

Table of Contents

ICEME 2011 Session 1

A Literature Review of Corporate Governance <i>Humera Khan</i>	1
Respect Oriented Leadership Model (ROLM): A New Transformational Leadership Style to Conquer Organizational Obstacles <i>Navid Hashemitaba and Ahdieh Sadat Khatavakhotan</i>	6
“Empirical Assessment of a Modified Technology Acceptance Model in Emerging Economy: An Assessment from the Perspective of Indian Consumers” <i>Geetha Kallamarthodi and Malarvizhi Vaithiyathan</i>	10
Analysis of Major Challenges to the Implementation of Oil, Gas, and Petrochemical Projects in Iran <i>Maryam Fazlali, Shabnam Ebrahimi and Seyed Jamshid Hosseini</i>	15
An AHP Approach for Selecting the Suitable leadership Style <i>Alireza Bafandeh Zende and Samad Aali</i>	20

ICEME 2011 Session 2

Innovation on Public Services using Business Process Management <i>Flavio Corradini, Damiano Falcioni, Alberto Polzonetti and Barbara Re</i>	25
AN EMPIRICAL INVESTIGATION OF FACTORS ASSOCIATED WITH FIRM PERFORMANCE: EVIDENCE FROM KINGDOM OF SAUDI ARABIA <i>Abdullah Mohammed Alzharani, Prof. Madya Dr. Ayoib B Che Ahmad and Khaled Salmen Aljaaidi</i>	30
The values’ place in the corporate strategy <i>Mariem Ghares</i>	37
Utilizing the Theory of Planned Behaviour to Lead Change in Manufacturing Organizations <i>Shuwen Chen and Xue Liu</i>	40
The Model of Human Resource Development System’s Evaluation <i>Vilmante Kumpikaite and Algimantas Sakalas</i>	46

ICEME 2011 Session 3

Study the impact of the global crisis on stock prices and liquidity in the stock market <i>Sahar M. R. Mahran</i>	51
Do Muslims Purchase Muslim Products? Muslim Centric Ness: An Exploratory Study <i>Jeannot Abdul Karim, Sofiah Abdul Rahman and Zailin Zainal Ariffin</i>	60
A Multilayer Data Mining Approach to an Optimized Ebusiness Analytics Framework <i>Masoud Pesaran Behbahani, Dr. Islam Choudhury and Dr. Souheil Khaddaj</i>	66
Students’ Attitudes to Work <i>Vilmante Kumpikaite and Kestutis Duoba</i>	72
Entrepreneurship and risk – taking <i>Mehdi Aman Allah and Hamid Nakhaie</i>	77

ICEME 2011 Session 4

Survey on relationship between managers' leadership styles with organizational commitment of Kerman Melat Bank staffs (Kerman is a city in Iran) <i>Farhad Jahani and Azadeh Nikban</i>	80
Energy carriers and welfare cost (case study of Iran) <i>Azadeh nikban and Hamid Nakhaie</i>	84
The relationship between adult education and entrepreneurship <i>Sakineh Nakhaie and Hamid Nakhaie</i>	88
The study OF entrepreneurship training effectiveness from the students' perspective in Sama technical and vocational training college, Islamic Azad University, Kerman Branch, Kerman, Iran <i>Hamid Nakhaie and Asma Esmail Zadeh</i>	91
Culture and Entrepreneurship <i>Hamid Nakhaie and Asma Esmail Zadeh</i>	96
ICEME 2011 Session 5	
Influence of Virtual Communities on Online Consumers' Trust <i>Mahdi Shadkam and James O'Hara</i>	99
Sustainable Entrepreneurial Models: Understanding the Entrepreneurial Conundrum <i>Shivani Anand</i>	104
Foreign Direct Investments Influence on Romanian Economy <i>Mihai Daniel Roman and Andrei Padureanu</i>	109
The impact of Development Policy of Final Import Substitution on Air pollutants Emission in Economic Sectors <i>Afsaneh Naeimiyfar and Naghmeh Mobarghei Dinan</i>	114
Principles of Cloud Computing Application in Emergency Management <i>Dimiter Velev and Plamena Zlateva</i>	119
ICEME 2011 Session 6	
A Model of Intention to Purchase as a Component of Social CRM System <i>Plamena Zlateva , Georgi Zabunov and Dimiter Velev</i>	124
Customer Knowledge Management Framework in E-commerce <i>Novin Hashemi and Nastaran Hajiheydari</i>	129
Attitudes towards E-Travel Services in Saudi Arabia <i>Amal A. Al Rasheed and Abdulrahman A. Mirza</i>	134
The position of entrepreneurs in marketing <i>Shahrzad Abedi and Hamid Nakhaie</i>	142
Relation ABC and ABM by Integrating EVA for A New System of Measuring Performances <i>Fatemeh Nouri and Maziyar Ghasemi</i>	146
ICEME 2011 Session 7	
The Role of Auditing Profession in Fighting Against Economic and Financial Crimes <i>Mohammad Aslani , Fatemeh lofaliyan , Vahid Shafieipour and Maziyar Ghasemi</i>	151
New Techniques and the Problematic Relationship between Management Accounting and (IT) For Improving Decision Making in Organization <i>Fatemeh Nouri and Maziyar Ghasemi</i>	158
Dimension of Psychoticism Personality among Leader And The Impact towards Self-Esteem of Employee through the Perspective of Emotional Management in Organization	163

