rodríguez-Duarte*

*Universidad Complutense de Madrid, Spain*

*Benito-Hernández, Sonia*

*Universidad Politécnica de Madrid, Spain*

*NATIONAL IDENTITY IN LATVIA FOR EFFECTIVE PLACE MARKETING*

*Kaspars Fogelmanis*

*Turiba University, Latvia*

*Raina Vira*

*Turiba University, Latvia*

*Eriks Lingeberzins*

*Turiba University, Latvia*

*Iveta Strele*

*Turiba University, Latvia*

*THE EFFECTIVENESS OF INTEGRATING KANO MODEL AND SERVQUAL INTO QUALITY FUNCTION  
DEPLOYMENT (QFD) FOR DEVELOPING TRAINING COURSES MODEL*

*Mohd Saiful Izwaan Saadon*

*Malaysian Institute of Industrial Technology, Malaysia*

*LEADERSHIP STYLES OF NURSE MANAGERS AT THE MINISTRY OF HEALTH HOSPITALS OF SAUDI  
ARABIA*

*Farhan Alshammari*

*RMIT University, Australia*

## Monday

14:00 p.m-15:40 p.m

**Room: Ban Zrinski**

Business&Economics and Management Track

Session Chair

Vitezslav Bican

Presentations:

*SPATIAL ECONOMETRIC ANALYSIS OF POVERTY IN NORTHERN HUNGARY BETWEEN 2000 AND 2010*

*Eszter Siposne Nandori  
University of Miskolc, Hungary*

*LABOUR MARKETS UNDER SIGNALLING*

*Vitezslav Bican  
University of Economics in Prague, Czech Republic*

*ROLE OF CULTURAL DISTANCE ON SELF-INITIATED EXPATRIATE ADJUSTMENT IN SAUDI  
UNIVERSITIES*

*Hammad K. Alshammari  
School of Management, RMIT University, Australia*

*Alan Nankervis  
School of Management, RMIT University, Australia*

*Dr Alan Montague  
School of Management, RMIT University, Australia*

*A RESEARCH ON PERFORMANCE APPRAISAL IN TURKEY*

*Ömer Faruk Ünal  
Süleyman Demirel Üniversitesi, Turkey*

## Monday

9:00 a.m-10:30 a.m

**Room: Ban Mazuranic**

Law, Humanities and Social Sciences Track

Session Chair

*Julie Chinnery*

Presentations:

*HUMAN TRAFFICKING AND EXPLOITATION: TARGETING VULNERABILITY FACTORS*

*Julie Chinnery*

*Royal Melbourne Institute of Technology, Australia*

*TRUST IN HOSPITALITY SOCIAL NETWORKS: SHIFT FROM ONLINE TO OFFLINE TRUST*

*Alexander Ronzhyn*

*Researcher at Deusto University, Spain*

*A SOCIOLOGY OF KNOWLEDGE APPROACH TO COOPERATIVE KNOWLEDGE GENERATION:  
IDEOLOGY AND STRUCTURAL TENSIONS OF NEPUDIA*

*E-Session*

*Shing-Chung Jonathan Yam*

*Chinese University of Hong Kong, Hong Kong*

## Monday

11:00 a.m-12:30 p.m

**Room: Ban Mazuranic**

Education and Teaching Track

Session Chair

*Isabel Farinha*

Presentations:

### *LESSONS LEARNED FROM A DISTANCE LEARNING PHD PROGRAM*

*Michel Lepage*

*Université de Montréal, Canada*

*Colette Gervais*

*Université de Montréal, Canada*

*Thierry Karsenti*

*Université de Montréal, Canada*

### *THE SCHOOL AS MEDIUM: BETWEEN SOCIAL RESPONSIBILITY AND COMMERCIALISM*

*Isabel Farinha*

*UNIDCOM/ IDIMCOM*

*IADE Creative University, Portugal*

### *LEARNING SATISFACTION COMPARISON BETWEEN INFORMATION TECHNOLOGY (IT) SUPPORTED EDUCATION AND NORMAL FACE-TO-FACE LEARNING IN TECHNOLOGY CLASS*

