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Chair's Message

Dear Colleague,

It is a great honour and pleasure to announce the inauguration of the **2nd BE-ci International Conference on Business and Economics**. The conference provides a unique opportunity to academics and practitioners alike to interact and share knowledge on timely research. As one of the few conferences to be held purely online, the conference offers the flexibility valued by nowadays academics.

The conference will take place between the **13th and 17th of October 2015** and it will be administered in Istanbul, Turkey with presentations being available to all participants. The online platform offers the opportunity to share presentations and posters, to comment on posted work and to network with other participants.

All authors will be offered the opportunity to publish their full text conference papers in Elsevier *Procedia - Social and Behavioural Sciences*, in *EJSBS The European Journal of Social & Behavioural Sciences* eISSN: 2301-2358 and in *C-crcs Volume Book* eISSN: 2301-2358. Abstracts of all papers will be published in the *Conference Abstract Book*. Specific guidelines for publication will be provided depending on the type of publication preferred by participants.

The conference offers a unique opportunity for online interaction with researcher sand practitioners from around the world and it can therefore offer a venue to network and establish fruitful research collaborations. We welcome your interest in the *2nd BE-ci International Conference on Business and Economics October 2015* and we are looking forward to receiving your abstract submission by 01st July 2015.

Dr Mehryar Nooriafshar, Chair, 2nd BE-ci October 2015

Senior Lecturer

University of Southern Queensland
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Future Academy®'s Multidisciplinary Conference 2015

Future Academy®'s Multidisciplinary Conference will meet in **Istanbul** in **13-17 October 2015**. This multidisciplinary conference also serves to celebrate the 8th anniversary of Future Academy, formerly known as Cognitive C-crcs Counseling, Research & Conference Services. Participants will attend individual conference and congress presentations as well as multidisciplinary presentations.

This conference brings together these annual events:

- **6th International Conference on Education & Educational Psychology (ICEEPSY)**
- **3rd International Congress on Clinical & Counselling Psychology (CPSYC)**
- **2nd International Conference on Business & Economics (BE-ci)**
- **2nd International Conference on International Relations & Sociology (icPSIRS)**

This multidisciplinary conference presents an opportunity for members of the several academic communities—researchers, professors, teachers, practitioners, and vendors—to gain new knowledge and skills, to interact, and to share research findings in Presentations, abstracts and complete papers, will be published in the proceedings of each conference.

Multidisciplinary Conference is organized by

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Strategic Protectionism Implemented By Brazil And Argentina On Mexican Auto Industry

Jose Vargas-Hernandes*

**University center for Economic and managerial Sciences, University of Guadalajara, Mexico*

Problem Statement: There is an impact on the sector and strategic changes adopted by Mexico in the automotive industry as a result of protectionist measures.

Research Questions: What is the impact on the sector and strategic changes adopted by Mexico in the automotive industry?

Purpose of the Study: The aim of this work lies in analyzing the impact and strategic changes adopted by Mexico in the automotive industry as a result of protectionist measures imposed by Brazil and Argentina to Mexican exports of light vehicles.

Research Methods: The selected method is vital to the development of research, because it establishes the methodological support that will allow the selection of appropriate information to explain the research problem.

Findings: International agreements serve the purpose of protecting the interests of both parties, but in the case of Brazil and Argentina, it was missed the agreements. Thus in an improvised makeshift, Mexico had to adapt to new conditions in the negotiation, so sought minimize the damages to the sector.

Conclusions: The implementation of these measures is usually done in an effort to seek higher revenues from local industry, which results in the loss of major trading partners that consume a significant amount in the market, so foreign exchange loss generated by the damage to the economy outweigh the benefits.

The Determinants Of R&D Level In Manufacturing Companies Traded Borsa Istanbul

Deniz Aydın*

**Fatih University, Turkey*

Problem Statement: It is a common fact that in today's intensive competition environment the country which would like to boost its manufacturing sector needs to pay more attention to R&D policies.

Research Questions: Leverage ratio, size of the company, and profitability to see how they affect the R&D density

Purpose of the Study: Are investigated by running the regression model with leverage ratio, size of the company, and profitability to see how they affect the R&D density.

Research Methods: Pearson correlation. regression analysis

Findings: In conclusion, leverage and company size are statistically significant and have a positive effect on the R&D density while profitability is found to be positive but not statistically significant.

Conclusions: In conclusion, leverage and company size are statistically significant and have a positive effect on the R&D density while profitability is found to be positive but not statistically significant.

Latin American Multinational Companies Growth

Jose Vargas-Hernandes*

**University center for Economic and managerial Sciences, University of Guadalajara, Mexico*

Problem Statement: The object of study, as mentioned above, is to analyze the growth that have Latin American multinationals.

