



SOUTH-EAST
EUROPEAN
RESEARCH
CENTRE

2nd Annual South-East European
Doctoral Student Conference

Infusing
Research
and
Knowledge
in
South East Europe



22-23 JUNE 2007

www.seerc.org/dsc2007/



SPONSORED BY



BOOK OF ABSTRACTS

Table of Contents

Session 1: Enterprise, Innovation and Regional Development

Levels of Product Differentiation in the Global Market <i>Stanimir Andonov, Boyan Dourankev</i>	1
Innovative Measures For Green Supply Chain Management In South-East Europe <i>Andreas Baresel-Bofinger, Panayiotis H. Ketikidis, John Cullen, S.C. Lenny Koh</i>	1
A System Dynamics Approach of Sustainability in Closed-Loop Supply Chains <i>Maria Besiou, Patroklos Georgiadis</i>	2
Opportunities of development in Central European national parks <i>Tünde Ambrus, Gábor Baranyai, Olga Csapó, Patricia Spiegler</i>	2
The Bulgarian Case of Exchange and Reciprocity in the Family <i>Vihra Barova, Milena Benovska-Sabkova, Deema Kaneff</i>	3
International Transport Methods and Trade: an Intertwined Evolution? <i>Lucian Botea, Constantin Floricel, Sorina Costache</i>	3
Western Balkans in the Process of Eurointegration Economic Networking and the Region's Development <i>Ivana Božić-Miljković, Predrag Jovanović -Gavrilović, Mladen Kovačević</i>	4
Recruitment and Selection Process and Applicants' Reactions <i>Cătălina Brînduşoiu, Radu Emilian</i>	4
A contingency model on the influence of the human factor in Mergers and Acquisitions and its effect on performance: The case of Greece and Cyprus <i>Celia Chadjichristodoulou, Keith Glaister, Geoffrey Wood</i>	5
Innovation and cooperation: The network structure of the Hungarian regional innovation system (West-Transdanubia) <i>Zoltán Csizmadia, János Rechnitzer</i>	5
Colours in the Hungarian Market and their Attributes <i>Adrienn Dernóczy, László Józsa</i>	6
The success of cooperations in the CEP (Courier, Express, Parcel) market <i>Edit Süle, Józsa László, Szegedi Zoltán,</i>	6
Issues and Challenges in Knowledge Transfer of Anglo-Saxon Management Models to Non-Anglo-Saxon Business Environments <i>Dialehti Fotopoulou, Geoffrey T. Wood, Alexandros G. Psychogios</i>	7
A strategy formulation model for Greek Universities <i>Nikolas Georgiadis, Besta Christina, Manthou Vicky</i>	7
Researching the human resources management 'outside' the organization <i>Antoaneta Getova, Tania Chavdarova, Vladimir Vassilev</i>	8

Competitiveness Indicators of Cluster Members from a Microeconomic Perspective	
<i>Aleksandar Karaev, Dr S.C. Lenny Koh, Dr Leslie T.Szamozi</i>	8
A comparative analysis of British and Greek industrial regions assisted by EU Regional Policy: Similarities, differences and future prospects concerning effectiveness and economic performance.	
<i>Alexandros Karvounis</i>	9
Antecedents of Societal Factors on the Entrepreneurial Behaviour of Family Businesses in Turkey's Textiles and Apparel Industry	
<i>Alper Kayhan</i>	9
The EU energy supply market: Role and place of Russia and prospects of integration of the main Russian energy companies.	
<i>Julie M. Korosteleva, Vladimir N. Zuev</i>	9
Aspects of World Cultural Tourism	
<i>Madalina Lavinia Tala, Radu Emilian, Gabriela Tigu</i>	10
Credit in the monetary transmission mechanism: An evaluation of the credit channel using Greek data	
<i>Katerina Markidou, E. Nikolaidou , S. Mateut</i>	10
What does lure us into bank M&A in South Eastern Europe?	
<i>Simona Mihai-Yiannaki</i>	11
Value Creation in B2B markets through supply chain involvement	
<i>Dario Miocevic, Bruno Grbac, Biljana Crnjak-Karanovic</i>	11
Innovative SME's and competitiveness in Romania	
<i>Dr. Andreea-Clara Munteanu</i>	12
Exchange Rate Policies for the Transition to EMU	
<i>Ancuta Popa, Silviu Cerna, Liliana Donath</i>	12
Clusters and methodological issues - the case of Bosnia and Herzegovina	
<i>Amira Vejzagic-Ramhorst, Panayiotis H. Ketikidis, Robert Huggins</i>	13
The role of the nonprofit organizations in the regional process	
<i>Adrien Reisinger, Dr. Janow Rechnitzer</i>	13
The Direct and Indirect Technological Transfer from Foreign Direct Investment (FDI) in the Host Economy – The Case of Albania	
<i>Mamica Skenderi, Phil Wright, Costas Alexiou</i>	13
Institutional Changes and Trend Behaviour of the European FDI inflows	
<i>Smaragdi Irini , Katrakilidis Konsatntinos, Varsakelis Nikolaos</i>	14
Teens and their Peers – How do Reference Groups Influence Teenagers' Consumer Behaviour?	
<i>Tárkányi Eszter, Józsa László</i>	14
Safe Ground for Foreign Direct Investments in Emerging Economies (Romania) in the European Union	
<i>Monica - Smaranda Tudor, Dr. Grigore Silasi</i>	15

Investment Environment and Foreign Direct Investments in Turkey: What Turkey (don't) Know and What Turkish Policy Makers Should Not Do	
<i>Kayahan Tım</i>	15
The economic competitiveness of the transitive countries	
<i>Ibolya Vincze</i>	16
Multi-Objective Optimization of the Disassembly Production and Operations Planning	
<i>Anastasios Xanthopoulos, Eleftherios Iakovou</i>	17

Session 2: Information and Communication Technologies

Academic Library Consortia in the Philippines: Current Practices and Future Needs	
<i>Nora G. Agustero, Sheila M. Corrall, Andrew M. Cox</i>	17
The Role of Academic Librarians in Institutional IS Strategic Planning: a case study of Syrian Governmental Universities	
<i>Maram Alajamy, Miguel Baptista Nunes, Andrew Cox</i>	18
Towards a Semantic CRM modelling: an overview	
<i>Spiros Alexakis, Iraklis Paraskakis, Lenny Koh, Panayiotis Ketikidis</i>	18
The Barriers Associated with CRM Adoption in the Banking Sector	
<i>Salim Hilal Al-Mamari Miguel Baptista Nunes</i>	19
A Model for Stent Graft Planning	
<i>Hulusi Baysal, Semih Utku, Alp Kut</i>	19
A novel approach of enterprise knowledge management systems: An enterprise Web 2.0 holistic model	
<i>Dimitris Bibikas , Alexandros G. Psychogios , Iraklis Paraskakis, Ana C. Vasconcelos</i> ...	20
Stochastic grammar driven simulation models	
<i>Vasile Crăciunean, Emil Marin Popa</i>	20
Related representations the limit of functions by use of WEB technologies	
<i>Ljubica Dikovic Dr.Sc Branislav Popovic</i>	21
Ontology Development to Support the Knowledge Based Planning of Hot Strip Mill Production Plant	
<i>Dobrev M., Gocheva D., Batchkova I.</i>	22
Fuzzy extension on context-free grammars	
<i>Ralf Fabian, Emil Marin Popa</i>	22
Basic of Bionics and Biomechanics: an e-Learning Course for Biomedical Study Programs	
<i>Lucia Hutníková, Radovan Hudák, Jozef Živčák</i>	22
Engineering Tools as a Support in Suction cups Applications in order to increase Energy Efficiency	
<i>Ivana Ignjatović, Dragan Šešlija</i>	23

eLearning Environments: Group Interactions in Culturally Diverse Collaborative Learning	
<i>George Katakalos, Miguel Baptista Nunes</i>	23
E-learning theory and practice: Theoretical and practical approaches to using VLEs for educational practice.	
<i>Petros Lameris ,Iraklis Paraskakis ,Philippa.Levy</i>	24
Should Agents be Self-Aware?	
<i>Andrei Moiceanu</i>	24
eSIRMA as Standard WEB Services Client	
<i>Stanislav Nakov, Dimiter Bogdanov</i>	25
National Electronic Health Record Systems: A Performance Analysis of Technological Options	
<i>Leonidas Orfanidis, Barry Eaglestone, Panagiotis D. Bamidis</i>	26
Framework for Empirical Exploration of Emergence within Complex Systems	
<i>Ognen Paunovski, George Eleftherakis, Tony Cowling</i>	26
A Risk Ontology for ERP Post-Implementation	
<i>Guo Chao Alex Peng, Miguel Baptista Nunes</i>	27
Three Quadratic Surfaces as Design Tools For 3D Graphic Systems	
<i>Emiliyan Petkov</i>	27
State-of-the-Art and Future of Service Oriented Software Engineering	
<i>Ervin Ramollari, Dimitris Dranidis, Anthony J. H. Simons</i>	27
Simulation of digital FIR filters analysis using Matlab software package	
<i>Dragan Rastovac, Vlado Delić, Vladimir Majski</i>	28
Applying OPERAS_{XC} to NASA's Small Aircraft Transportation System	
<i>Ioanna Stamatopoulou, Petros Kefalas, Marian Gheorghe</i>	28
Open Platform of Reflexive Feedback Model (OPRF) - how do communication networks transform closed social structures of functional flows into dynamic and innovative information systems?	
<i>Špela Stražičar</i>	29
A Web Service Reasoner for the Semantic Web	
<i>Efstathios Simeonidis, Georgios Meditskos, Efstratios Kontopoulos, Nick Bassiliades</i>	29
Knowledge Sharing in Complementary Healthcare Communities of Practice: the Coexistence of Traditional and Western Medicine in China	
<i>Lihong Zhou, Ana Cristina Vasconcelos, Miguel Baptista Nunes</i>	30

Session 3: Governance, Politics and Society

Sub-national Units in Transition: International Relations Theory and Emerging Actors in a Multi-level Environment	
<i>Alper Arisoy, Semra Aytuğ, Adriano Giovannelli</i>	31

European Union Enlargement towards the Western Balkans: Identity Transformation as a Foreign Policy Instrument <i>Murat Necip Arman, Nazif Mandacı</i>	31
Organizing and Sustaining Hegemony: A Gramscian Perspective on the Islamic Community and Wahhabism in Bosnia <i>Onder Cetin, Asef Bayat</i>	32
Neo-Liberal Elements in the Transformation of Islamism in Turkey: Changing Conceptions of Social Justice <i>Sinan Erensü</i>	33
National Policies of the Scientific Research – Fundamentals for the European Integration <i>Margareta Florescu</i>	33
Nationalism, Turkish Media and the Armenian Question <i>Sinan Gökçen, Caroline Oates, Sean Homer</i>	33
The Changing Nature of English as a Lingua Franca in Serbia <i>Sara Hannam, Julia Davies</i>	34
Invisible Cinema: a theoretical conceptualization within the film studies <i>Efthimios Hatzis, Sean Homer, Adam Piette</i>	35
Dual Citizenship in the Context of Integration Policies <i>Barbara Kejžar</i>	35
Competitiveness of Professional Services: A Case of Turkish Advertising Agencies <i>Cigdem Sahin, Hacer Ansal</i>	36
Russia’s Security Policy in the South-eastern Europe <i>Vsevolod Samokhvalov, Kostas Ifantis, Th.Couloumbis</i>	36
European integration and regionalization in South-Eastern Europe. Evidence from Bulgaria <i>Polia Todorova, Michel Drouet</i>	36
Is the UK Leading the Way in the Food Marketing to Children Debate? A Family View <i>Nicki Tuck, Caroline Oates, Sean Homer</i>	37
The Perceived Effects of Advertising on children in Cyprus: A Framework Based on Children’s Views <i>Athanasia Tziortzi, Caroline Oates, Mark Blades</i>	38
Was “Euroscepticism” an Issue for the New Comers? The Public Opinion of the (former) Candidate Countries of the EU Prior to Their Accession to the European Union: <i>Berfin Varisli</i>	38
The negotiation of Greekness in the context of talking about migration in Central Northern Greece: The construction of multiple categories of Greeks <i>Maria Xenitidou, Paul White, Sean Homer</i>	39
Europeanization of the western Balkans <i>Islam Yusufi, Andrew J. Taylor, Miltos Sarigiannidis</i>	39

Session 4: Risk and Well-being

Influence of Lexical Terminology and Explicit Questioning on Theory of Mind Performance in Young Children <i>Sophia Dimopoulou , Efrosini Kalyva, Michael Siegal</i>	39
The task complexity and Extraversion: an ERP study <i>Georgiev S, Philipova D, Lalova Y</i>	40
Addiction recovery in Twelve Step Fellowships – Quality of life among members of the Narcotics Anonymous Fellowship <i>Mateusz Hędzielek. Janusz Czapiński., Maria Lewicka</i>	41
Effects of Target Probability on Response-Related Potentials (RRPs) <i>Yordan Hodzhev , Juliana Yordanova Plamenka Nanova, Lora Lyamova, Vasil Kolev ...</i>	41
Preliminary evidence that disorganization symptoms disrupt IOR in schizophrenia <i>Fenia Kalogeropoulou Ana, B. Vivas Peter W.R. Woodruff</i>	42
Quality of life in children treated for cancer and their parents <i>Maria Karagiannidou, C. Eiser, E. Kalyva</i>	42
Smoking status differentiates perceived social norms and tobacco-related health risk: Cross-sectional evidence for false consensus and unrealistic optimism in Greek secondary school students <i>Lambros Lazuras , Angelos Rodafinos J. Richard Eiser</i>	43
Ballistic reactions under different premovement muscle conditions – a reaction time study <i>Pondev N., Kossev A., Wolf W.</i>	44
The Healthcare Manager in Non-Hospital Medical Organization as a Person of Knowledge and Skills <i>Petya Terzieva, Anastasia Stancheva</i>	44
Knowledge Sharing Barriers in a Multicultural context: Hotels in Saudi Arabia <i>Inaam Idrees, Ana Cristina Vasconcelos, Andrew Cox</i>	45

Session 1: Enterprise, Innovation and Regional Development

Levels of Product Differentiation in the Global Market

Stanimir Andonov¹, Boyan Dourankev²

¹ *New Bulgarian University, The University of National and World Economy, Bulgarian Academy of Sciences. stanimirandonov@nbu.bg, tel +35988 848 30 89*

² *University of the National and World Economy – Sofia, 1700 Sofia, Studentski Grad "Hr. Botev", UNWE, Bulgaria, duvankev@yahoo.com*

The article discusses the differentiation among the product offers of companies working in the global markets, as well as the strategies which they use and could use in that respect. The main idea of the paper is that principle “differentiate or die” has died. The article attempts to answer the questions: Is striving for differentiation in everything and at any cost a successful strategy? Why do more and more companies join in strategic groups and establish product categories under which they develop together, differentiating themselves from the rest? The analysis is based on the example of the operating systems for Smartphones. Companies compete at all five product levels, proposed by Levitt and Kotler, and this competition is done mainly at the time of innovation launches. This represents an attempt of differentiation but it is only a short-term one. Every competitive advantage is successful when it is a short-term one. There are no long-term competitive advantages because with the time they are adopted by rivals and are no longer competitive. Participating in strategic groups is the only strategic competitive advantage which is hard to diminish by time. The article is a thinking model about how good it is to be similar to or different from someone who satisfies the same needs wants and wishes of the consumers. The research of the global mobile phones market and the companies that work in it, reaches the conclusion that the companies can be associated in strategic groups on the basis of a common 6th product level of their products.

