Table of Contents

ICEN	2011	C.		1
TU EIN	20 I I	- DE:	8810H	

A Literature Review of Corporate Governance Humera Khan	1
Respect Oriented Leadership Model (ROLM): A New Transformational Leadership Style to Conquer Organizational Obstacles Navid Hashemitaba and Ahdieh Sadat Khatavakhotan	6
"Empirical Assessment of a Modified Technology Acceptance Model in Emerging Economy: An Assessment from the Perspective of Indian Consumers" Geetha Kallamarthodi and Malarvizhi Vaithiyanathan	10
Analysis of Major Challenges to the Implementation of Oil, Gas, and Petrochemical Projects in Iran Maryam Fazlali, Shabnam Ebrahimi and Seyed Jamshid Hosseini	15
An AHP Approach for Selecting the Suitable leadership Style *Alireza Bafandeh Zendeh and Samad Aali*	20
ICEME 2011 Session 2	
Innovation on Public Services using Business Process Management Flavio Corradini, Damiano Falcioni, Alberto Polzonetti and Barbara Re	25
AN EMPIRICAL INVESTIGATION OF FACTORS ASSOCIATED WITH FIRM PERFORMANCE: EVIDENCE FROM KINGDOM OF SAUDI ARABIA Abdullah Mohammed Alzharani, Prof. Madya Dr. Ayoib B Che Ahmad and Khaled Salmen Aljaaidi	30
The values' place in the corporate strategy Mariem Ghares	37
Utilizing the Theory of Planned Behaviour to Lead Change in Manufacturing Organizations Shuwen Chen and Xue Liu	40
The Model of Human Resource Development System's Evaluation Vilmante Kumpikaite and Algimantas Sakalas	46
ICEME 2011 Session 3	
Study the impact of the global crisis on stock prices and liquidity in the stock market Sahar M. R. Mahran	51
Do Muslims Purchase Muslim Products? Muslim Centric Ness: An Exploratory Study Jeannot Abdul Karim, Sofiah Abdul Rahman and Zailin Zainal Ariffin	60
A Multilayer Data Mining Approach to an Optimized Ebusiness Analytics Framework Masoud Pesaran Behbahani, Dr. Islam Choudhury and Dr. Souheil Khaddaj	66
Students' Attitudes to Work Vilmante Kumpikaite and Kestutis Duoba	72
Entrepreneurship and risk – taking Mehdi Aman Allah and Hamid Nakhaie	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) Farhad Jahani and Azadeh Nikban	80
Energy carriers and welfare cost (case study of Iran) Azadeh nikban and Hamid Nakhaie	84
The relationship between adult education and entrepreneurship Sakineh Nakhaie and Hamid Nakhaie	88
Just in Time - performance link: The moderating role of demand variability Thomas Bortolotti, Pamela Danese and Pietro Romano	91
Culture and Entrepreneurship Hamid Nakhaie and Asma Esmail Zadeh	96
ICEME 2011 Session 5	
Influence of Virtual Communities on Online Consumers' Trust Mahdi Shadkam and James O'Hara	99
Sustainable Entrepreneurial Models: Understanding the Entreprenerial Conundrum <i>Shivani Anand</i>	104
Foreign Direct Investments Influence on Romanian Economy Mihai Daniel Roman and Andrei Padureanu	109
The impact of Development Policy of Final Import Substitution on Air pollutants Emission in Economic Sectors *Afsaneh Naeimyfar and Naghmeh Mobarghei Dinan*	114
Principles of Cloud Computing Application in Emergency Management Dimiter Velev and Plamena Zlateva	119
ICEME 2011 Session 6	
A Model of Intention to Purchase as a Component of Social CRM System Plamena Zlateva, Georgi Zabunov and Dimiter Velev	124
Customer Knowledge Management Framework in E-commerce Novin Hashemi and Nastaran Hajiheydari	129
Attitudes towards E-Travel Services in Saudi Arabia Amal A. Al Rasheed and Abdulrahman A. Mirza	134
The position of entrepreneurs in marketing Shahrzad Abedi and Hamid Nakhaie	142
Relation ABC and ABM by Integrating EVA for A New System of Measuring Performances Fatemeh Nouri and Maziyar Ghasemi	146
ICEME 2011 Session 7	
The Role of Auditing Profession in Fighting Against Economic and Financial Crimes Mohammad Aslani , Fatemeh lotfaliyan , Vahid Shafieipour and Maziyar Ghasemi	151
New Techniques and the Problematic Relationship between Management Accounting and (IT) For Improving Decision Making in Organization Fatemeh Nouri and Maziyar Ghasemi	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 Samer Alhawari and Mufleh Al-Jarrah	169
The survey of relationship between cultural intelligence and emotional intelligence with employee's performance Mohammadbagher Gorji and Hamid Ghareseflo	175
ICEME 2011 Session 8	
The Analysis of the Isfahan Guesthouses Conditions Aiming at Attracting Internal and External Investment on Tourism Permanent Development <i>Mehdi Momeni</i>	181
Managing the Diffusion of innovation in Ready-To-Eat Food Products in India Dr.T.Sarathy and Ms.Shilpa Gopal	186
The study of the relation between service quality and customer satisfaction the based on SERVQUAL model Mohammadbagher Gorji and Shiva Sargolzaee	191
Evaluation of Knowledge Management in the Software Sector- A Case Study B Gopalkrishna , Lewlyn L R Rodrigues, Poornima P K and Shivanshu Manchanda	197
The impact of marketing and communication infrastructures on export Behnam Shadi Dizaji, Ali Bahmani and Parvaneh Sarshar	202
ICEME 2011 Session 9	
Creativity Differences between Art and Engineering Students Bahareh Zare	207
Offer Strategies for Improving Organizational Performance by Learning Organization & Transfer of Training Mir Hossein Seyyedi, Dr. Golamreza Rahimi and Qader Vazifeh Damirchi	212
The International Responsibility Caused by the Imposition and Implementation of Economic Sanctions Mansour Farrokhi	219
Export Competitiveness of Iran Food Value Chain: A Comparison with BRIC <i>Morteza Moradi</i>	223
ModelingAdoption Rate of KMS by a Knowledge worker: A System Dynamics Approach Poornima Panduranga. Kundapur and Lewlyn L.R. Rodrigues	229
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 Seyed Masoud Seyedi, Nima Shahidi and Mohammad Reza Dalvand	234
Investigating Public Investment-Growth Nexus for Pakistan Nazima Ellahi and Adiqa Kiani	239
Studying the mediating role of subculture in relationship of job satisfaction and organizational commitment in Islamic Azad University- shiraz branch Nima Shahidi, Seyed Masoud Seyedi and Mohammad Reza Dalvand	245
Technological progress in financial markets infrastructures Silvia Trifonova	251

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