Research Questions: What has been the most used strategy Latin American MNCs to internationalize?

Purpose of the Study: This paper seeks to analyze the international expansion of multinational corporations primarily in Latin America and which has been the strategy they have used them.

Research Methods: 8. Study method To answer the initial hypothesis in this research, it is based on modes of entries from companies through internationalization theories supported by case studies

Findings: Continuing with the analysis of more company's multilatinas it is found with the same direction and similarity in the key strategy for the expansion of these companies to other foreign markets is the acquisitions. Thus, this brief analysis is confirming the assumption rose above and has responded to the research question.

Conclusions: Through this research it has been touched the importance that have shown the multilatinas in recent years and the growth they achieve, drawing attention internationally. It is worth noting that despite the differences that have businesses in features such as business sector, they follow a pattern for internationalization.

Branding Model in SME's

Ali Rabiee *, Mohammad Taghi Amini, Somayeh Shafiee

** Payame Noor University, Iran (Islamic Republic of)*

Problem Statement: The most research on branding refers in larger companies, while the SME's aren't excluded although facing some limitations. Therefore, this paper investigates how to build the brand in SME's

Research Questions: What are the most important factors in branding of SME's and The opportunities & challenges of small and medium sized enterprises in branding?

Purpose of the Study: The purpose of this research is to investigate how branding is exercised in SME's and develop a model based on JFK model in this case.

Research Methods: To fulfill the purpose a qualitative method, content analysis, was chosen. The study was done within five brand professors in Iran and two SME's TelC and Asia tech companies, where 14 people were interviewed in a semi-structured and observed in a controlled ways. Delphi technique as a secondary method was done within 10 familiar people in branding.

Findings: Branding implementation was different with compare bigger companies, behavioral factors were much more important than others. SME's managers were aware of brand importance but considered as sales continues. Financial issues were main challenge and flexibility as potential opportunity. The study expressed use of guerrilla marketing, word of mouth and personal networking as useful ways for overcoming on monetary limitations.

Conclusions: Outcome is a model that describes the processes to be necessary for a SME to go through when branding and strengthening its brand. The model consists of 3 phases brand identity, reflection and brand strategy which results in brand equity and loyalty. It explains reliability, brand integration, flexibility, co-branding, innovation and strategic product as vital factors in SME's branding.

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Can Complementary Currencies Contribute To Multilateral Cooperation, Or Not?

Marco Sachy *, Roebin Lijnis Huffenreuter

** University Leicester, UK*

Problem Statement: The euro-crisis shows that exchange, i.e. changing money to its equivalent in the currency of another country, becomes highly problematic when countries are limited to just one currency.

Research Questions: We ask: Can complementary currencies provide an alternative means of exchange which contributes to cooperation, in contrast to regular currencies which cannot in the narrow sense of exchange?

Purpose of the Study: Whereas national currencies are created for the single purpose of exchange in monetary terms, complementary currencies are created for multiple purposes aside exchange in this narrow sense. Our study reports on the economic and non-economic benefits of exchange in a broader sense, i.e. in terms of non-monetary exchange.

Research Methods: Via a combination of desk and field research we have studied five complementary currencies in Europe, in terms of geographical location, circulation and ability to stimulate cooperation. Through heterodox economic analysis we have found a common characteristic of these complementary currencies, namely an additional possibility for (multilateral) cooperation when the money game fails.

Findings: In contrast to exchange in national currencies, which is conceptually based on a "take-it or leave-it" ultimatum game structure, we find that the five examples of complementary currencies are practically based on the fact that people have lost out on the money game and start playing a complementary game based on exchange in non-monetary terms, i.e. cooperation.

Conclusions: We conclude that the complementary currencies under study contribute to cooperation, i.e. exchange in the broad sense of the term: the act of giving one thing and receiving another in return, not especially of the same kind. This kind of exchange opens up the possibility for cooperation in case exchange in the narrow sense fails.

Impact Of Energy Reform In Fertilizer Market In Mexico

Jose Vargas-Hernandes*

**University center for Economic and managerial Sciences, University of Guadalajara, Mexico*

Problem Statement: The fertilizer industry is very competitive. This is especially because the fertilizer goods are considered "commodities" the same homogeneous products with specific norms and standards of quality

Research Questions: How energy reform will impact the structure of the fertilizer market in Mexico?

Purpose of the Study: The aim of this paper is to analyze the current and future situation of the sector, in order to study the economic impact of this reform and alternatives concerning the present situation live existing and emerging companies in this market

Research Methods: The methods carried out in this research were fully descriptive. Based on data from INEGI, FAO and ANIQ mainly were analyzed to determine the current status and predictions for the future of this market. The study was carried further from the point of view of microeconomics and strategic management.