Innovative Measures For Green Supply Chain Management In South-East Europe

Andreas Baresel-Bofinger¹, Panayiotis H. Ketikidis², John Cullen³, S.C. Lenny Koh³

¹ *SEERC, Mitropoleos Str 17. Thessaloniki 54624 Greece, abofinger@seerc.org*

² *City College, Dept. of Computer Science, 13 Tsimiski Str, 54624 Thessaloniki, Greece, ketikidis@city.academic.gr*

³ *The University of Sheffield, Management School, 9 Mappin Street, Sheffield, S1 4DT, UK, S.C.L.Koh@sheffield.ac.uk*

The challenge for the countries of the region of South-East Europe (SEE), either having recently joined the EU or planning to do so in the near future, to overcome the legacy of industrial pollution during their communist era and comply with the requirements laid out by several EU environmental directives, such as the ‘Directive for Integrated Pollution Prevention and Control’, is enormous. Generation of waste through economic production is vastly caused by inefficient production processes. With the increased environmental pressures the concept of Environmental (Green) Supply Chain Management (GSCM) gains growing importance in these countries. This paper examines the current state of affairs regarding the implementation of

green production methods in the countries of Romania and Greece on a macro- and micro-level seeking to confront the relevant developments in an 'EU newcomer' with an 'EU veteran' of the region. One important aspect in this evaluation is the realization of innovative ideas in the performance of GSCM. This paper refers to existing literature surveying professional publications and scholarly research in the areas of GSCM, sustainability and waste management with reference to relevant initiatives in the two countries. Although an attempt is made to capture the development in the countries' economy as a whole, focus is given to cleaner production in some selected industry sectors. Also the methodology for a future more complex approach towards the research topic is laid out. Findings show that while in Romania on a macroeconomic level still major obstacles have to be overcome, on a firm level a number of best cases through EU and international partnerships exemplify that through technology transfer and a change in industrial management practices the required short-term investment can indeed lead to efficiency gains in production and minimization of waste and long-term cost-saving. In Romania as well as in Greece meeting EU environmental requirements is an important driver for adopting new and more efficient production processes but on firm level, with particular regard to small and medium enterprises, a number of considerable impediments are existent.

A System Dynamics Approach of Sustainability in Closed-Loop Supply Chains

Maria Besiou¹, Patroklos Georgiadis²

¹Industrial Management Division, Department of Mechanical Engineering, Aristotle University of Thessaloniki, 54124 Thessaloniki, Greece, mmpesiou@auth.gr

²Industrial Management Division, Department of Mechanical Engineering, Aristotle University of Thessaloniki, 54124 Thessaloniki, Greece, geopat@auth.gr

In this paper we examine the impact of ecological motivation and technological innovations on the long term behavior of a closed-loop supply chain with recycling activities. Ecological motivation manifests through environmental legislation and green image factor. Technological innovations manifest through the recyclability and the recycled content of the produced goods. The aim of this paper is the management of natural resources usage and landfill availability, which are aspects of sustainability. We adopt the System Dynamics methodology, which has been used for the analysis and the long term decision-making of many environmental and resource systems seeking long-term gains. The developed dynamic model is implemented to a real world application, that of a closed-loop supply chain of electronic and electrical equipment in Greece. Numerical analyses reveal the ability of the closed-loop supply chain to fulfill the regulatory targets and illustrate potential uses of the actors concerned, like the delay of the legislation enforcement, to achieve a sustainable future.

Opportunities of development in Central European national parks

Tünde Ambrus¹, Gábor Baranyai², Olga Csapó³, Patrícia Spiegler⁴

¹University of Pécs (UP), Doctoral School of Earth Sciences (DSES), 6 Ifjúság Str, 7624 Pécs, Hungary, tundea@gamma.ttk.pte.hu

²UP DSES, 6 Ifjúság Str, 7624 Pécs, Hungary, baranyaigabor@freemail.hu

³UP DSES, 6 Ifjúság Str, 7624 Pécs, Hungary, csapo.olga@gmail.com

⁴UP DSES, 6 Ifjúság Str, 7624 Pécs, Hungary, spiegler@gamma.ttk.pte.hu

Nowadays large scale protected areas have the primary target to preserve and represent nature at the same time. Most of these territories are located on the periphery. This study focuses on the various ways in which the new living sources (e.g. tourism) generated by the protected areas can promote a region's economy. In this research the management activity of the national parks receive an important role. The authors attempt to answer the occurring questions and provide guidelines by means of comparison of three – Romanian, German and Hungarian – protected areas.

The Bulgarian Case of Exchange and Reciprocity in the Family

Vihra Barova¹, Milena Benovska-Sabkova² Deema Kaneff³

¹Institute of Ethnography, Bulgarian Academy of Sciences, Moskovska Str. 6A, Sofia, Bulgaria, barov@abv.bg

²Institute of Ethnography, Bulgarian Academy of Sciences, Moskovska Str. 6A, Sofia, Bulgaria, milena@multicom.bg

³Max Planck Institute for Social Anthropology, Postfach 11 03 51, 06017 Halle/Saale, Germany, kaneff@eth.mpg.de

The subject of research is strongly connected to the urbanization processes intensified after the Second World War, and especially after the 1989, which after all do not separate urban from rural residents of the same kin. Migration between town and villages creates a space between relatives but they remain bound to each other with different kinds of commitments. The main research interest focuses on family networks that operate between the countryside and the big city and the kind of social and economic strategies, which are observed. The research work looks at family networks with a different range and degree of embeddedness of a person with respect to kinship and descent. I focus on two different levels of kinship, which include different groups of relatives for different type of purposes. These groups differ in the sense of actual and normative kin. The question is what do family members exchange (in a sense of economic, social, and cultural capital) in times of transition and insecurity in order to keep their social status? These individual and group strategies may give us an explanation for the peculiarities of the structure of a post-socialist Balkan society.

International Transport Methods and Trade: an Intertwined Evolution?

Lucian Botea¹, Constantin Floricel², Sorina Costache³

¹Romanian-American University, Bucharest, Romania, lbotea@gmail.com

²Romanian-American University, Bucharest, Romania, Academy of Economic Studies, Bucharest, Romania, cercetare@rau.ro

³Junior Teaching Assistant at the Romanian-American University, Bucharest, Romania, MS, sorinacostache@gmail.com

In Antiquity and the Middle Ages, due to the limited production and circulation of goods, transports were closely connected to the activity of commerce. The merchant had the possibility to transport and sell his goods based only on his own means. In this context, the methods of transport were poorly developed, being limited to those

that depended on the sheer force of domesticated animals and small vessels that used to cross the navigable seas and rivers. The modern era saw the development of international trade and transport methods, an intertwined evolution that none can contest. This paper examines the evolution of international transport methods and trade and researches their possible intertwined evolution. It is quite obvious, even for the inexperienced eye, to place the evolution of trade in connection with that of international transport. Nevertheless, it will be most interesting to find which specific form of transport had the greatest influence on trade. Is maritime transport by far the most important? Do the latest developments in international transport confirm this? Also, a key objective of our research will concentrate on the impact of the developing trade activities upon the methods of international transport.

Western Balkans in the Process of Eurointegration Economic Networking and the Region's Development

Ivana Božić-Miljković¹, Predrag Jovanović -Gavrilović², Mladen Kovačević³

¹National Bank of Greece, Obrenovićeva 33, 18000 Niš, Serbia, e-mail: xmass@eunet.yu, bozic.ivana@nbg.gr

²Faculty of Economics, Kamenička 6, 11000 Beograd, Serbia, e-mail: gavriiloone@ekofak.bg.ac.yu

³Faculty of Economics, Kamenička 6, 11000 Beograd, Serbia

The joining of the Eurointegrations, most of all the European Union, has been, for almost two decades, the common goal of the Western Balkan countries. Since theirs are small economies, at a low level of the economic development, it is necessary for them to act together through various forms of the regional networking and integration. The historical legacy, of both far and recent past, often represents an enormous obstacle to the development of mutual cooperation of this group of countries; hence, it also constrains the use of the existing opportunities for their faster economic growth. The integration of the Western Balkan countries with the aim of liberalizing interregional trade represents a chance for improving their mutual cooperation and it provides the basis for a more intensive trade with the European Union countries. The membership in the European Union represents, for all the countries in the region, a good motive to correct the existing shortcomings and to actively undertake the building of a better future.

Recruitment and Selection Process and Applicants' Reactions

Cătălina Brîndușoiu¹, Radu Emilian²

¹The Academy of Economic Studies, Faculty of Commerce, Tourism – Services Department, 15 - 17 Calea Dorobanti, Bucharest, Romania, cbrindusoiu@ase.ro

²The Academy of Economic Studies, Faculty of Commerce, Tourism – Services Department, 15 - 17 Calea Dorobanti, Bucharest, Romania, raduemilian@hotmail.com

Employees are the most valuable asset of companies, and the right ones are the key to future achievements. The performance of the organization will drop if inappropriate workers produce and sell goods or offer services. Therefore the goals of human resources management are to attract an effective workforce to the organization, develop this workforce to its potential, and maintain it over the long term. Attaining

these goals depends to a great extent on the communication process that is first established along the recruitment and selection procedure and is continued furthermore after the new hire is made. The approach used by organizations to connect with applicants determine certain reactions. The outcome that applicants' reactions have on organizational attractiveness can influence indirectly the search or acceptance of a job offer having thus other spill over effects. This paper set out considerations to keep in mind when establishing the research questionnaire of the reactions to recruitment and selection of 4th year students of the Faculty of Commerce as job applicants.

A contingency model on the influence of the human factor in Mergers and Acquisitions and its effect on performance: The case of Greece and Cyprus

Celia Chadjichristodoulou¹, Keith Glaister³, Geoffrey Wood²

¹*Cyprus College, Research Centre, 6 Diogenous Street., 1516 Nicosia, Cyprus,
celiah@cycollege.ac.cy*

²*The University of Sheffield, Management School, 9 Mappin Street., S1 4DT Sheffield, UK,
k.glaister@shef.ac.uk*

³*The University of Sheffield, Management School, 9 Mappin Street., S1 4DT Sheffield, UK,
g.t.wood@sheffield.ac.uk*

This research project aims to investigate and analyse the conditions/factors that contribute to making a merger or acquisition (M & A) successful, studying this area within the Cyprus and Greek business environment. Predominantly, soft issues that relate to M & As will be examined. The main aims of this thesis are: a) to discover whether the attitudes, perceptions and feelings of employees change in different time periods during merger talks, b) to determine whether the perceptions of employees in Cypriot and Greek organizations are affected by factors/variables like national and organizational culture, leadership style, executives' personal benefits and how these perceptions in turn influence the performance of the new organization and c) to investigate whether executives in Greece and Cyprus use a range of partner selection criteria that are complete and adequate in choosing a potential partner in a merger/acquisition. A contingency model concerning the influence of different components of the human factor in M & As and how these variables are linked to the performance of the new organisation will be constructed.

Innovation and cooperation: The network structure of the Hungarian regional innovation system (West-Transdanubia)

Zoltán Csizmadia¹, János Rechnitzer²

¹*Hungarian Academy of Science Centre for Regional Studies West Hungarian Research Institute, 10 Liszt Ferenc utca, Győr, Hungary – Eötvös Lóránd University Faculty of Social Sciences Sociology Doctoral School, 1/a Pázmány Péter sétány, Budapest, Hungary,
cszoltan@rkk.hu*

²*Hungarian Academy of Science Centre for Regional Studies West Hungarian Research Institute, 10 Liszt Ferenc utca, Győr, Hungary, rechnji@rkk.hu*

In Hungary, the study of regional innovation systems as networks with the principles and methods of social network analysis (SNA) is a new but urgent and central

objective. This process is time-consuming and complex (this is the main purpose of my PhD dissertation in the western region of Hungary). Here I tested just two components of this research phenomenon empirically. On the one hand, I analysed the direction, composition, pattern and spatial properties of the interorganizational relationships of enterprises in and beyond the economic field. I investigated the social – particularly – institutional embeddedness of the economic actors. On the other hand, the whole network structure could be interesting; the overall pattern, the central players and inter-sector relationships between R&D institutions, universities, agencies, chambers, development organizations and clusters. The main findings are troublesome; the ratio of interorganizational cooperation is low and one-sided – basically with economic orientation - in the region. The composition of the ego-networks of the companies is small and simple with low density. The network of innovation institutions in the region is centralized and breaks up easily without one or two core players.

Colours in the Hungarian Market and their Attributes

Adrienn Dernóczy¹, László Józsa²

¹*Széchenyi István University, 9026 Győr, Egyetem tér 1., Hungary; West Hungarian University, 9400 Sopron, Erzsébet u. 9. Hungary; dernoczy@sze.hu*

²*Department of Marketing and Management; 9026 Győr, Egyetem tér 1. Hungary, jozsa@sze.hu*

Although we are in the 21st century, the toolkit of the marketing can be augmented. It can be confirmed by the research that is based on the identifying role of colours. The results had shown that we are able to use the colours like tools in the communication strategy. hereunto we have to analyze the consumer behaviour with the buying process and the corporate image. These can approach the applying possibilities of colours. The authors had sought the influencing factors of identifying and recognizing in the area of firms and products. The results had proved the determining roles of demographic features and cluster membership by cross-tabs and its statistics. The cluster membership had been based on attitudes and lifestyles and determined by discriminant analysis. The study had been useful because the extended tools of marketing. Based on the results we can establish that the different features of consumers had amounted diverse possibilities of identifying and recognizing. Using the eligible colours, the reaching of target audience can be more precise and more effective.

The success of cooperations in the CEP (Courier, Express, Parcel) market

Edit Süle¹, Józsa László², Szegedi Zoltán³,

¹*Széchenyi István University, Kautz Gyula Faculty of Economics, Dept. of Marketing and Management, Egyetem tér 1, Győr, Hungary, seidit@sze.hu*

²*Széchenyi István University, Kautz Gyula Faculty of Economics, Dept. of Marketing and Management, Egyetem tér 1, Győr, Hungary, jozsa@v-net.hu*

³*Szent István University, Faculty of Economic and Social Sciences, Dept. of Operations Management, zoltan.szegedi@ameropa.hu*

The time value and the place value provided by logistics are more and more important elements of the value factors of the products, within a special sector is called CEP (Courier, Express, Parcel) service. CEP contributes to the efficiency of supply chain, which is a system of different firms that are linked together, from the sources to the customers. The need to react to market changes and the critical role of the supply chain in meeting this need and also the potential benefits of different forms of collaboration among supply chain entities can no longer be ignored. The various cooperations in vertical, horizontal or diagonal dimension of supply chain have been the focal point for competitive advantage in the market place, through factors like shorter lead time, better product availability, reduced cost, better flexibility and enhanced service. The success of these cooperations is a critical factor for the future of the collaboration of supply chain entities. The paper summarizes how the success can be identified, what its hard and soft elements are, and which methods can be used for measurement.

Issues and Challenges in Knowledge Transfer of Anglo-Saxon Management Models to Non-Anglo-Saxon Business Environments

Dialehti Fotopoulou¹, Geoffrey T. Wood³, Alexandros G. Psychogios²

¹*SEERC, 17 Mitropoleos Str, Thessaloniki, 54624 Greece, di.fotopoulou@seerc.org*

²*City College, Business Administration and Economics Department, 13 Tsimiski Str, 54624 Thessaloniki, Greece, a.psychogios@city.academic.gr*

³*The University of Sheffield, Management School, 9, Mappin Str, Sheffield, S14DT, UK, g.t.wood@sheffield.ac.uk*

This paper seeks to investigate the role of Anglo-Saxon Business Education as part of the Institutional Complementarities associated with the Anglo-Saxonization of the business world. By recognizing that Management Education is complementary to Management Practices and by focusing on managers in a Mediterranean/Peripheral Fordist context, it will explore the application of Anglo-Saxon management practices-such as HRM practices- in a non-Anglo-Saxon Business Environment like the Greek one.

A strategy formulation model for Greek Universities

Nikolas Georgiadis¹, Besta Christina², Manthou Vicky³

¹*University of Macedonia, nikolas.georgiadis@gmail.com*

²*University of Macedonia, besta@rc.auth.gr*

³*University of Macedonia, manthou@uom.gr*

The formulation and the implementation of the Greek University's strategy do not constitute cohesive and continuous processes in its operation. The attempts of strategy formulation appear to be very few and those that have been accomplished did not lead to the implementation of a strategic plan. The University has a special physiognomy, because of its mission and its structure more a participative than a hierarchical organization, requiring a special analysis of its internal and external environment. This analysis will lead to the formulation of a realistic materialized strategy. The strategy has to be specialized in the two main activities of the

University: education and research. The aim of this paper is the description of a new strategy formulation model for the universities for the research activities, based on the operation of a suitable information system. This model is based on theoretical and empirical research in order to find out the factors that affect the internal and external environment of the University's research. This model, takes into consideration the contribution of information technology (IT), information systems (IS), and the structure of the knowledge management systems (KMS).