*Tae In Han*

*Korea National Open University, Korea*

Monday

14:00 p.m-15:30 p.m

**Room: Ban Mazuranic**

Law, Humanities and Social Sciences Track

Session Chair

*Wesley Kendall*

Presentations:

*BEYOND “PHYSICIAN-PATIENT” RELATIONSHIP: A CASA STUDY OF HIV INFECTION DUE TO  
TAINTEB BLOOD PRODUCTS IN JAPAN*

*Keiko Irie*

*Kyoto University, Japan*

*THE ROLE OF BEHAVIORAL EDUCATION CHILDREN IN TAKING AWAY FROM DEFAULTS*

*Mehran Narimisa*

*Islamic Azad University, Iran*

*HOW US ALLIES INFLUENCE AMERICAN DEATH PENALTY POLICIES*

*Wesley Kendall*

*Royal Melbourne Institute of Technology, Vietnam*



## Tuesday

9:00 a.m-10:45 a.m

**Room: Ban Zrinski**

Business&Economics and Management Track

Session Chair

*Ömer Faruk Ünal*

Presentations:

*INTENTION TO LEAVE JOB: A RESEARCH ON TAX AUDITORS WORK IN INDEPENDENT AUDITING FIRMS IN ISTANBUL*

*Ömer Faruk Ünal*

*Süleyman Demirel Üniversitesi, Turkey*

*Selim Özdemir*

*Yalova University, Turkey*

*Volkan Aydın*

*Yalova University, Turkey*

*NURSES' KNOWLEDGE REGARDING PAIN MANAGEMENT IN HAIL REGION HOSPITALS, SAUDI ARABIA*

*Hamdan Albaqawi*

*RMIT University, Australia*

*ROLES AND CHARACTERISTICS OF COOPERATIVE SUPERVISORS: AN INVESTIGATION IN AGRICULTURAL COOPERATIVES IN THAILAND*

*Suwanna Thuvachote*

*Kasetsat University, Thailand*

*INFORMATION TRANSMISSION BETWEEN CRUDE OIL MARKETS*

*Sang Hoon Kang*

*Pusan National University, Korea*

*Seong-Min Yoon*

*Pusan National University, Korea*

## Tuesday

12:00 p.m-12:30 p.m

**Room: Ban Zrinski**

Education and Teaching Track

Session Chair  
N.F. Wesseling

Presentations:

*HOW STUDENTS USE FACEBOOK*

*N.F. Wesseling*

*Amsterdam University of Applied Sciences, Netherlands*

## Tuesday

14:00 p.m-15:45 p.m

**Room: Ban Zrinski**

Business&Economics and Management Track

Session Chair

*Masharu Ishioka*

Presentations:

*DETERMINANTS OF BEHAVIORAL INTENSION ON SUSTAINABLE FOOD CONSUMPTION AMONG  
CONSUMERS' LOW INCOME GROUP: EMPIRICAL EVIDENCE FROM MALAYSIA*

*Azlan Amran*

*Universiti Sains Malaysia, Malaysia*

*CONSUMER ETHNOCENTRISM: DOES IT REALLY MATTER FOR MALAYSIAN CONSUMERS*

*Khairul Anuar Mohammad Shah*

*Universiti Sains Malaysia, Malaysia*

*Hazril Izwar Ibrahim*

*Universiti Sains Malaysia, Malaysia*

*EFFECTS OF ORGANIZATIONAL CHARACTERISTICS FACTORS ON THE IMPLEMENTATION OF  
STRATEGIC HRM PRACTICES: EVIDENCE FROM MALAYSIAN MANUFACTURING FIRMS*

*Khairul Anuar Mohammad Shah  
Universiti Sains Malaysia, Malaysia*

*Hazril Izwar Ibrahim  
Universiti Sains Malaysia, Malaysia*

*PRODUCT INNOVATION MANAGEMENT WITH MARKETING CONCEPT*

*Masharu Ishioka  
Fukushima University, Japan*

*Shinya Hatakeyama  
Fukushima University, Japan*