Findings: Energy reform will bring consequences that will directly affect many Mexican industries. One is the market for chemical or inorganic fertilizers. With the entry of new private sector technology, exploitation and production of natural gas will increase. This will increase domestic production, reduce imports, increase consumption and decrease prices of agricultural foods.

Conclusions: However all is not hunky-dory. From a microeconomic point of view it can be predicted that this reform will benefit big business and hurt small ones. The existing oligopoly will become stronger and will cover more market share, bordering to getting small business out of competition.

Global Significance of Islamic Finance and its Perspective in Bosnia and Herzegovina

Nada Dreca*

* *International University of Sarajevo, Bosnia and Herzegovina*

Problem Statement: It is important to understand the difference between conventional and Islamic finance and its perspectives in B&H. Islamic banking created multiple threats and opportunities to meet customer expectations efficiently.

Research Questions: Islamic banking system is superior to conventional because enables more stable financial sector. Integrating concept of sharing with socioeconomic justice comprises cornerstone for building ethical, highly valued and prosperous society

Purpose of the Study: Paper explains concept of Islamic finance (IF), its significance from the standpoint of international politics and economic. It should provide explanation for perspectives of application of IF concept in B&H and to make insight into risk management practiced by banks, and to determine dependence of financial performance on risk management process.

Research Methods: Paper should investigate the practice of risk management techniques in B&H banking sector and make the comparison between several conventional banks and one Islamic bank. Comparison of the conventional and Islamic banking would be done through many examples, techniques and stages. There should be investigated application of the Basel Accords, determinants of CAR ratio and riskiness of the banks.

Findings: Islamic banking offers alternative method of commercial banking. It can minimize severity and frequency of financial crises by injecting greater discipline into financial system, linking credit expansion to the growth of the real economy, ensuring that creditors undertake careful and underwriting of risk and providing credit at affordable terms. In future B&H could become the major center for IF in Balkans.

Conclusions: Islamic financial system may be able to promote justice. Financial institutions that operate according to IF concepts are also hurt by crisis but not in the same measure as it did to the conventional. Islamic banks performance in period of crisis was better than performance of conventional banks. Potential for Islamic banking and finance in B&H would appear promising.

Evaluating The Impact Of Electronic- CRM In Telecommunication Industry In Jordan

Abdel Fattah Al-Azzam*

** Zarqa' University, Jordan*

Problem Statement: A review of work in the area of electronic customer relationship management performance indicates that a little research have investigated the antecedent of electronic customer relationship management performance.

Research Questions: What is the impact of electronic customer relationship management on customer loyalty in telecommunication industry in Jordan

Purpose of the Study: The objectives of this study are to evaluating the impact of electronic customer relationship management according to the following dimensions (customer commitment, customer privacy, customer trust, ease of use, and E-service quality) on customer loyalty (behavioral and attitudinal) in telecommunication industry in Jordan

Research Methods: In this study, the researcher used quantitative research, involving the distribution of questionnaires as the main technique of data distribution. Self-administered questionnaires were used for data collection from consumers. Respondents were asked a series of questions about purchasing pattern, behavioral and attitude loyalty, factor influencing the choice, and demographic information. Then, SPSS program was used to calculate and analyze data

Findings: The study's results demonstrated that there is a positive and significant relationship between customer commitment, customer privacy, customer trust, ease of use, and E-service quality and customer loyalty.

Conclusions: The purpose of this study is to investigate the factors of e-CRM and its impact on customer loyalty. This study integrates two disciplines of knowledge in one framework, namely e-CRM performance and customer loyalty. By integrating these two constructs together in one framework, this study provided some exploratory information to understand the relationship between e-CRM performance and customer loyalty.

Diversity Management In Sustainable Business

Yesim Cakti*

** Maltepe University, Turkey*

Problem Statement: The role of cultures in providing guidance on the ways of living sustainably by defining the cultural integration stages and suggest some solutions for the sustainable life style problems .

Research Questions: How can companies ease the cultural differences in terms of sustainable life styles?

Purpose of the Study: This paper will try to explain the role of cultures in providing guidance on the ways of living sustainably by defining the cultural integration stages and will try to suggest some solutions for the sustainable life style problems by providing diversity management implementations.

Research Methods: Defining cultural integration stages and suggest some solutions for the sustainable life style problems by providing diversity management implementations.

Findings: Companies can use diversity management implementations to find solutions for sustainable life styles.

Conclusions: There needs to be done ore research to overcome cultural barriers for a sustainable life.

Development research and methods for aluminum industry optimization

Adrian Ioana *, Anda Preda, Liviu-Marian Besea

**University Politehnica of Bucharest, Romania*

Problem Statement: This paper shows an original method for aluminum' making optimization. This method is based on the analysis of the functional and technological performances of specific furnaces.