Researching the human resources management 'outside' the organization

Antoaneta Getova¹, Tania Chavdarova³, Vladimir Vassilev²

¹ *Department of Sociology, Faculty of Philosophy, Sofia University, Bulgaria*

² *tania@sclg.uni-sofia.bg*

³ *Bulgarian Academy of Science*

The text is dedicated to methodological problem, related to the research of human resources in the social organizations. The main problem of the research is if those phenomena can be researched from the 'outside', without a direct contact with the organization. The method is based on a content analysis of job announcements, submitted by different organizations. The research has passed by 3 phases. First, a preliminary research made with the purpose to verify the main hypothesis and the validity of the empirical indicators used in the survey. Second, an extended research concentrated in more "job issues", and also in a larger period of time was made. The third phase of the research is dedicated to the elaborating of a system of monitoring of job announcements. Also, the aims are to simplify the fieldwork, using appropriated software to facilitate the search and the selection of job announcements also online.

Competitiveness Indicators of Cluster Members from a Microeconomic Perspective

Aleksandar Karaev¹, Dr S.C. Lenny Koh³, Dr Leslie T.Szamozi²

¹ *SEERC, 17 Mitropoleos Str, Thessaloniki, 54624 Greece, akaraev@seerc.org*

² *City College, Business Administration and Economics Department, 13 Tsimiski Str, 54624 Thessaloniki, Greece, szamozi@city.academic.gr*

³ *The University of Sheffield, Management School, 9 Mappin Street, Sheffield, S1 4DT, UK, S.C.L.Koh@sheffield.ac.uk*

The concept of clusters is always related to competitiveness, regardless whether it is analysed from a perspective of a nation, a region, an industry or a single company at a micro level. According to the literature the competitiveness of clusters or nations depends on bottom-up, microeconomic perspective of competitiveness on a firm level. Besides the cost differentiation and differentiation which are considered to be the main ways of gaining competitive advantage over rivals, in recent years the technology and innovation capacity are also being observed as common factors for the assessment of competitiveness at the firm level. However, there is no a unique methodology in measuring competitiveness of companies, which makes difficult not only the benchmarking between companies from the same cluster, but also comparison between the business performance between cluster members and those

which do not participate in any cluster initiative. This is a research paper, which aims at providing an overview of competitiveness indicators on firm level based on the literature review and a survey of companies which participate in clusters.

A comparative analysis of British and Greek industrial regions assisted by EU Regional Policy: Similarities, differences and future prospects concerning effectiveness and economic performance.

Alexandros Karvounis

SEERC, 17 Mitropoleos Str, Thessaloniki, 54624 Greece, akarvounis@seerc.org

The aim of this paper is to identify similarities and differences between EU-assisted industrial-based regions, which are facing declining pressures due to the restructuring of international and local economies in a globalised context. The research tries to compare in brief the effectiveness and the performance of the two selected EU Objective 1 regions (South Yorkshire from UK and Central Macedonia from Greece) with a similar profile but with different technological level. It also tries to reveal the causes of effectiveness and performance variations between the two case study regions.

Antecedents of Societal Factors on the Entrepreneurial Behaviour of Family Businesses in Turkey's Textiles and Apparel Industry

Alper Kayhan

SEERC, Mitropoleos 17, Thessaloniki 54624 Greece, akayhan@seerc.org

Despite their majority share in the number of enterprises all over the world, family businesses have increasingly started attracting scholarly interest only in the course of last two decades. Nevertheless, the growing literature on the former has been rather confined to their management practices, leaving many aspects of social and cultural factors that shape their decisions under-studied. In this paper it is aimed to offer an exploratory analysis of the antecedents and consequences of those factors on the entrepreneurial behaviour of textiles and apparel firms in Turkey, through perspectives from economic sociology and anthropology. With a special focus on the particularities of the Turkish family and kinship system, it will be argued that for an accurate analysis of family businesses one should take into account the family component of those establishments at least as much as the attention paid to the business dimension thereof. Moreover, it will be suggested that this necessity to attain a better grasp of the kinship system in Turkey becomes even more crucial since it has created an economic rationality in its own image.

The EU energy supply market: Role and place of Russia and prospects of integration of the main Russian energy companies.

Julie M. Korosteleva¹, Vladimir N. Zuev²

¹State University - Higher school of Economics, 4 Universitetski Prospekt, 117333 Moscow, Russia, juli.korosteleva@gmail.com

²State University - High school of Economy, Dept. of International Economy and Policy, 20 Lubyanka Str, 101000 Moscow, Russia, vzuev@hse.ru

Russia remains the world's largest hydrocarbon producer and the biggest supplier to energy-hungry markets. Russian oil producers now operate under rules that are fundamentally different from those in force 15 years ago. Over that same period Russia's role in the world energy market also profoundly changed. That is was a costly transition the industry was to be expected. For organization producing energy supply today in Russia, the environment remains dynamic but much more stable and with a far brighter outlook than even five years ago. Energy security is a real issue for Russia. The purposes of this study are detailed analysis and description of energy security conditions in Russia and factors providing energy security in future, the analysis of the external economic aspects of cooperation of Russia with EU, compared criteria of international trade activities of the Russian and foreign companies and also designated of problems and prospects of interaction of Russia with leading energy transnational companies. The basic purposes of research are estimation of positions of Russia in the EU energy supply market, Russian energy interests and priority resolution in system of the international economic relations, in-depth study of world experience workability for future development and perfection of energy trend of external policy.

Aspects of World Cultural Tourism

Madalina Lavinia Tala¹, Radu Emilian³, Gabriela Tigu²

¹Academy of Economic Studies, 6 Piata Romana Str, Bucharest, Romania, madalina_tala@yahoo.com

²Academy of Economic Studies, Dept. of Tourism-Services, 6 Piata Romana Str 010374, Bucharest, Romania, gabrielatigu@yahoo.com

³Academy of Economic Studies, Dept. of Tourism-Services, 6 Piata Romana Str 010374, Bucharest, Romania, raduemilian@hotmail.com

One of the most important forms of tourism is cultural tourism. It is seen as a natural consequence of the level of today's society, in spite of the fact that people have travelled around the world since ancient times. Some authors suggested that all kinds of tourism represent a cultural experience or the fact that tourism is culture. Based on cultural attractions such as heritage, arts, creativity and lifestyle, cultural tourism can provide a good value of resources, an integration of the local cultures in the world universal culture. Cultural tourism has passed from the traditional approach of visiting places to a new and modern approach, the consumption of lifestyle. This aspect makes it more complex, more interesting and more appreciated by the producers and dealers of cultural holidays or individual services. They have to pay attention in order to anticipate consumption tendencies but also to preserve the fragile cultural heritage, always in danger of being irreversibly destroyed.

Credit in the monetary transmission mechanism: An evaluation of the credit channel using Greek data

Katerina Markidou¹, E. Nikolaidou³, S. Mateut²

¹SEERC, 17 Mitropoleos Str, Thessaloniki, 54624, Greece, amarkidou@seerc.org

²City College, Business Administration and Economics Department, 2 Kalapothaki Str, 54624 Thessaloniki, Greece, enikolaidou@city.academic.gr

³*The University of Sheffield, Dept. of Economics, 9 Mappin Str, Sheffield, S1 4 DT, UK, s.mateut@sheffield.ac.uk*

This paper investigates the relevance of the credit channel of monetary policy transmission in Greece by employing a SVAR model on both aggregated and disaggregated data and estimating the response of bank loans to different macroeconomic shocks. By distinguishing between households and firms instead of focusing on the response of total bank credit (heterogeneity of the loan types) to a tightening monetary policy shock and by employing a SVAR methodology using monthly data following the work by Safaei and Cameron (2003), this paper identifies structural models to study bank credit in Greece as a source of macroeconomic variation for the period 1995-2005. The findings suggest that the credit channel in Greece for the period 1995-2005 is inoperative in spite of the two monetary policy variables used, the monetary base and the interest rate. The responses of the different bank credit measures to monetary policy changes do not significantly differ, rendering the credit channel ineffective for both consumers and business firms.

What does lure us into bank M&A in South Eastern Europe?

Simona Mihai-Yiannaki

Cyprus College, 16 Diogenes, Engomi, Nicosia Cyprus, smihai@cycollege.ac.cy

Tracking the intensification of M&As in banking in South Eastern Europe during the past decade, the study engages into analysing the most recent motives behind this wave. This study reviews motives in bank M&A as seen the acquirer and the target banks. There is evident proof that other soft factors called “non-economic” including bargain deals and follow the customer are behind the economic motives like scope economies, market power or excess capacity in the region. Most of these motives though are interrelated and their impact on future bank M&A trends is identified as well as the new possible acquirers.

Value Creation in B2B markets through supply chain involvement

Dario Miocevic¹, Bruno Grbac², Biljana Crnjak-Karanovic³

¹*Faculty of Economics, Dept. of Marketing, Matice Hrvatske 31,21000 Split, Croatia, dmiocevi@efst.hr*

²*Faculty of Economics, Dept. of Marketing, Ivana Filipovića 4, 51000 Rijeka, Croatia, grbac@efri.hr*

³*Faculty of Economics, Dept. of Marketing, Matice Hrvatske 31,21000 Split, Croatia, bcrnjak@efst.hr*

In marketing theory there is everlasting breakthrough of concepts and theories from other social sciences, especially from the area of social psychology and sociology. Having this in mind, it seems obvious that multidisciplinary approach is necessary in the contemporary marketing theory and, by now, it has drawn quite a success. Business to business marketing (B2B) is considered to be a field which was neglected because of the dominance in research within the area of business to consumer (B2C) marketing. Nevertheless, contemporary marketing theory endorses concept that the focal point is customer satisfaction through value creation in which B2C marketing research can not provide necessary information regarding mechanism of the whole

value creation process, starting from first tier suppliers. Therefore, B2B marketing philosophy offers insight into retrospective of value creation process in which all members of supply chain have their stake. Consequently the supply chain management (SCM) arises as the concept which is ideal framework for explanation of B2B philosophy and mechanism for an in depth customer value creation process analysis. This paper reports on preliminary literature review in attempt to build the theoretical model of dissertation comprising various fields of inquiry.

Innovative SME's and competitiveness in Romania

Dr. Andreea-Clara Munteanu

*Institute of National Economy, Romanian Academy, 13, Calea 13 Septembrie Str.,
Sector 5, Bucharest, Romania
acmunteanu@gmail.com, andreeaclara_munteanu@yahoo.com*

Economic developments of the past two decades, referring here mainly to globalization effects, have strengthened the idea small and medium-sized enterprises (SMEs) are the core driver of innovative activities, but also of competitiveness and economic growth. From the perspective of Romania's EU membership, competitiveness and innovativeness demands for national enterprises became more stringent, so that an in-depth analysis of the existing situation is necessary, just as outlining the main restructuring directions adequate for the EU knowledge-based economy.

Exchange Rate Policies for the Transition to EMU

Ancuta Popa¹, Silviu Cerna², Liliana Donath³

¹*West University of Timisoara, 16 Pestalozzi Street, 300115, Timisoara, Romania,
ancutzapp@yahoo.com*

²*West University of Timisoara, School of Economics, Dept. of Finances, 16 Pestalozzi Street,
300115, Timisoara, Romania silviucerna@yahoo.com*

³*West University of Timisoara, School of Economics, Dept. of Finances, 16 Pestalozzi Street,
300115, Timisoara, Romania, lilidonath@yahoo.com*

The paper aims to present a theoretical and empirical analysis of the exchange rate present in Central and Eastern European countries. First I exhibit the classification of the present exchange rate regimes, namely fixed, intermediate and flexible exchange rate regimes. I also analyzed the Central and Eastern European countries in the view of the criteria of optimum currency area theory. The conclusion reached is that Central and Eastern European countries meet only some of the optimum currency area criteria; asymmetric shocks are still present in this case. There are also presented the factors that influenced the adoption of exchange rate during the transition period in Central and Eastern European countries, the present and evolution of the exchange rate, the objective of Central and Eastern European countries concerning the participation in Exchange Rate Mechanism II and joining the European Monetary Union. Finally, I analyzed the exchange rate impact on certain macroeconomic variables. In order to recommend a fixed or a flexible exchange rate regime to a

certain county, we must analyze carefully the main economic characteristics of the country under discussion.

Clusters and methodological issues - the case of Bosnia and Herzegovina

Amira Vejzagic-Ramhorst¹, Panayiotis H. Ketikidis², S.C. Robert Huggins³

¹SEERC, 17 Mitropoleos Str, Thessaloniki, Greece, {aramhorst, [pketikidis](mailto:pketikidis@seerc.org)}@seerc.org

²City College, Dept. of Computer Science, 13 Tsimiski Str, 54624 Thessaloniki, Greece, Panayiotis Ketikidis [ketikidis@city.academic.gr; pketikidis@seerc.org]

³The University of Sheffield, Management School, 9 Mappin Street, Sheffield, S1 4DT, UK, rhuggins@sheffield.ac.uk

A range of different methodologies have been utilized in research of clusters. Lack of standardized methodology is partly due to heterogeneity of cluster research field covering a range of disciplines and streams, including neoclassical economics, (new) geographical economics, economic geography, evolutionary economics, regional development, industrial relations, management, sociology and culture. Given almost non-existent research on clusters and cluster initiatives in Bosnia and Herzegovina (BiH), there is a need to better understand clusters and cluster initiatives in the BiH specific context. However, it is critical (along Monsted's observation for networks) to determine what aspects of networks and clusters and their development processes the research is concerned with and then apply a relevant methodology. This paper has therefore two objectives. First, the paper will provide a literature review of relevant methodological issues in study of clusters and highlight some policy considerations. Secondly, the paper will provide the necessary background for understanding clusters and clusters initiatives in BiH. The paper will also develop a list of detailed propositions on clusters and inter-firm networks in BiH that will be tested through the field work and discuss a relevant methodology.

The role of the nonprofit organizations in the regional process

Adrien Reisinger¹, Dr. Janow Rechnitzer²

¹Széchenyi István University, Egyetem tér, Győr, Hungary, radrienn@rkk.hu

²Széchenyi István University

The development of a settlement or a region is a kind of conscious action, which influences the operation of the region to ensure the required living standard for the population and to be able to ensure the envisioned future of the given region. In my study I show, how the nonprofit organizations can contribute to the settlement- and regional development, what kind of roles they have in the process of the development and what kind of advantages have this process for the society. I also show what kind of roles the nonprofit organizations have in the development process in Hungary and in the West-Transdanubian Region. In my study I also demonstrate some of my opinions on the present Hungarian methods.

The Direct and Indirect Technological Transfer from Foreign Direct Investment (FDI) in the Host Economy – The Case of Albania

Mamica Skenderi¹, Phil Wright³, Costas Alexiou²

Book of Abstracts, DSC 2007

¹*SEERC, 17 Mitropoleos Str, Thessaloniki, Greece, mskenderi@seerc.org*

²*City College, Dept. of Computer Science, 13 Tsimiski Str, 54624 Thessaloniki, Greece, c.alexidou@city.academic.gr*

³*The University of Sheffield, Dept. of Computer Science, Western Bank, Sheffield, S10 2TN, UK, P.W.Wright@sheffield.ac.gr*

The paper attempts to examine the role of direct and indirect technological transfer through FDI on the upgrading of local companies in the Albanian manufacturing sector by employing an explanatory study based on interviewer-administered questionnaires with foreign companies. Preliminary results obtained from sample survey with foreign companies operating in Albania show that the impact of FDI is important in terms of direct technology transfer to local subsidiaries; however, the technology transfer to local companies is limited mainly due to little contact of FDI companies with the host economy. In case where there is contact with local economy, local suppliers benefit (assistance on quality, price and time delivery) more than local customers and local competitors. Main transmission mechanisms involve direct cooperation mainly through informal sharing of views, higher requirements put by foreign companies, as well as through demonstration/imitation effects. FDI effects are greater in the manufacturing sectors of food and beverages, and wood and furniture.