Siti Sarawati Hj. Johar, Ishak Mad Shah and Zainuddin Abu Bakar

The relationship between Knowledge Management and Strategic Competence: a quantitative study in Jordanian Insurance Companies 169
Samer Alhawari and Mufleh Al-Jarrah

The survey of relationship between cultural intelligence and emotional intelligence with employee's performance 175
Mohammadbagher Gorji and Hamid Ghareseflo

ICEME 2011 Session 8

The Analysis of the Isfahan Guesthouses Conditions Aiming at Attracting Internal and External Investment on Tourism Permanent Development 181
Mehdi Momeni

Managing the Diffusion of innovation in Ready-To-Eat Food Products in India 186
Dr.T.Sarathy and Ms.Shilpa Gopal

The study of the relation between service quality and customer satisfaction the based on SERVQUAL model 191
Mohammadbagher Gorji and Shiva Sargolzaee

Evaluation of Knowledge Management in the Software Sector- A Case Study 197
B Gopalkrishna , Lewlyn L R Rodrigues, Poornima P K and Shivanshu Manchanda

The impact of marketing and communication infrastructures on export 202
Behnam Shadi Dizaji, Ali Bahmani and Parvaneh Sarshar

ICEME 2011 Session 9

Creativity Differences between Art and Engineering Students 207
Bahareh Zare

Offer Strategies for Improving Organizational Performance by Learning Organization & Transfer of Training 212
Mir Hossein Seyyedi, Dr.Golamreza Rahimi and Qader Vazifeh Damirchi

The International Responsibility Caused by the Imposition and Implementation of Economic Sanctions 219
Mansour Farrokhi

Export Competitiveness of Iran Food Value Chain: A Comparison with BRIC 223
Morteza Moradi

Modeling Adoption Rate of KMS by a Knowledge worker: A System Dynamics Approach 229
Poornima Panduranga.Kundapur and Lewlyn L.R.Rodrigues

ICEME 2011 Session 10

Study on job Burn out rate on the Medical University among education and treatment units' employers – case study in Fasa City 234
Seyed Masoud Seyedi , Nima Shahidi and Mohammad Reza Dalvand

Investigating Public Investment-Growth Nexus for Pakistan 239
Nazima Ellahi and Adiqia Kiani

Studying the mediating role of subculture in relationship of job satisfaction and organizational commitment in Islamic Azad University- shiraz branch 245
Nima Shahidi, Seyed Masoud Seyedi and Mohammad Reza Dalvand

Technological progress in financial markets infrastructures 251
Silvia Trifonova

Barriers to creativity and innovation in the organization`s management <i>Marzieh zare nazari and najmeh shahdadnejad</i>	256
ICEME 2011 Session 11	
Culture and ethnic conflict management <i>Marzieh zare nazari and najmeh shahdadnejad</i>	261
The Impact of Employee Satisfaction on Profitability of Restaurants And Cafés: A Research in Surabaya, Indonesia <i>Devie, Josua Tarigan and Deborah Christine Widjaja</i>	266
Pricing Principles of Apartment House Management in Latvia <i>Ineta Geipele , Sanda Geipele , Baiba Plavina and Iveta Stamure</i>	271
Stock price prediction using a fusion model of wavelet, fuzzy logic and ANN <i>Nassim Homayouni and Ali Amiri</i>	277
Corporate Governance Practices and Reporting in Listed Companies- Comparative Study between Egypt and the UAE <i>Afaf Mubarak</i>	282
ICEME 2011 Session 12	
E-Commerce Framework to Improve Rural Agriculture Sector in Cambodia <i>Shanmuga Vivekananda Nadarajan and Roslan Ismail</i>	287
Just in Time - performance link: The moderating role of demand variability <i>Thomas Bortolotti , Pamela Danese and Pietro Romano</i>	292
Author Index	297