Institutional Changes and Trend Behaviour of the European FDI inflows

Smaragdi Irini¹, Katrakilidis Konsatntinos², Varsakelis Nikolaos³

¹*Aristotle University of Thessaloniki, Egnatia str., Greece, esmaragd@econ.auth.gr*

²*Aristotle University of Thessaloniki, Department of Economics, Egnatia str., Greece, katrak@econ.auth.gr*

³*Aristotle University of Thessaloniki, Department of Economics, Egnatia str, Greece, barsak@econ.auth.gr*

This paper investigates whether major economic and institutional changes in Europe, such as Internal Market Program and European Monetary Union, have caused significant impacts and changed the behavior of FDI inflows in twelve members of the European Union, from USA and Japan. The empirical methodology employs the Lee and Strazicich (1999, 2004) approach, LM unit-root test, for one and two structural breaks. The results provide evidence that FDI inflows are stationary series with one or two structural breaks that coincide with IMP and EMU inauguration dates.

Teens and their Peers – How do Reference Groups Influence Teenagers' Consumer Behaviour?

Tárkányi Eszter¹, Józsa László²

¹*Széchenyi István Egyetem, Marketing & Management Dept., 1 Egyetem tér, 9026 Győr, Hungary, tarkanyi@sze.hu*

²*Széchenyi István Egyetem, Marketing & Management Dept., 1 Egyetem tér, 9026 Győr, Hungary, jozsas@sze.hu*

This paper gives a short review on the nature of reference group influence and its role in consumer decisions. I shall point out the specific features of young people's consumer behaviour, since this is a crucial period not only in terms of socialization in general, but also in terms of consumer socialization. The distinction between the three types of reference group influence – informational, utilitarian, and value-expressive – is also discussed. In the second part of my paper, I shall sum up the results of an empirical research conducted in January-March 2007 among 14-25-year-old young people, trying to reveal the relative importance of two specific reference groups – family and peers – on their consumer behaviour.

Safe Ground for Foreign Direct Investments in Emerging Economies (Romania) in the European Union

Monica - Smaranda Tudor¹, Dr. Grigore Silasi²

¹ *Western University of Timisoara, Economics Faculty, Pestalozzi 16, 300115 Timisoara, Romania, tudormoni@yahoo.com*

² *Western University of Timisoara, Economics Faculty, Pestalozzi 16, 300115 Timisoara, Romania, grigoresilasi@yahoo.com*

In the first part of this paper we will prove that the volume, nature and success of foreign direct investments are influenced by government policies in various ways. For a better overview of the inflow of foreign direct investments in Romania we will analyze the last decade's privatization process. We will see how strong multinational companies participated and won in auctions for large companies such as Mittal (Sidex Galati steel processing plant in November 2001,) Renault (Dacia Automobiles Factory Pitesti in 1999) and Erste Bank (Romanian Trade Bank in 2006) Did the admission of Romania to the European Union result in benefits for Romania and Europe only? In the second part of the paper we will analyze the effects of foreign direct investments on Romania – considered to be a regional market within the European Union. We will try to follow the changes of the supplies and prices on the Romanian market as a result of the foreign direct investments. Are the European investments and the Romanian government's programs efficient enough to give European products and services a safe ground in comparison with the ever extending East Asian influence on the markets?

Investment Environment and Foreign Direct Investments in Turkey: What Turkey (don't) Know and What Turkish Policy Makers Should Not Do

Kayahan Tüm

Cukurova University, PhD. Candidate Department of Accounting and Finances, Adana, Turkey Email: ktum@cu.edu.tr

Globalization is an inevitable and irreversible process, and dealing with the imperatives of globalization capitalizing on its positive aspects mitigating the negative ones is perhaps the most important challenge for the new millennium. Globalization has enhanced the opportunities for success, but it has also posed new

risks to developing countries. Globalization has many faces; however globalization is first and foremost comprehended in economic and financial terms. In this sense, it may be defined as the broadening and deepening linkages of national economies into a worldwide market for goods, services and especially capital. Perhaps the most prominent face of globalization is the rapid integration of production and financial markets over the last decade; that is, trade and investment are the prime driving forces of globalization. Foreign direct investment (FDI) has been one of the core features of globalization and the world economy over the past two decades. It has grown at an unprecedented pace for more than a decade with only a slight interruption during the recession of the early 1990s.

The economic competitiveness of the transitive countries

Ibolya Vincze

University of Széchenyi István, Hungary, ibolyavincze@t-online.hu

The aim of the current study is to show the economic development of post communist countries, the effective role played by transitory state economies in improving competitiveness in order to comply with the competition policy of the EU, the attempts to comply with international trade and freedom of competition principles anchored already in the Rome Treaty, which were based on the recognition that the development of a liberal trade system will potentially result in the improvement of global well-being. The Rome Treaty establishing the European Economic Community had already defined competition policy as community competence. The transitional economic development of postcommunist countries is a topic that draws less scientific attention than it should. The transition from socialist-communist economy to a capitalist economy is not just a question of history and lessons for the future but is very much living and predestinating influence for these countries. In my paper I examine different financial and economical strategies that the governments utilized to make their economies more competitive. I analyse these strategies as they choose between the more active, in some cases rather aggressive, state interventions and the more passive methods of economical reshaping. I also discuss the old and new theories of state intervention and the conclusions and examples these countries have made provide us with. I also examine what the necessary content of economical policies is, what makes them really the motor of economical development. In my examples I detail the transitional economical situations of Hungary, Estonia, Slovenia among others to show the differences of East-European development strategies and circumstances. The influence of the European Union, and its guidelines have important effects on most of these countries and can not be left out of a paper written about these subjects. I hope to achieve with my paper a general overview of the past and future tendencies of posttransitional countries, which can hold important lessons not only for the East-European countries but for other countries of the world which will face the transition and the economical difficulties accompanied by it in the future.

Multi-Objective Optimization of the Disassembly Production and Operations Planning

Anastasios Xanthopoulos¹, Eleftherios Iakovou²

¹*Scholar of the Public Benefit Foundation Alexander S. Onassis, axanthop@auth.gr*

²*Professor – Lab Director, eiakovou@auth.gr*

Aristotle University of Thessaloniki, Dept. of Mechanical Engineering, Industrial Management Division, University Campus, 54124 Thessaloniki, P.O. Box 461, Greece

Disassembly is the process of systematic removal of a subset of attractive modules and components from the original assembly, in a destructive or non-destructive way. Traditionally, product disassembly was only performed for repairing processes. Nevertheless, the disassembly of a product at the end of its useful life is rapidly growing into a common and worthwhile industrial practice. There are several reasons for this, including: the recovery of valuable and reusable parts or subassemblies, the product separation to facilitate the downstream material recovery processes, and the removal of hazardous or toxic materials. In this context, we present two alternative multicriteria algorithms for the identification of the most ‘desirable’ components of an EOL product to be disassembled for recovery purposes. More specifically, the first approach is based on the principles of the Analytic Hierarchy Process and of the Pareto analysis, through developing a scoring model, while in the second one we propose a goal-programming algorithm. Environmental, financial, legislative, and technological criteria consist the core of this integrated analysis. Finally, an illustrative case study is provided.

Session 2: Information and Communication Technologies

Academic Library Consortia in the Philippines: Current Practices and Future Needs

Nora G. Agustero¹, Sheila M. Corral², Andrew M. Cox³

¹*The University of Sheffield, Department of Information Studies, Regent Court, 211 Portobello Street, Sheffield S1 4DP, UK, email n.agustero@sheffield.ac.uk*

²*The University of Sheffield, Department of Information Studies, Regent Court, 211 Portobello Street, Sheffield S1 4DP, UK, email s.m.corral@sheffield.ac.uk*

³*The University of Sheffield, Department of Information Studies, Regent Court, 211 Portobello Street, Sheffield S1 4DP, UK, email a.m.cox@sheffield.ac.uk*

The long tradition of co-operation among libraries and the resurgence of interest towards participation in library consortia in recent years presume that it is crucial to how libraries cope with political, economic, socio-cultural and technological challenges. However, a number of practitioners have expressed concerns with library consortia, so the focus of this research is not on whether libraries should co-operate, but on how they collaborate and with whom. Using the concept of strategic alliances, this study investigates the current practices and future needs of academic library consortia in the Philippines. It focuses on four aspects of inter-organisational relations, namely: relational actors, relational objectives, relational arrangements and relational factors. The study also intends to review experiences in the United Kingdom and Southeast Asia as bases for recommendations for improving of academic library consortia in the Philippines. This investigation utilizes descriptive case study as the research design as it focuses on the ‘how’ and ‘why’ questions regarding the state of affairs of academic library consortia. The following sources of data are used: archival records, interviews, field notes and research memos. It

employs qualitative method using grounded theory in data collection and analysis to generate a theory from data.

The Role of Academic Librarians in Institutional IS Strategic Planning: a case study of Syrian Governmental Universities

Maram Alajamy¹, Miguel Baptista Nunes², Andrew Cox³

The University of Sheffield, Dept. of Information Studies, Regent Court, Portobello Street, Sheffield, S1 4DP, UK

¹*m.alajamy@sheffield.ac.uk*

²*j.m.nunes@sheffield.ac.uk*

³*a.m.cox@sheffield.ac.uk*

This paper reports on a research project that seeks to investigate academic librarian involvement in information system (IS) strategic planning in Syrian Universities. The core of the research reported concerns aspects of strategic planning within the very complex IS necessary to support Higher Education institutions today. The lens used by the project to analyse this very multifaceted type of IS comes from an information professional focus, in particular academic librarians, and their role in the IS strategic planning process. The paper reports first on the findings of a critical literature review on the role of academic librarians in IS strategic planning and then extrapolates conclusions for the case of Syrian governmental universities. This is an important study, not only in the Syrian context, due to the lack of general studies from the information professional perspective. The paper aims at questioning the traditional technology deterministic attitude in IS strategic planning and proposing an alternative centred on information needs and services to meet these.

Towards a Semantic CRM modelling: an overview

Spiros Alexakis¹, Iraklis Paraskakis¹, Lenny Koh², Panayiotis Ketikidis³

¹*SEERC, 17 Mitropoleos Str, Thessaloniki, 54624, Greece, { iparaskakis, salexakis}@seerc.org*

²*The University of Sheffield, Dept. of Computer Science, Western Bank, Sheffield, S10 2TN, UK, s.c.l.Koh@sheffield.ac.uk*

³*City College, Dept. of Computer Science, 13 Tsimiski Str, 54624 Thessaloniki, Greece, ketikidis@city.academic.gr*

As customer orientation becomes more and more important in an increasingly competitive market, the organisational paradigm known as Customer Relationship Management (CRM) has gained strong recognition. The success of a CRM system depends on data quality, whereas a big share of information is been provided by external sources, for instance enterprise resource planning systems (ERP) or data migration from legacy systems. At the same time, the CRM system has to serve as a data source for other CRM systems or peripheral tools, like telephony (CTI) and business intelligence (BI). Accordingly, interoperability is an important factor for successful CRM deployment. Interoperability characterises the ability for enterprise data & application integration (technical interoperability) as well as capturing and re-using knowledge for adaptation and business process execution (business process interoperability). Current interoperability research activities develop semantic models for data and service migration. These models are named ontologies and they aim in providing a formal representation of a shared conceptualization of a particular

domain. This paper will give a short introduction on CRM & interoperability, and proceed with a description of the ontology idea and presentation of typical examples from the semantic research domain. After an overview on different approaches for creating a domain specific ontology, namely from the scratch, inheritance or extraction, we will conclude with first ideas for a methodology for creating a domain specific ontology.

The Barriers Associated with CRM Adoption in the Banking Sector

Salim Hilal Al-Mamari¹ Miguel Baptista Nunes²

The University of Sheffield, Dept. of Information Studies, Portobello Street, Sheffield, S1 4DP, UK.

¹ s.almamari@shef.ac.uk, ² j.m.nunes@shef.ac.uk

Customer Relationship Management (CRM) systems have been adopted since the beginning of 1990s to enhance business competitiveness. The issues concerning the centrality of the customer in the business environment has influenced the way in which organisation implement CRM. Despite all the well known benefits that can be gained from using CRM, these systems have however faced problems of failure due to a wide range of risks events and barriers. This paper presents and discusses a thematic analysis of barriers based on a critical literature review. The study focuses on the banking sector and these barriers may hinder the successful use of CRM in the sector. The thematic analysis represents an attempt to produce a comprehensive model in its subject. The proposed themes of barriers are divided into ten categories a namely: organisational commitment, strategic planning, business strategy, business processes, customer relationship, IS strategy, cultural preparation, change management, communication, and wide-organisation barriers. Each category contains a number of instances of related barriers. This paper discusses these barriers, as well as their related potential causes and consequences. The list of themes identified represents an important contribution in the field of information systems for both practitioners and the research community. For researchers, it provides an initial proposition of a thematic representation of barriers for CRM in the banking sector and therefore a basis for further research on CRM. For practitioners, this list is an important tool for strategic planning and decision-making to avoid the incurring in the many drawbacks that characterise CRM.

A Model for Stent Graft Planning

Hulusi Baysal², Semih Utku¹, Alp Kut³

¹Dokuz Eylül University, Dept. of Computer Engineering, Izmir, Turkey, semih@cs.deu.edu.tr

²Dokuz Eylül University, Dept. of Computer Engineering, Izmir, Turkey, hbaysal@cs.deu.edu.tr

³Dokuz Eylül University, Dept. of Computer Engineering, Izmir, Turkey, alp@cs.deu.edu.tr

In this research, we will propose a model which assists experts to diagnose and repair abdominal aortic aneurysm via endovascular stent graft. This research is a part of multidisciplinary project between computer and medical sciences. Aortic aneurysms occur when a blood vessel becomes abnormally large or balloons outward. Abdominal aorta is the largest blood vessel that carries blood to abdomen, pelvis and legs. If an AAA (Abdominal Aortic Aneurysm) is not cured, it may cause sudden

death. An aneurysm is treated by inserting a stent graft via open or endovascular surgery, into aorta. Today, endovascular stent graft is a fairly popular technique due to fast recovery time and less invasive operations. Major difficulties in stent graft treatment are selection of the appropriate stent and determination of its correct location. The selection of the stent depends on various factors such as length and diameter of aneurysm. If the stent does not fit into aorta or it is not in the correct location, it may slide or blood may leak outside the stent. This will cause a rupture in aorta leading to death. Our model will focus on solutions to overcome these difficulties and methods for a faster decision making in case of aortic aneurysm repair. In this research, we will describe a set of software solutions which will be designed for our model to observe the aneurysm.

A novel approach of enterprise knowledge management systems: An enterprise Web 2.0 holistic model

Dimitris Bibikas¹, Alexandros G. Psychogios², Iraklis Paraskakis³, Ana C. Vasconcelos⁴

¹SEERC, 17 Mitropoleos Str, Thessaloniki, 54624 Thessaloniki, Greece, dbibikas@seerc.org

²City College, Dept. of Management, 13 Tsimiski Str, 54624 Thessaloniki, Greece, a.psychogios@city.academic.gr

³SEERC, 17 Mitropoleos Str, Thessaloniki, 54624 Thessaloniki, Greece, iparaskakis@seerc.org

⁴The University of Sheffield, Dept. of Information Studies, Western Bank, Sheffield, S10 2TN, UK, A.C.Vasconcelos@sheffield.ac.uk

Organisations' core competencies, in today's knowledge based socioeconomic environment, include capturing, sharing and applying knowledge in all facets of corporate operations. Enterprises are nonetheless obliged to focus on maintaining and enhancing their knowledge capital. A combination of previous research in organisational knowledge management systems and a critique for the lack of harmonisation perspectives with organisational double-loop learning and innovation management is presented. Furthermore, a theoretical exploration of a decentralised approach to enterprise knowledge management systems, focusing on the outputs of knowledge workers and on adaptive-lightweight development is illustrated. It is suggested that decentralised, initial free-form and emergent knowledge management systems seem to formulate a novel approach in organisational KM, embodying strong double-loop learning and innovation management capabilities. In particular, an alternative integrated framework is theoretically investigated, through the use of a new breed of emerging enterprise collaborative platforms. These new digital platforms for generating, sharing and refining information are already popular on the Internet, where they're collectively labelled "Web 2.0" technologies. In order to enhance academics' and practitioners' understanding, this preliminary framework can be used as a basis for further research in the area of enterprise KM systems.

Stochastic grammar driven simulation models

Vasile Crăciunean¹, Emil Marin Popa²

¹Department for Computer Science and Business Informatics, "Lucian Blaga" University of Sibiu, Ion Rațiu Street, no. 5-7, Sibiu, Romania, craciunean@sln.ro

²Department for Computer Science and Business Informatics, "Lucian Blaga" University of Sibiu, Ion Rațiu Street, no. 5-7, Sibiu, Romania, emilm.popa@ulbsibiu.ro

Developing a software system involves a sequence of operation classes like: gathering information from the activity field of the system; recognizing the captured information; integrating this information in the knowledgebase of the system; taking behavioral decisions which, based on his state of information, allow the system to find the solution for the given problem. Obviously software systems for problem solving must have the possibility of dynamic self information and decision correction. The stochastic generative grammar may be a useful tool for designing and developing such software systems. In this paper we introduce the stimulation operator, used by a stochastic grammar to assimilate dynamic information by modifying the probability fields associated to the nonterminals, leading, in the end, to a dynamic auto instruction process.

Related representations the limit of functions by use of WEB technologies

Ljubica Dikovic¹, Dr.Sc Branislav Popovic²

¹*Business Technical College, Uzice, dikoviclj@ptt.yu*

²*University of Kragujevac, Faculty of Sciences, bpopovic@kg.ac.yu*

The first part of the work deals with a modern vision of education which has been relying on the application of new communication and computer technologies with the aim of reaching new levels of creativity and knowledge as a way of investigation. The teacher's role has been changing from a role of a static lecturer towards the role of a mentor, researcher, an active user of technology, a public person, knowledge producer and the whole-life student. The second part of the work deals with representation as a form of math presentation. Mathematics is a science, whose first and basic topic is the study of quantitative and logical relations and space forms of the real world, abstracted directly from reality. In the course of math development its content and methods have grown increasingly abstract. The representation process includes the use of different models for organizing, memorizing and exchanging of math ideas with the aim of solving the math problems and for a better interpretation of mathematics. Such models can be used for mathematics to be "seen, touched, presented" by use of multimedia materials, diagrams, graphic reviews or symbolic expressions. Representation should become an important supplementary element in teaching mathematics; so every teacher should choose a particular type and amount of representation materials to enrich the conventional form of a math lesson. Limits as a part of differential calculus are about changing and how a change in one value affects another value. The dynamic nature of calculus is in a conjunction with dynamic/interactive method of display. The Internet has many e-resources to help students get an intuitive feel and to visualize the limiting process. The use of computer's software in differential calculus allows students to explore a wider range of function types, and provides students to make the connections between symbolic, visual, and numeric representations. Students take more responsibility for their own learning, and the dynamics of classroom activity shift to more discussion, interest, motivation to study and cooperative learning.

Ontology Development to Support the Knowledge Based Planning of Hot Strip Mill Production Plant

Dobrev M., Gocheva D., Batchkova I.

University of Chemical Technology and Metallurgy, Sofia, dep. of Automation of Production, 8 Kl. Ohridski Str., Sofia, Bulgaria, dobrevmm@abv.bg

The application of knowledge systems based on ontology is a very promising mean in achieving enterprise integration. On the base of currently state of the art in ontology engineering, this paper analyses and discusses the most popular and used enterprise ontologies. A special attention is paid to the development and application of task ontologies for planning and scheduling. An overview of the existing planning and scheduling ontologies is proposed. A new approach for development of knowledge based planning and scheduling of hot strip mill plant is proposed. It uses a part of the basic terminology, set of concepts and object and activity models defined in ANSI/ISA-S95 standard for Enterprise-Control system integration. As a primary tool for capturing the domain and application knowledge the recent standard ontology language OWL is selected and Protégé as a free, open source ontology editor is used. Finally some conclusions for the future work in this domain are made.

Fuzzy extension on context-free grammars

Ralf Fabian¹, Emil Marin Popa²

¹*Department for Computer Science and Business Informatics, "Lucian Blaga" University of Sibiu, Ion Rațiu Street, no. 5-7, Sibiu, Romania, ralf.fabian@ulbsibiu.ro*

²*Department for Computer Science and Business Informatics, "Lucian Blaga" University of Sibiu, Ion Rațiu Street, no. 5-7, Sibiu, Romania, emilm.popa@ulbsibiu.ro*

A way of extending the concepts of formal languages to include some aspects of natural processes is the introduction of fuzziness. Fuzzy logic is the logic behind approximate reasoning instead of exact reasoning. Its importance lies in the fact that many types of human reasoning, particularly the reasoning based on common sense, are by nature approximate. Lee and Zadeh introduced fuzzy grammars as an extension of ordinary formal grammars by using the concepts of fuzzy sets. There formal grammar is based on the Chomsky hierarchy. Fuzzy grammars have only the terminal alphabet as fuzzy set. In this paper we rely on the concept of total fuzzy grammars introduced in and establish a relationship between the syntactic analyze of a word from the language and his degree of membership to the language. We address here only the formalization for the particular case of context free grammars.

Basic of Bionics and Biomechanics: an e-Learning Course for Biomedical Study Programs

Lucia Hutníková¹, Radovan Hudák², Jozef Živčák³

¹*TU Košice, Faculty of Mechanical Engineering, Department of Instrumental and Biomedical Engineering, Letná 9, Košice, Slovakia, lucia.hutnikova@tuke.sk*

²*TU Košice, Faculty of Mechanical Engineering, Department of Instrumental and Biomedical Engineering, Letná 9, Košice, Slovakia, radovan.hudak@tuke.sk*

³*TU Košice, Faculty of Mechanical Engineering, Department of Instrumental and Biomedical Engineering, Letná 9, Košice, Slovakia, jozef.zivcak@tuke.sk*

E-learning technology enhances instruction through the delivery of electronic courses offered via the Internet. Such courses can be accessed by any PC connected to

Internet, uncoupling the student from the classroom and the instructor from the chalk board. E-learning has explicit benefits over traditional classroom learning. This is indicated by the demand for multimedia based e-learning content as well as the growth of educational software. E-learning can increased retention, is self paced (accessed as per the learner's need), potential cost saving (difference in facility costs, instructor costs and learner costs), gives a consistent message (eliminates the problem associated with different instructors teaching with different material on the same subject), allows for easy update and maintenance, while being measurable (due to the central tracking and monitoring of e-learning activities) and flexible (accessible). This paper describes a new e-learning course "Basic of Bionics and Biomechanics", designed by faculty at the Technical University of Kosice, Department of Instrumental and Biomedical Engineering. The course provides biomedical engineering students with access to multimedia instruction at any time or any place (home, work, or campus). In this paper we first review the potential and impact of e-learning, then we outline the approach used to develop this instructional tool, and finally we discuss the effectiveness of this course for teaching engineering tools and concepts.

Engineering Tools as a Support in Suction cups Applications in order to increase Energy Efficiency

Ivana Ignjatović¹, Dragan Šešlija²

¹ *University of Novi Sad, Faculty of Technical Sciences, Department of Industrial Engineering and Management, Trg Dositeja Obradovića 6, 21000 Novi Sad, Serbia, ivanai@uns.ns.ac.yu*

² *University of Novi Sad, Faculty of Technical Sciences, Department of Industrial Engineering and Management, Trg Dositeja Obradovića 6, 21000 Novi Sad, Serbia, seslija@uns.ns.ac.yu*

Vacuum technology is becoming even more popular for work piece handling as an alternative to mechanical grippers. In this paper possibilities of increasing the energy efficiency in suction cups applications are presented. Today we can use the vacuum selection programs in order to choose the optimal type of suction cup. This paper contains the functioning principle of this kind of software. Suction cups are great consumers of compressed air. Using vacuum selection programs we can save energy and reduce the costs. There are two possible ways to increase the energy efficiency in the suction cup applications: 1. We can use air saving circuit. It is integrated part of vacuum generators and it comes from manufacturers of pneumatic equipment; 2. The other way is changing the vacuum components and simulating the new system. Changing the components we can see the effects which they cause. In accordance with these conclusions we can make actions for increasing the energy efficiency of the whole system. The first method will be explained and the second will be presented on the particular system.

eLearning Environments: Group Interactions in Culturally Diverse Collaborative Learning

George Katakalos¹, Miguel Baptista Nunes²

¹*SEERC, 17 Mitropoleos Str, Thessaloniki, Greece, gkatakalos@seerc.org*

²*The University of Sheffield, Department. of Information, Western Bank, Sheffield, S10 2TN, UK, j.m.nunes@sheffield.ac.uk*

Higher Education within the European Union is changing both in terms of pedagogical models, International reach of the universities and an increasing utilization of information and communication technology for teaching and learning purposes. In fact, with the introduction of the World Wide Web in formal educational settings, an increasingly diverse cohort of students is being asked to interact with each other in multicultural environments for which they may be ill-prepared. Computer communication tools can increase the reach of the university by providing distant access, but also add in the complexity of communication. Therefore, well known conflicts in computer mediated communication may be further compounded by the multicultural nature of the group. If these problems are not addressed the success of the academic culture integration proposed by the Bologna process may be undermined by the very problems it aims at addressing: the cultural diversity of students in European universities. Therefore, this paper reports on a critical literature review that aimed at demonstrating the ways in which students coming from different cultural backgrounds interact with each other when engaging in group-based e-learning activities.

E-learning theory and practice: Theoretical and practical approaches to using VLEs for educational practice.

Petros Lameris¹, Iraklis Paraskakis¹, Philippa Levy²

¹*South East European Research Centre, Research Centre of the University of Sheffield and CITY liberal studies, 17, Mitropoleos str. 54624, Thessaloniki, Greece. Email: {[plameris](mailto:plameris@seerc.org), [iparaskakis](mailto:iparaskakis@seerc.org)}@seerc.org*

²*The University of Sheffield, Dept. of Information Studies, Regent court, 211Portobello str Sheffield S1 4DP, UK. Email: p.levy@shef.ac.uk*

This paper is a state of the art literature review on e-learning theory and practice regarding the usage of technological tools for pedagogically driven e-learning. The purpose of this paper is to provide a review of how these tools may be classified and used for pedagogical practice. Therefore, it attempts to enable academics to have an awareness of the theoretical and practical issues regarding these tools. The following discussion particularly concerns theoretical and practical aspects regarding the use of Virtual Learning Environments (VLEs) including learning theories, pedagogical approaches and technological tools. Specifically, a review of learning theories is attempted, from which key components of learning are distilled. This process is important because it may allow pedagogical approaches to be described and related to appropriate theoretical models through the use of specific technological tools and resources.

Should Agents be Self-Aware?

Andrei Moiceanu

“Politehnica” University of Timisoara, Faculty of Automation and Computers, Romania, andreimoiceanu@yahoo.com

Achieving self-awareness in affordable agent-based systems through Gödelian self-reference is the target of this paper. In the context of “Computing as interaction” in open, heterogeneous, dynamic and uncertain environments (OHDUE), the “Self-*” memplex invaded modern information technology. System complexity makes self-awareness desirable, and agent technology makes it possible. However, is it suitable to consider self-awareness as relevant agent feature when other (less elusive) strong agency characteristics are still luxury, even in large-scale systems? The target is approachable (within the scope of a PhD thesis and in Romanian context), restricting it to purely software entities (and accepting that agents lack somatoception-based self-representation achievable by robots). Stemming from Hofstadter’s ideas, it is founded on: GSR ::= type of self-reference implicated in agent self-cloning; ASC ::= spawning an agent identical to its parent. Self-reference could generate emergence of primitive self-awareness, because “isomorphisms induce meaning” [11]. If this expectation is not met, GSR must function in “Plan B” (for real-world applications; first tested: e-Learning). Hence: a) ASC is designed with extendable functionality (cloning themselves agents spawn better architectures). b) Lacking spatial sense, agents should excel with temporal sense. c) AOSE-based generic architectures preserve autonomy, modularity and extendability d) To avoid undue behaviour, users can enter privileged interaction modes (for instance, agent ethical behaviour). Current models are embodied by simple, human-controlled self-referential interface agents (pseudo-avatars), showing: autonomy (intentionality, control of a few mental states), longevity (it can leave a dying computer), primal sense of time (duration, context-driven waiting, dynamic prioritisation, etc.), minionology with I (agent), You (master), and Rest of the world (context-relevant environment). Preliminary conclusion: “Plan B” seems workable.

eSIRMA as Standard WEB Services Client

Stanislav Nakov¹, Dimiter Bogdanov²

¹*ICCS-BAS, Dept. of Programming Systems, Acad. G. Bonchev Str., Blok 2, Sofia, Bulgaria, stanislav_nakov@yahoo.com*

²*ICCS-BAS, Dept. of Programming Systems, Acad. G. Bonchev Str., Blok 2, Sofia, Bulgaria, bogdanov@iccs.bas.bg*

In this paper we investigate impact of the standard WEB services client to overall services bus message flow. The standard WEB services client is core component of the framework named extended System Infrastructure for Realization of Managed Architecture (eSIRMA). It is defined as separate tier in the N-tier architecture. Its prime goal is to decouple applications from concrete message exchange paradigm and provide developers with set of callable, standard APIs for WEB services adoption. We present an architectural model along with flexible transformation model, which relies on protocol specification to provide access to the resources and in this way avoids prefabricated interfaces. This ontology is an important contribution for both practitioners and researchers. For practitioners, this ontology is an important tool for risk prevention, management and control, as well as, for strategic planning and decision making. For researchers, it represents a starting point for further research and provides early insights into a research field that will become increasingly important as more and more companies progress from implementation to exploitation of ERPs.

National Electronic Health Record Systems: A Performance Analysis of Technological Options

Leonidas Orfanidis¹, Barry Eaglestone², Panagiotis D. Bamidis³

¹ *South East European Research Centre, Mitropoleos 17, 54624 Thessaloniki, Greece, lorfanidis@seerc.info*

² *Department of Information Studies, University of Sheffield, Regent Court, 211 Portobello Street, Sheffield, S1 4DP, UK, b.eaglestone@sheffield.ac.uk*

³ *Medical Informatics Laboratory, School of Medicine, Aristotle University of Thessaloniki, PO Box 323, 54124 Thessaloniki, Greece, bamidis@med.auth.gr*

This paper defines and demonstrates a method for evaluating achievable National Electronic Health Record System (NEHRS) performance within the constraints of the nation's technological infrastructure. By illustrating simulation experiments within the context of two realistic scenarios, we were led to the understanding of the important role of the health and the country infrastructure on the NEHRS development and efficient operation. The scenarios' difference was the kind of the transferred medical record, where for the one case they were text data while for the other they were medical image data. The simulations included the estimation of the NEHRS service time for a variety of record sizes, user numbers and Internet link technologies. More specifically, the NEHRS service time estimations contained the delays' measurements which are mainly caused by the HL7 text message generation/parsing, record encryption/decryption, the network bandwidth, the LANs delays and the database sizes. Results establish the implementation of HL7 has negligible overheads, whereas encryption/decryption significantly increases response times. Also, we have demonstrated, in general, the method allows experimentation to select a technological design which will achieve acceptable performance within specific national technological constraints.

Framework for Empirical Exploration of Emergence within Complex Systems

Ognen Paunovski¹, George Eleftherakis², Tony Cowling³

¹ *SEERC, 17 Mitropoleos Str, Thessaloniki, Greece, ogpaunovski@seerc.org*

² *City College, Dept. of Computer Science, 13 Tsimiski Str, 54624 Thessaloniki, Greece, eleftherakis@city.academic.gr*

³ *The University of Sheffield, Dept. of Computer Science, Western Bank, Sheffield, S10 2TN, UK, a.cowling@dcs.shef.ac.uk*

In recent years the problem of understanding emergence gained in importance as existing ICT systems exhibited properties usually associated with complex systems. The inability to predict and control emergent phenomena has created many problems in engineering ICT systems with high complexity. While emergence creates problems on the one side, it offers many possibilities for advance in the area of adaptive self-organizing systems on the other. However at the moment our limited understanding of the emergent phenomena is an obstacle in utilizing its potential. Towards this end, this paper proposes a framework aimed at increasing our understanding of emergence through empirical study of natural systems exhibiting the phenomena. The framework relies on agent-oriented computer modelling and simulation as tool for examination of specific types of emergence. The main idea is to use iterative

simulation process in order to build a taxonomy of causal relationships between the micro and macro layers in a particular case study. The paper also covers a theoretical review of several relevant topics including complex systems, classification of emergence and agent oriented modelling.

A Risk Ontology for ERP Post-Implementation

Guo Chao Alex Peng¹, Miguel Baptista Nunes²

¹ *The University of Sheffield, Dept. of Information Studies, Regent Court, Portobello Street, Sheffield, S1 4DP, UK, lip05gcp@sheffield.ac.uk*

² *The University of Sheffield, Dept. of Information Studies, Regent Court, Portobello Street, Sheffield, S1 4DP, UK, , j.m.nunes@sheffield.ac.uk*

Enterprise Resource Planning (ERP) systems have now become an integral part of organisational infrastructures. However, many companies are confronted with a wide range of risks at the post-implementation stage, namely when using, maintaining and enhancing their ERP systems. In spite urgent need for research in this area, there is a scarcity of studies focusing on post-implementation in contrast with a over abundance of studies focusing on implementation and project management aspects. This position paper aims to fill this significant research gap by presenting a risk ontology of ERP post-implementation. This ontology represents a first attempt in producing a comprehensive model in this area and consists of forty potential risks that may occur in ERP post-implementation. Additionally, the twenty predominant risks that compose the ontology, as well as their potential causes and impacts, are presented and discussed in this paper.

Three Quadratic Surfaces as Design Tools For 3D Graphic Systems

Emiliyan Petkov

University of Veliko Turnovo, Department of Computer Systems and Technologies, 2 Theodosii Turnovski Str, 5000 Veliko Turnovo, Bulgaria, epetkov@abv.bg

This paper presents one method for decomposition of quadratic surfaces by bi-quadratic NURBS surfaces. The research covers three of the nine quadratic surfaces that are presented by one general equation. Those three surfaces are: elliptic cylinder, parabolic cylinder and hyperbolic cylinder. A survey of the existing techniques for their construction in 3D graphics applications is given here. The methods for decomposition of the three quadratic curves (ellipse, parabola and hyperbola), which are needed as generatrix-curves, in the NURBS basis are investigated and published here as well. The presented methods are intended for design tools development and their implementation in 3D graphic systems.

State-of-the-Art and Future of Service Oriented Software Engineering

Ervin Ramollari¹, Dimitris Dranidis², Anthony J. H. Simons³

¹ *SEERC, 17 Mitropoleos Str, Thessaloniki, Greece, erramollari@seerc.org*

² *City College, Dept. of Computer Science, 13 Tsimiski Str, 54624 Thessaloniki, Greece, dranidis@city.academic.gr*

³ *The University of Sheffield, Dept. of Computer Science, Western Bank, Sheffield, S10 2TN, UK, a.simons@dcs.shef.ac.uk*

Service Oriented Computing represents a paradigm shift in software engineering that requires new ways of thinking. It introduces new opportunities as well as challenges in this field, which need to be addressed by the ongoing research. More specifically, innovative techniques are needed to deal with the unique properties of SOA, and also, end-to-end methodologies are required to guide service oriented development projects. The aim of this paper is to investigate current state-of-the art practices and issues in SOC from the software engineering perspective, an area which has not been yet addressed adequately by researchers. Recurring issues in engineering SOA are explained, such as adoption of existing processes and techniques, SOA-specific requirements, agility, business alignment, and integration of existing investment on infrastructure (i.e. legacy systems). In addition, the paper presents an up-to-date survey of service oriented development methodologies. After presenting some characteristics that differentiate between the methodologies, such as delivery strategy, scope, prescriptiveness, process agility, industry application, and others, the paper proceeds with analysis and comparison of existing methodologies based on those characteristics. Finally, some conclusions about forthcoming research in the area of service oriented software engineering are drawn in the end of the paper.

Simulation of digital FIR filters analysis using Matlab software package

Dragan Rastovac¹, Vlado Delić², Vladimir Majski¹

¹ *University of Novi Sad, Faculty of Education in Sombor*

² *University of Novi Sad, Faculty of Technical Science*

In recent years many of software solutions are emerging which can significantly enlighten process of analysis and testing. They are enabling to avoid complex mathematical calculations and programming large number of program code while at the same time they reduce the time required for successful implementation. Education will therefore receive wider influence. The paper will present software implementation and simulation of the basic digital FIR filter characteristics. When referring to characteristics, they refer to the following (amplitude, phase, amplifying and the other important characteristics). Implementation and simulations involve the use of Matlab 7.0 software package with special focus onto "fdatool" function. This function is significant because it demands input signal in form of code, while the other adjustments are made in window menus which appear automatically, and do not demand writing the programming code for each adjustment separately. Moreover other similar functions and concomitant and relevant tools for FIR filter analysis will not be neglected. While analyzing, commenting and graphically presenting input functions and windows which are often mentioned in literature will be favored.

Applying OPERAS_{XC} to NASA's Small Aircraft Transportation System

Ioanna Stamatopoulou¹, Petros Kefalas², Marian Gheorghe³

¹ *SEERC, 17 Mitropoleos Str, Thessaloniki, Greece, istamatopoulou@seerc.org*

² *City College, Dept. of Computer Science, 13 Tsimiski Str, 54624 Thessaloniki, Greece, kefalas@city.academic.gr*

³ *The University of Sheffield, Dept. of Computer Science, Regent Court, 211 Portobello Str, Sheffield S1 4DP, UK, marian@dcs.shef.ac.uk*

Most non-trivial multi-agent systems are characterised by a dynamic structure in the sense that during their evolution new agents may appear in the system, others cease to exist while the communication channels between existing agents are constantly changing. On the contrary, however, most multi-agent modelling methods assume a fixed configuration that is not realistic. This paper presents OPERASXC, a formal approach targeted to the modelling of dynamic multi-agent systems that captures the appealing modelling characteristics of Communicating X-machines and Population P Systems. We aim to build on existing work by further exploring the practicability of the method on NASA's Small Aircraft Transportation System.

Open Platform of Reflexive Feedback Model (OPRF) - how do communication networks transform closed social structures of functional flows into dynamic and innovative information systems?

Špela Stražišar

University of Ljubljana, Faculty of Social Sciences, Dep. Communication and Information Science, Kardeljeva 5, 1000 Ljubljana, Slovenia; spelas@gmail.com

Open Platform of Reflexive Feedback Model (OPRF) presumes computer mediated communication system as a complex, dynamic and emergent platform for open and cooperative social relations. While social science focuses most commonly on social networks and transmission of human, social, cultural or symbolic capital within relatively self-referential cultural and knowledge framework, the author argues that this is an inadequate approach to describe ongoing communication processes which take the form of socio-technical engineering in a sense of open (helpful and cooperative) participation culture. Participation culture in open platform approach is not the basis for sociality but rather the consequence of interaction and cooperation among individuals. Therefore open platforms are seen as user-based networks rather than universal normative action-perception frameworks. This, as the author argues, mobilize change internal to the system through feedback loops that pass through individuals and capture tacit individual knowledge, experiences and practices that are helpful information for others. Individuals therefore are not merely users, but at the same time makers, since they cause system destabilization and change according to their unanticipated and dynamic adaptation, which is the consequence of continuous interaction and cooperation with diverse actors rather than of instant identification, cultural imitation and information processing as suggested by usual social perspectives. Individual from OPRF aspect is independent from normative cues, but not isolated from information and people and yet engaged in syntagmatic interaction and experience which is at the same time an interpersonal relating process.

A Web Service Reasoner for the Semantic Web

Efstathios Simeonidis¹, Georgios Meditskos², Efstratios Kontopoulos², Nick Bassiliades²

¹*University of Macedonia, Thessaloniki, Greece, mis0518@uom.gr*

²*Department of Computer Science, Aristotle University of Thessaloniki, Greece, {gmeditsk, nbassili, [skontopo](mailto:skontopo}@csd.auth.gr)}@csd.auth.gr*

Web Services offer a standard interface for describing the available services on the Web. Common applications of Web Services are B2B communications and e-commerce, mainly because they are platform and network-independent, easily deployable and offer great reusability. Moreover, the Semantic Web initiative proposes technologies and languages for annotating information on the Web, so that it can be understood, interpreted and exploited by software agents. For the realization of such architecture, agents should be able to reason over the annotated information, in order to make decisions and to successfully cooperate with each other. To this end, logic and rules play an important role, enabling the description of assertions that can be used to derive new knowledge and the implementation of agent behaviour. In this paper we describe the Web Service implementation of a rule-based RDF reasoner, called DR-DEVICE. The deployment of the reasoner as a Web Service enables other applications to use the system over the Internet, by exploiting the well-defined interface that Web Service technology offers. Agents can use the service by interchanging messages, based on standards (SOAP) and already existing Internet protocols (HTTP), in order to enrich their functionality with reasoning capabilities. Furthermore, the system can serve as a software component of a more complex and distributed framework that would compose a variety of Web Services in order to achieve a new functionality. DR-DEVICE supports both deductive and defeasible rules and can be extended to the proof layer of the Semantic Web architecture, for validating the derivations stemming from the inferential logic activity. The service is available to end users through a Web interface.

Knowledge Sharing in Complementary Healthcare Communities of Practice: the Coexistence of Traditional and Western Medicine in China

Lihong Zhou¹, Ana Cristina Vasconcelos², Miguel Baptista Nunes³

¹ *The University of Sheffield, Dept. of Information Studies, Regent Court, Portobello Street, Sheffield, S1 4DP, UK, l.zhou@sheffield.ac.uk*

² *The University of Sheffield, Dept. of Information Studies, Regent Court, Portobello Street, Sheffield, S1 4DP, UK, a.c.vasconcelos@sheffield.ac.uk*

³ *The University of Sheffield, Dept. of Information Studies, Regent Court, Portobello Street, Sheffield, S1 4DP, UK, j.m.nunes@sheffield.ac.uk*

Knowledge management (KM) has been considered as a crucial element of success in the context of healthcare organisations. Nonetheless, medical knowledge is neither adequately used nor effectively managed in many of healthcare practices, particularly in areas of interdisciplinary activity. In China, the problems of knowledge sharing between practitioners of traditional medicine and their western medicine counterparts are particularly problematic. This area of overlapping healthcare in both hospitals and general practices has been overlooked because both healthcare communities tend to disregard their counterparts and due to the relatively low prioritisation given to KM in Chinese hospitals face to more pressing operational needs. This paper presents the result of a critical literature review into both components of the current Chinese healthcare system and raises potential problems in knowledge sharing and utilisation between Traditional Chinese and Western medicines, as two completely distinct groups of healthcare philosophies, practices and concepts, in the environment of Chinese hospitals.

Session 3: Governance, Politics and Society

Sub-national Units in Transition: International Relations Theory and Emerging Actors in a Multi-level Environment

Alper Arisoy¹, Semra Aytuğ², Adriano Giovannelli³

¹*Dokuz Eylül University Institute of Social Sciences, Graduate Department of EU Studies, Kaynaklar Campus, 35160, Buca, Izmir, Turkey, alper.arisoy@deu.edu.tr*

²*Dokuz Eylül University Faculty of Economics and Administrative Sciences, European Community Centre (ATMER), Dokuzçesmeler Campus, 35160, Buca, Izmir, Turkey, semra.aytug@deu.edu.tr*

³*University of Genoa, Faculty of Political Science, Department of European Researches (DIRE), Salita San Nicolosio, 1/6-8, 16124 Genoa, Italy, Adriano.Giovannelli@unige.it*

While European integration has gained momentum following the Treaty of Maastricht, a discourse on “Europe of the regions” has come to the fore, with the presumption that the sub-national units become, or are supposed to become, active dynamics of the integration process. However, this dominant discourse seems to take the “actorness” of sub-national units for granted, without questioning their rather passive position in the face of both national and supranational actors. In turn, this passive position gives rise to a reaction – albeit in some cases reluctantly – from the part of sub-national units. As a matter of fact, the research on which the present paper is based suggests that while their involvement in interaction at both national and supra-national levels varies from country to country, and even from one region to another within any given member state, these units tend to “individualise” for certain reasons. Among others, the main factors of individualisation are ever-growing competition and devolution of not only competences, but also public finance burdens which forces the sub-national units to act increasingly in individual terms. The paper aims to share some observations on the transformation of these units, focusing on the case of Italy.

European Union Enlargement towards the Western Balkans: Identity Transformation as a Foreign Policy Instrument

Murat Necip Arman¹, Nazif Mandaci²

¹*Dokuz Eylül University, Institute of Social Sciences, European Studies Doctoral Programme, PhD Candidate, Dokuz Eylül University Faculty of Management, Department of International Relations, Kaynaklar Yerleskesi, Buca, Izmir muratarma@yahoo.com*

²*Dokuz Eylül University Faculty of Management, Department of International Relations, Kaynaklar Yerleskesi, Buca, Izmir, Turkey, nazif.mandaci@deu.edu.tr*

During the 1990s when war and chaos held its sway in Western Balkans, the EU had put into practice two foreign policy instruments drastically inspired from the scientific approach of conflict resolution and its respective matter, so-called complex emergencies. Yet, by the end of the same decade the EU beheld that strategies which

destined ceasing conflict or rehabilitating it did not meet the security prerequisites of the union as well as the region. Mostly influenced by the advance in the academic studies on security issues, the EU adapted a new course intentionally or unintentionally intersecting with the parameters of the new approach in the security field, so-called human security. The human security goes beyond classical conceptualization of conflict within the perspective of complex emergencies and shares some aspects of the theories of problem solving, since it took as its fulcrum the transforming of social reality. What makes the case vital, in my opinion, for the maturing security strategies of the EU is that complex emergencies or development oriented policies are inherently based on a hierarchical mentor-pupil relations. However, this new trend, particularly appeared in the ongoing and transforming relations between the EU and the Balkans which goes hand in hand with the trend to make justice and home affairs more supranational, replaces this mentor-pupil relations by relations between the equals. In this paper I also aim at touching on the linkage between this trend and identity transformation which had initially been employed as a deliberative foreign policy instrument for promoting security in its surroundings, that now serves to a collective imagination of Europe in societies in engagement, which does not make any division between EU and the Balkans.

Organizing and Sustaining Hegemony: A Gramscian Perspective on the Islamic Community and Wahhabism in Bosnia

Onder Cetin¹, Asef Bayat²

¹ *Islamic Studies, Leiden University and ISIM, Rapenburg 59, 2311 GJ Leiden, the Netherlands, o.cetin@isim.nl*

² *Prof. Asef Bayat, Leiden University, Department of Arabic, Persian and Turkish Languages and Cultures (TCIMO) and Academic Director, ISIM, Rapenburg 59, 2311 GJ Leiden, the Netherlands, a.bayat@isim.nl*

In the last fifteen years, Bosnia has drawn considerable attention due to the 1992-95 war and the continuing presence of the reformist salafi movement so-called Wahhabism in Bosnia. Within the broader framework of discussions regarding Bosnia's possibility to be a hotbed for terrorist attacks to the West and the Wahhabi influence superseding the moderate, Hanafi experience of Islam practiced by the Bosnian Muslims and represented officially by the Islamic Community, this paper raises two basic questions: (1) Whether and how can the IZ organize and sustain its hegemony vis-à-vis the so-called Wahhabi movement, and (2) What will the consequences of this struggle over hegemony in between religious representations and politics be in the private and public realms at domestic and regional levels? I argue that, against criticism accusing it to be silent and unnecessarily tolerant towards these groups, the IZ chose a different strategy to preserve its authority and the traditional identity of the Bosnian Muslims. Within the framework of the Gramscian approach on hegemony, its motive can be regarded as a wise measure to strengthen to its own leadership on a consensual basis by revitalizing its legitimizing discourse and re-configuring necessary alliances horizontally and vertically, rather than applying coercion.

Neo-Liberal Elements in the Transformation of Islamism in Turkey: Changing Conceptions of Social Justice

Sinan Erensi¹

¹ *Sabancı University, SSBF Tuzla İstanbul Turkey, sinanerensu@su.sabancıuniv.edu*

This paper aims to trace the transformation in the socio-economic imagination of Islamism in Turkey, taking the concept of social justice as one of its central themes. It argues that as Islamism tried to integrate with the global system and economy, its social justice discourse started to move in a neo-liberal direction. Through a collective case study of two institutions – a businessmen association and a labour union confederation – that have been associated with Islamism in Turkey, the paper illustrates how the socio-economic imagination of Islamism, which once offered a systemic critique of capitalism and pledged to bring solidarity, social and economic equality to the losers of economy has reconciled with neo-liberalism. Yet, even though Islam has ceased to be a toolbox of critique, it continues to act as a marker.

National Policies of the Scientific Research – Fundamentals for the European Integration

Margareta Florescu

Department of Management, icefaceus@yahoo.com

The new dimension of the informational society specific to the beginning of a millennium is reconsidered with an unprecedented intensity in the historical perspective according to the more competitive societal and economic dimensions and to the high standards of the axiological aspects imposed to scientific research. Starting from such unfavourable reality in which Romania occupies the last positions of the European Innovation Scoreboard in the recent years, the article presents arguments for a better prioritisation of the scarce public resources as they are administrated by the specialized institutions. Some suggestions derived from exploiting the best practices of more successful countries in the race of gaining competitiveness in the European Research Area are elaborated by the authors in order to envisage the new trends of the society, with special emphasis on responsibilities and the ways in which scientific work can respond to such requirements.

Nationalism, Turkish Media and the Armenian Question

Sinan Gökçen¹, ***Caroline Oates***³, ***Sean Homer***²

¹ *The University of Sheffield, Management School, 9 Mappin Street, Sheffield, S1 4DT, UK, n.tuck@sheffield.ac.uk*

² *City College, Department of Business Administration and Economics, 2 Kalapothaki Str, 54624, Thessaloniki, Greece, s.homer@city.academic.gr*

³ *The University of Sheffield, Management School, 9 Mappin Street, Sheffield, S1 4DT, UK, c.j.oates@sheffield.ac.uk*

This paper is the preliminary part of a wider study analyzing the mainstream press' attitudes regarding nationalism by the way of focusing over the issue of the 'Armenian Question', as this issue might be referred to as the litmus test of nationalism in Turkey. The paper will review the relevant literature, ranging from nationalism theories to academic research on Turkish media. Furthermore, the paper will present the methodology that will be applied throughout the research and will establish the theoretical framework of the research. There will also be a discussion of the research questions and the case studies, explaining the importance of the selected topic and the newspapers in the context. The early 2000s witnessed the mounting of international pressure over Turkey to recognize the Armenian Genocide. Meanwhile, nationalist expressions were on the ascendancy because of a variety of reasons and this nationalist wave burst into an explosion of nationalist rhetoric in almost all the media institutions. Though it is widely recognized that the media has a crucial role to play in channeling the public opinion and psyche, the relations between the media and nationalism remains very much undiscovered in Turkey. While it is self-evident that the 'traditionally' nationalist newspapers would be leaning towards fiercely fanning nationalist sentiments while reporting and commenting about the Armenian Question, the editorial attitudes of the mainstream dailies is more difficult to foresee. Would they be supporting more liberal and peaceful attitudes towards the Armenian Question or would they be pursuing nationalist editorial lines, as well? It is noteworthy that the mainstream newspapers by and large support the EU process and integration of Turkey with the 'West'; therefore hypothetically the mainstream press should have been ready to stand by conflict resolution- but is that really so? In order to assess the mainstream editorial attitudes, the news and commentaries of the Sabah, Hürriyet and Yeni Şafak dailies will be evaluated during the course of the study.

The Changing Nature of English as a Lingua Franca in Serbia

Sara Hannam¹, Julia Davies²

¹*City College, Division of Humanities and Social Sciences, 13 Tsimiski Str, 54624 Thessaloniki, Greece, hannam@city.academic.gr*

²*The University of Sheffield, Department of Education*

This paper follows on from a presentation carried out last year which outlined the initial literature review in a PhD that is concerned with investigating the changing nature of English as a Lingua Franca in Serbia. The presenter is now in her 2nd year of PhD research and will outline the tentative initial findings deriving from the first in a series of fieldwork interviews with key stakeholders in English Language Teaching (ELT) in Serbia. These groups include a focus group of Serbian English teachers and a representative of the Peacekeeping English Project (PEP) delivered by the British Council in the region. Following the development of a culturally and methodologically appropriate framework for the field work which will also be outlined during the talk, the researcher interviewed some of the key contemporary voices in ELT to collect different views on three critical questions a) what role does the English language play in Serbia at this particular historical moment? b) how does this affect the linguistic identity of those using English as a Lingua Franca? and c)

what forces are responsible for shaping perception of the increasing use of English in the country?[971]

Invisible Cinema: a theoretical conceptualization within the film studies

Efthimios Hatzis¹, Sean Homer², Adam Piette³

¹*SEERC, 17 Mitropoleos St, Thessaloniki, Greece, ehatzis@seerc.org*

²*City College, Business Administration and Economics Department, City College, 17 Mitropoleos St, 54624 Thessaloniki, Greece, s.homer@city.academic.gr*

³*The University of Sheffield, Dept. of English Literature, Shearwood Mount, Shearwood Road, Sheffield, S10 2TN, UK, apiette@sheffield.ac.uk*

The definition of the “invisible” is the initial point of departure for this research. Parallels are drawn from Lefebvre’s notion of the production of conceptual space and the location of death. Similarly, this notion is represented in the ancient Greek theatre’s supernatural locale unseen by the audience behind the skene. Paul Schrader’s work “Transcendental Style of Film Directing” is investigated where a model of conceptual film analysis is utilized to illustrate the implication of the divine, the invisible. Furthermore, he suggests preliminary applications to Byzantine iconography that can be used as groundwork for a more developed paradigm. Previous works in conceptual theories of film studies and iconography are examined as a basis, such as Andrew Horton’s work “The Cinema of Contemplation” where a concrete mise-en-scène analysis of Theo Angelopoulos work is applied to iconography. Writings from the iconoclastic period in Byzantium point to the purpose of iconography: to see the invisible, the unseen, God. The theology of the visual elements of iconography, such as in displacement of time, inverse perspective, locations representing interiors and exteriors simultaneously, light, and uncreated light are situated. Finally, an application of this model is deployed through the analysis of a scene from a film.

Dual Citizenship in the Context of Integration Policies

Barbara Kežar

Institute for Ethnic Studies, Ljubljana, Slovenia, barbara.kezar@guest.arnes.si

The paper discusses the phenomenon of dual citizenship that mostly results from immigration processes but has just recently found its way on the agenda of migration and citizenship studies. The author first analyses a changing attitude toward dual citizenship together with the main factors and underlying arguments that contributed to these changes. In the second part of the paper she concentrates on the analysis of dual citizenship and its role in integration processes of long-term immigrants in receiving societies. She argues that dual citizenship positively influences on integration of long-term immigrants especially in two ways: by facilitating the naturalization processes and by encouraging further integration in receiving society by enabling equal citizenship status. She also suggests that future researches of the role of dual citizenship in integration processes should be complemented with an analysis on the individual level and concentrate on subjective meanings and interpretations that individuals subscribe to this element of integration policies.

Competitiveness of Professional Services: A Case of Turkish Advertising Agencies

Cigdem Sahin¹, Hacer Ansal²

¹ *Isik University, Social Sciences Institute, Maslak Campus, Istanbul, Turkey, cigdem.sahin@isik.edu.tr*

² *Isik University, Faculty of Arts & Sciences, Sile Campus, Istanbul, Turkey, ansalh@isikun.edu.tr*

The study seeks to examine the extent to which internal factors affect the competitiveness of firms in professional service industries. A case of Turkish advertising agencies is selected because of the advertising industry's highly knowledge and skill intensive characteristics and the increased competition among firms in recent years. In addition to firm resources, organizational and managerial capabilities, and the knowledge of the firm will be investigated to understand the degree of their effects on the process of competitiveness. By conducting a case study methodology, a comparison among multinational and national agencies that have high, moderate and low performances is used to explain the relationship between the sources of competitiveness and firm performance.

Russia's Security Policy in the South-eastern Europe

Vsevolod Samokhvalov¹, Kostas Ifantis², Th.Couloumbis³

¹ *Athens University, Research Fellow, Hellenic Centre for European Studies, 4 Xenofontos Str, 10557 Athens, Greece, vsevolod76@yahoo.com*

² *Director General, Hellenic Centre for European Studies, 4 Xenofontos Str, 10557 Athens, Greece, info@ekem.gr*

³ *Director General, Hellenic Foundation for European & Foreign Policy, 49 Vas. Sofias Ave, 10676 Athens, Greece, eliamep@eliamep.gr*

The present paper analyzes Russia's response to security challenges coming from the Southeastern Europe. Departing from the conflict resolution approaches of the West to the Yugoslav crises, the author answers why Russia disagreed with these approaches and how these disagreements were reflected in Russia's approach to the Transnistrian conflict. In the early 90's Moscow had contended that the loose confederate state should become a single conflict resolution approach for the Southeastern Europe. Therefore, Moscow perceived various power-sharing schemes imposed by the West as the application of double standards, aimed at pressing Russia out of its traditional spheres of influence. Following this logic, Moscow shifted from proposing a loose confederate compromise for Transnistria to providing an open support to Tiraspol's bid for independence. In the conclusion the author provides some policy recommendations, which would ensure Moscow's constructive engagement in the Southeast European security architecture.

European integration and regionalization in South-Eastern Europe. Evidence from Bulgaria

Polia Todorova¹, Michel Drouet²

¹*CRESS-LESSOR, University Rennes 2, Place du Recteur Le Moal, 35000 Rennes, France, polia.todorova@uhb.fr*

²*CRESS-LESSOR, University Rennes 2, Place du Recteur Le Moal, 35000 Rennes, France, michel.drouet@uhb.fr*

The majority of the Balkan States are small transition countries but different cultures and religions exist there. Thus the stability of this neighbouring region is a main interest for the European Union (EU). Therefore, the EU encourages regional initiatives, thinking that the economic co-operation will be a durable source of peace. The participation of the countries in the local initiatives becomes a condition with the European accession. But this idea seems constraining for the Balkan countries because they think that the Stability Pact for South Eastern Europe is a solution of replacement to European integration in the medium term. Several questions may be raised concerning the Balkan economic integration. Indeed, what are the trade potentials expected from the Balkan Free Trade Area (FTA) given the economic disparities and political status heterogeneity? Moreover, is it necessary to provide efforts to build a FTA in the Balkans whereas the principal trade partner is the EU? How countries can manage the bilateral level with EU and the multilateral approach in the Stability Pact framework? This paper tries to answer these questions through the example of Bulgaria with the study of its trade flows with the EU and its Balkans partners.

Is the UK Leading the Way in the Food Marketing to Children Debate? A Family View

Nicki Tuck¹, Caroline Oates³, Sean Homer²

¹*The University of Sheffield, Management School, 9 Mappin Street, Sheffield, S1 4DT, UK, n.tuck@sheffield.ac.uk*

²*City College, Department of Business Administration and Economics, 2 Kalapothaki Str, 54624, Thessaloniki, Greece, s.homer@city.academic.gr*

³*The University of Sheffield, Management School, 9 Mappin Street, Sheffield, S1 4DT, UK, c.j.oates@sheffield.ac.uk*

This paper explores whether the proposed legislative changes by the UK government to food marketing to children are the way forward for all European countries following the threat of European wide legislation. It considers whether UK consumers agree with the changes proposed by the UK government. Six in-depth family interviews were undertaken to discover which marketing communications or combination of communications which children are exposed to have the greatest impact on them and the food they eat. The results showed that children possess the greatest awareness of the traditional communications of TV advertising and sales promotions and surprisingly have little or no awareness of the new forms of media such as adgames and SMS competitions. Other results showed that parents had no knowledge of either current regulations or any proposed changes. All parents agreed that it was their responsibility to monitor and control which communications their children were subjected to and consequently had installed their own control mechanisms.

The Perceived Effects of Advertising on children in Cyprus: A Framework Based on Children's Views

Athanasia Tziortzi¹, Caroline Oates², Mark Blades³

¹*The University of Sheffield, 9 Mappin street, S1 4DT, Sheffield, UK,
A.Tziortzi@sheffield.ac.uk*

²*The University of Sheffield, 9 Mappin street, S1 4DT, Sheffield, UK
,C.J.Oates@sheffield.ac.uk*

³*The University of Sheffield, Department of Psychology, Sheffield, S10 2TP, UK,
m.blades@sheffield.ac.uk*

The aim of this paper was to explore the perceived behavioural effects of advertising on children in Cyprus. Focus groups with six, eight, ten and twelve year old children were used. A number of effects were found like desire, purchases, pestering, parent-child conflict and influences on eating habits. The age of the child and the type of product advertised were important in defining the behaviour of children. The reported effects were linked and interrelated to create a framework to represent the perceived effects of advertising on children. The framework extends current work on the topic and includes three different routes. This was the first time such a project had been undertaken in Cyprus.

Was “Eurocepticism” an Issue for the New Comers? The Public Opinion of the (former) Candidate Countries of the EU Prior to Their Accession to the European Union:

Berfin Varisli¹

¹*Sabancı University, FASS, Orhanli-Tuzla, 34956 Istanbul,
Turkey,berfin@su.sabancıuniv.edu*

In the years of 2004 and 2007, the long-discussed European integration process finally came up with the expected consequences. The desires of the former Soviet-bloc countries (Bulgaria, the Czech Republic, Hungary, Poland, Romania and Slovakia), the three Baltic states that had been part of the Soviet Union (Estonia, Latvia and Lithuania), one of the republics of former Yugoslavia (Slovenia) and two Mediterranean countries (Cyprus and Malta) started to come into the picture as strong efforts to join the European Union and these states began to knock the door of European Union in the mid-1990's. European Union welcomed 10 of these candidate states on 1 March 2004 and the resting two, namely Bulgaria and Romania enjoyed the membership on 1 January 2007. However, although on state level, the pro-European Union attitudes of each of these could be seen strongly and explicitly, one should make sure that the public opinion also shares the same decision or not, bearing in mind the possible nationalistic and anti-EU values in these states. Therefore, in this paper, my aim is to analyse empirically the public opinion of these candidate countries towards EU, prior to their accession to the Union, by using publicly released Eurobarometer Data of Candidate Countries. I also would like to include Turkey (although not yet a member), which is also a candidate country, having a long lasting history related to her endeavours to be a full member of the Union.

The negotiation of Greekness in the context of talking about migration in Central Northern Greece: The construction of multiple categories of Greeks

Maria Xenitidou¹, Professor Paul White³, Dr. Sean Homer²

¹SEERC, 17 Mitropoleos Str, Thessaloniki, Greece, mxenitidou@seerc.org

²City College, Dept. of Business and Economics, 13 Tsimiski Str, 54624 Thessaloniki, Greece, s.homer@city.academic.gr

³The University of Sheffield, Dept. of Geography, Western Bank, Sheffield, S10 2TN, UK, P.White@sheffield.ac.uk

The geopolitical changes of 1989 saw the development of multiple forces, of which migration is one. Greece experienced a shift from a traditionally sender country to a main destination country for immigrants from Central and Eastern Europe and the former Soviet Union. Employing a discursive social constructionist approach, this paper firstly presents the ways in which multiple categories of Greeks are constructed in talking about Greekness and migrant integration in Greece. Secondly, it focuses on the discursive resources used in the extension of Greekness. Finally, the functions of this extension are explored as regards the dilemma of prejudice. This dilemma seems to be managed by the participants of this study by extending Greekness, in order for various ethnic and national groups to be seemingly included in the wider national group.

Europeanization of the western Balkans

Islam Yusuf¹, Andrew J. Taylor³, Miltos Sarigiannidis²

¹SEERC, 17 Mitropoleos Str, Thessaloniki, Greece, iyusuf@seerc.info

²Aristotle University of Thessaloniki, Department of Law, Thessaloniki, Greece, miltos@sarigiannidis.gr

³The University of Sheffield, Dept. of \politics Elmfield, Northumberland Road, Sheffield, S10 2TN, UK, a.j.taylor@sheffield.ac.uk

By examining the process of European integration of western Balkan countries, the paper seeks to provide a useful picture of the role of the EU in the region and its relationship with the countries of the region, with particular focus to the EU instruments that have dealt with the development of Europeanisation processes in the region. The paper devotes an effort to systematic cross-country comparisons of Europeanisation processes in western Balkans as a result of the EU's actions in the region. This issue requires a better understanding of the nature of the EU involvement inside these countries in light of the region's European integration prospects.

Session 4: Risk and Well-being

Influence of Lexical Terminology and Explicit Questioning on Theory of Mind Performance in Young Children

Sophia Dimopoulou¹, Dr. Efrosini Kalyva², Prof. Michael Siegal³

¹SEERC, 17 Mitropoleos Str, Thessaloniki, Greece, sdimopoulou@seerc.info

²*City College, Dept. of Psychology, 24 Prox. Koromila Str, 54622 Thessaloniki, Greece, kalyva@city.academic.gr*

³*The University of Sheffield, Dept. of Psychology, Western Bank, Sheffield, S10 2TN, UK, m.siegal@sheffield.ac.uk*

The extent to which young children can perform well on Theory of Mind (ToM) tasks is controversial. The aim of the present study was to investigate preschoolers' performance under the optimal testing conditions. The participants were 72 children attending nursery schools in Thessaloniki: 24 3-years-olds; 24 4-years-old and 24 5-years-olds. They were presented with two ToM tasks, namely the Sally-Ann task [1] and the Andreas task [2], in which the test questions refer to how a story character with a false belief can be misled in searching for the location of a desired object. Following [3], the children were tested either in a standard condition or in a condition where the test question referred explicitly to where the story character would look first for the object. As the lexical terminology for 'look' in the test question might influence the children's responses [2], half the test questions used the verb *kitazo* (look) and the other half used the verb *psahno* (search). It was found that children's performance was not affected by the type of verb. However, children performed significantly better in the 'look first' versus standard question condition in all age groups. The performance on Theory of Mind (ToM) tasks for 3 year-olds was not predicted by executive functioning measures; thus, there was no significant relation between ToM and EF measures. The findings are discussed in light of designing the most effective question types to elicit correct responses from preschool children in ToM tasks.

The task complexity and Extraversion: an ERP study

Georgiev S¹, Philipova D³, Lalova Y²

¹ *INB - BAS, 23 Acad. G. Bontchev Str, 1113 Sofia, Bulgaria, stillian@mail.bg*

² *INB - BAS, 6 Acad. G. Bontchev Str, 1113 Sofia, Bulgaria, j_lalova@doctor.bg*

³ *INB - BAS, 23 Acad. G. Bontchev Str, 1113 Sofia, Bulgaria, dolja@bio.bas.bg*

Trying to prove the validity of Eysenck's theories for the biological basis of personality many data for the differences between extraverts and introverts were collected. It was obtained, that the ERP differences between extraverts and introverts depend on the intensity and frequency of stimulation, but the papers concerning task difficulty dependence are very limited. The purpose of this work was to investigate how the task complexity affects ERP differences between extraverts and introverts. For testing the extraversion we used Eysenck Personality Questionary (EPQ). We recorded EEG under four equal audio series of pseudo-randomized low and high tones. We changed the level of task complexity by different instructions: 1 - passive listening; 2 - answering with the right index finger to the low tone and the left index finger to the high tone; 3 - counting the low tones; 4 - answering with the right index finger to low tones; We averaged stimulus locked ERP across each series and tones for extraverts and introverts separately. It was evident that the ERP differences between extraverts and introverts depend on the task complexity. We found P2, N2 and P3 latency differences and N1, P2, N2 and P3 amplitude differences. As whole extraverts showed larger N2 amplitudes and shorter N2 latencies. The differences

were more pronounced in the task supposed less complexity and decreased with the increase of task complexity.

Addiction recovery in Twelve Step Fellowships – Quality of life among members of the Narcotics Anonymous Fellowship

Mateusz Hędzielek¹, prof. Janusz Czapiński², prof. Maria Lewicka³

1 Warsaw University Faculty of Psychology, Department of Social Psychology, Ul. Stawki 5/7 00-183 Warsaw, Poland, mhedzelek@psych.uw.edu.pl

2 Warsaw University Faculty of Psychology, Department of Social Psychology, Ul. Stawki 5/7 00-183 Warsaw, Poland, janusz.czapinski@psych.uw.edu.pl

3 Warsaw University Faculty of Psychology, Department of Social Psychology, Ul. Stawki 5/7 00-183 Warsaw, Poland, marlew@psych.uw.edu.pl

The research concerns a comparison of a conglomerate of subjective quality of life factors between people that are not addicted to drugs, and those addicted to drugs recovering in the Narcotics Anonymous Fellowship. Following factors have been measured: desire to live, passion for life, feeling of happiness, global contentment of life concerning the past, present and future, particular satisfaction rates of contentment of different life areas. Besides those, evaluation has been carried out in such measures as: sense of life, sense of coherence, sense of positivity-negativity. Eighty participants were evaluated. The comparison has been done between fourthly pairs standardized in socio-demographic data (control group – research group). The research indicated that there were no significant differences in quality of life between non-addicts and recovering addicts in the Narcotics Anonymous Fellowship although certain significant statistical differences among particular quality of life factors were observed. The research also indicated that with growth of involvement in the Narcotics Anonymous Fellowship the sense of quality of life increases.

Effects of Target Probability on Response-Related Potentials (RRPs)

Yordan Hodzhev¹, Juliana Yordanova², Plamenka Nanova, Lora Lyamova, Vasil Kolev³

Institute of Neurobiology, Bulgarian Academy of Sciences, Acad. G. Bonchev Str., bl. 23, 1113, Sofia, Bulgaria

¹jordan_qvo@abv.bg, ²jjord@bio.bas.bg, ³kolev@bio.bas.bg

In a probabilistic environment, probability prediction is critical for behavioural organization and adaptation. The executive system of the brain subserves (1) performance modulation based on anticipatory and preparatory processes in both the perceptual (input) and motor (output) domains, and (2) performance monitoring, which enables intended goals to be reached by comparing the consequences of behaviour with the intended outcome of this behaviour. The objective of the present study was to assess whether and how target probability in Go-NoGo sensorimotor tasks with random stimulus presentation may affect (1) motor generation processes as reflected by scalp recorded motor response potentials (MRPs) at contralateral motor regions, and (2) performance monitoring as reflected by the correct response negativity (CRN) at midline frontal- central regions. Auditory event-related potentials (ERPs) were recorded while subjects performed Go-NoGo tasks, in which two types of stimuli (low tone, 800Hz, and high tone, 1200Hz) were presented with different probability of the low-tone targets ($p=0.15, 0.50, \text{ and } 0.85$). Targets required a motor

responses by button pressing. Reaction times were measured along with the electrophysiological parameters P300 ERP component in stimulus-locked averages, MRPs and CRN in response-locked averages. To increase spatial resolution, ERPs were transformed to current source density. It was found that (1) P300 amplitude increased gradually with target probability decrease, (2) the amplitude of MRPs over motor cortical regions was significantly larger for low than for equal and high target probabilities, (3) CRN did not depend on target probability. These results demonstrate that the functional modulation of the contralateral motor cortices depends on target probability such that low probability is associated with insufficient pre-activation of cortical motor areas. Further, executive processes controlling stimulus cognitive evaluation may dissociate from the executive processes controlling response generation. The strength of motor representations does not appear efficient to modulate the monitoring of correct responses.

Preliminary evidence that disorganization symptoms disrupt IOR in schizophrenia

Fenia Kalogeropoulou¹, Ana, B. Vivas² and Peter W.R. Woodruff³

¹ SEERC, 17 Mitropoleos Str, Thessaloniki, Greece fkalogeropoulou@seerc.org

² City College, Dept. of Psychology, 24 Prox. Koromila Str, 54622 Thessaloniki, Greece vivas@city.academic.gr

³ Academic Clinical Psychiatry & Sheffield Cognition and Neuroimaging Laboratory (SCANLab), Section of Neuroscience, Sheffield University School of Medicine & Biomedical Science, The Longley Centre, Norwood Grange Drive, Sheffield S5 7JT, United Kingdom p.w.woodruff@sheffield.ac.uk

This study aimed at examining the relationship between disorganization symptoms and inhibition of return -IOR- [1] in patients with schizophrenia. Two experiments were performed. For (Experiment 1 15 patients and for Experiment 2 11 patients with schizophrenia performed single and double cue IOR procedures with seven SOA manipulations (140, 230, 350, 450, 600, 2000, and 3200 ms). Patients' symptoms were assessed using the SAPS and SANS scales. There were no significant IOR effects at any of the SOA values. However, there was a significant negative correlation between FTD scores and cueing scores (RTcued-RTuncued) at the 2000ms SOA value in both experiments. Patients who scored high for FTD displayed more facilitation; whereas patients who scored low for FTD tended to show inhibition. This finding is consistent with the presence of impaired inhibitory processing in the semantic domain, together with impaired inhibitory processes in the visuospatial domain. Applying OPERASXC to NASA's Small Aircraft Transportation System

Quality of life in children treated for cancer and their parents

Maria Karagiannidou¹, C. Eiser³, E. Kalyva²

¹ SEERC, 17 Mitropoleos Str, Thessaloniki, Greece, sdimopoulou@seerc.info

²*City College, Dept. of Psychology, 24 Prox. Koromila Str, 54622 Thessaloniki, Greece, kalyva@city.academic.gr*

³*The University of Sheffield, Dept. of Psychology, Western Bank, Sheffield, S10 2TN, UK, m.siegal@sheffield.ac.uk*

The purpose of the present study is to examine the impact of childhood cancer on cancer patients' and on their parents' quality of life; and to examine the agreement between children's and parental reports of quality of life (QOL). Although, recent advances in treatment of paediatric cancer have resulted in overall survival rates approaching 75%, there is increasing awareness of the impact of cancer on the quality of life of children and of their parents. The participants of the present study will be children with cancer (age range 8-18 years old) who are being currently treated in hospitals and their parents. Children and parents will complete the Paediatric Quality of Life Inventory-32 – Cancer Module (PedsCQL) (Varni, Katz, Seid, Quiggins, Friedman-Bender, & Castro, 1998). It is expected that parents' of children diagnosed with cancer will report poor quality of life in relation to their children's reports. The results of the present study will be discussed in relation to planning appropriate multidisciplinary interventions both for parents and children in the Paedo-oncological clinics in an attempt to enhance their quality of life.

Smoking status differentiates perceived social norms and tobacco-related health risk: Cross-sectional evidence for false consensus and unrealistic optimism in Greek secondary school students

Lambros Lazuras¹, Angelos Rodafinos², and J. Richard Eiser³

¹*SEERC, 17 Mitropoleos Str, 546 24 Thessaloniki, Greece, llazuras@seerc.info*

²*CITY College, Dept. of Psychology, 24 Prox. Koromila Str, 546 22 Thessaloniki, Greece, rodafinos@city.academic.gr*

³*The University of Sheffield, Dept. of Psychology, Western Bank, Sheffield, S10 2TN, UK*

Smoking is a major threat to public health and there is an increased need for evidence-based tobacco control practices. Adolescent smoking is the precursor of adult smoking patterns and understanding the process of smoking in this age group is promising in developing effective prevention programmes. One way to understand the smoking process is to identify differences in smoking-related perceptions among adolescents with different smoking experiences. The present study set out to examine differences in perceived prevalence of smoking and tobacco-related health risk among adolescents in Greece, a country with comparable high smoking rates and an imminent need for tobacco control. Using a multistage method a probability sample of 4473 secondary school students from the urban region of a large Greek city was selected. A cross-sectional, school-based survey was used including measures of perceived smoking prevalence in the peer group and adults in Greece, and perceived health risk from smoking. Results showed that ever smokers perceived significantly higher prevalence of smoking, and less health risk than never smokers. Findings are

discusses in terms of false consensus and unrealistic optimism among ever smokers, and suggestions are made for tobacco control policies targeting this age group.

Ballistic reactions under different premovement muscle conditions – a reaction time study

Pondev N.¹, Kossev A.², Wolf W.³

¹*Institute of Biophysics, Bulgarian Academy of Sciences, Acad. G. Bontchev Str., Bldg. 21, 1113 Sofia, Bulgaria, neno.pondev@gmail.com*

²*Institute of Biophysics, Bulgarian Academy of Sciences, Acad. G. Bontchev Str., Bldg. 21, 1113 Sofia, Bulgaria, kossev@bio.bas.bg*

³*Department of Electrical Engineering and Information Technology, University of Armed Forces, 85579 Neubiberg, Germany, werner.wolf@unibw-muenchen.de*

Recent findings in the field of motor control showed that muscle preactivation could contribute to the speed of motor reaction. The main goal of our study was to evaluate whether preactivation of the primary movers and their antagonists cause an effect on the initiation time of ballistic movements in a simple visual reaction time (RT) paradigm. Surface electromyogram (EMG) of the right first dorsal interosseous muscle (FDI) in eleven healthy right-handed volunteers was recorded. After a GO-signal ballistic contraction (finger abductions) were performed on the background of different premovement motor tasks: relaxation and cocontraction of index finger with less than 5% of maximal voluntary contraction (MVC) obtained in unilateral activation. The main measured parameter was EMG RT. One way ANOVA has shown significant influence of the condition. Participants were always fastest in the relaxation condition so that RT was significantly reduced ($p < 0.01$) with respect to cocontraction. Our results support the hypothesis that task transition from cocontraction to unilateral activation is followed by premovement motor time prolongation compared to the case of relaxation as a background motor set.

The Healthcare Manager in Non-Hospital Medical Organization as a Person of Knowledge and Skills

Petya Terzieva¹, Anastasia Stancheva²

¹*University of Economics-Varna, Dept. of Management Science, 77 Knyaz Boris I bul., Varna, Bulgaria, pety_terzieva@abv.bg*

²*University of Economics-Varna, Dept. of Management Science, 77 Knyaz Boris I bul., 9000 Varna, Bulgaria, Astancheva@dir.bg*

In the last few years medical organizations from the non-hospital medical care went through a sequence of changes as a result from the reform, held in the Bulgarian healthcare. Implementation of market mechanisms considerably extended the requirements for healthcare managers, while parallel implementation of information computer systems demanded additional knowledge and skills. This paper aims to reveal where the healthcare managers of non-hospital medical centers put their emphasis when gathering knowledge and skills today. This becomes evident from the results listed after an expert consultation, held among managers of non-hospital medical organizations in Varna region. They have classified planning and organizational skills as most important, followed by effective distribution of

resources and skills for team work. Almost on last place they have put their skills to work with computer and use contemporary communication and information technologies. Almost the same happened when talking about knowledge. The main conclusion of the paper is that healthcare managers still underestimate the importance of communication and information technologies for their work and associate communication process mainly with their direct interpersonal interactions.

Knowledge Sharing Barriers in a Multicultural context: Hotels in Saudi Arabia

Inaam Idrees¹, Ana Cristina Vasconcelos², Andrew Cox³

¹ *The University of Sheffield, Dept. of Information Studies, Regent Court, Portobello Street, Sheffield, S14DP, UK, I.Idrees@sheffield.ac.uk*

² *The University of Sheffield, Dept. of Information Studies, Regent Court, Portobello Street, Sheffield, S14DP, UK, a.c.vasconcelos@sheffield.ac.uk*

³ *The University of Sheffield, Dept. of Information Studies, Regent Court, Portobello Street, Sheffield, S14DP, UK, a.m.cox@sheffield.ac.uk*

Despite a widespread belief in the benefits of knowledge sharing benefits and its importance for the success, organizations sometimes fail to achieve it because of the different barriers and difficulties that prevent employees from sharing their knowledge and experiences. The purpose of this paper, which is the result of a pilot study in ongoing PhD research, is to explore potential barriers to knowledge sharing in hotels in city of Madinah in Saudi Arabia. Although Madinah has a large number of hotels and accommodations due to the millions of visitors who come there every year for the religious rituals during the Hajj and Omra seasons and other occasions, the hospitality industry in Madinah is unexplored in terms of research. In-depth interviews were conducted with managers in nine hotels with different quality ratings in Madinah. The preliminary results show that difference in ethnic background or national culture and values associated with this as well as competition and fear that sharing may reduce job security are main barriers to knowledge sharing in these hotels. Based on the findings of the pilot study, it is recommended that culture related barriers to knowledge sharing in hotels in Saudi Arabia should be further explored.