Research Questions: The main research question of our article is: what are the best research methods for aluminum industry optimization?

Purpose of the Study: The main purpose of the Study is optimization of aluminum industry.

Research Methods: The main research methods are: The principle of analogy – consists in observing and analysing competently the modelated reality, using both analogy with other fields of research and logical homology, the modelated subject definition, the efficiency criterias definition, making the options, choices evaluating, choosing the final solution.

Findings: The main findings of our study are: mathematical modeling of the aluminum's technological processes for the optimization of the functional and technological performances of this complex unit is based on many specific principles, the modeling system's central element of the aluminum' technological processes conceived consists of the system's criteria function.

Conclusions: The mathematical model of prescribing the criteria function concept consists of transforming the Criteria Function (CF) in Quality-Economical Matrices (MQE). The levels of prescribing the criteria function can be obtained by using a composition algorithm for three vectors: T vector – technical parameters' vector (ti) E vector – economical parameters' vector (ej) P vector – weight vector (p1).

The Potential of Newly Discovered Chili in Indonesia

Meidillasari Erfan Sayuthi*. Stela Ginari, Ajeng Awliya Puspitasari, Alfiany Sukmawati

* Universitas Indonesia, Indonesia

Problem Statement: In a year of 2009, in Kediri East Java, Gemini Virus attacked 650 hectares of Chilies Cultivation and made Chili Farmers got loss until 16 billion rupiah.

Research Questions: The research questions of this paper is "How to solve Gemini Virus attack?"

Purpose of the Study: This study is expected to bring new hope for Indonesian agricultural industry especially Chili in order to maximize the potential of Indonesian Chili cultivation which is actually quite large and the most important thing is to minimize the imposition of Chili farmers.

Research Methods: Unit of analysis of this research is agricultural industry with Sukabumi, West Java as the case study. This paper was written based in qualitative method, the research conducted using primary data and secondary data were collecting information for the specific purpose, with collect the data, in deep interviews, direct observation, and focus group discussion.

Findings: Based on interview with Mr. Syahrul Yondri which is a chili farmer who has experienced a loss due to Gemini Virus, he found a way to solve Gemini Virus. From the experiment he gets chilies that is resistant to the gemini virus and longer than its normal size. This newly seeds named Kopay Chili and became the excellent seeds.

Conclusions: Kopay Chili is a newly discovered Chili that solve Gemini Virus attacked problem. Not only resistant to Gemini Virus, this Chili seeds result a longer Chilies than its normal size. The lenght of the chili range from 30-35 centimeters chili, even reach 40 centimeters.

Impact Of Foreign Ownership On Commercial Bank's Efficiency: In Oman

Zaroug Bilal*. Stela Ginari, Ajeng Awliya Puspitasari, Alfiany Sukmawati

* Dhofar University, Oman

Problem Statement: This paper is to examine and compare the foreign and domestic banks' efficiency in Oman

Research Questions: What is the impact of foreign ownership on the financial efficiency of the banking sector in Oman?.

Purpose of the Study: Is to determine the difference between domestic and foreign banks' financial efficiency in Oman?

Research Methods: A descriptive financial analysis is used in this paper to describe, measure, and examine whether the difference in financial performance between domestic and foreign banks during 2008-2013 is statistically different .To test the hypotheses t- test is used to determine the means of the two groups .

Findings: The profitability ratios for ROA and ROE in domestic banks are better rather than foreign banks. However, is statistically insignificant. While the results for the C/I reveals insignificant decreased in domestic banks compared to foreign banks

Conclusions: The results indicate that the financial performance is not statistically difference between foreign and domestic bank in terms of profitability and liquidity, while in terms of Capital adequacy the results show that the foreign banks were perform better rather than domestic banks, however it's statistically significant.

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The Forecasting Of Wheat Yield Using ARIMA (Box-Jenkins) Method In Libya

Said Yousif Khairi*

**University of Tripoli, Libyan Arab Jamahiriya*

Problem Statement: Many of study used deterministic model for forecasting then will get inaccurate results so we will try to use another model to solve this problem.

Research Questions: Why we use stochastic model in this study?

Purpose of the Study: The main purpose of this study was to make forecasting of wheat yield

Research Methods: ARIMA model (Box-Jenkins)

Findings: The model for forecasting was ARIMA (2,1,0). residual analysis indicates the model was acceptable for forecasting

Conclusions: The forecasts of yield had minimum error, and confidence interval had been plotted.

Organizational Knowledge Creation : Benchmarking of Existing Models

Moumna Saadaoui*, Soumiya Mekkaoui

**ENCG Agadir, Morocco*

Problem Statement: Literature proposes several models of organizational knowledge creation: Nonaka's model, Nissen's model and Boisot's model. Each model has its strengths and weaknesses.

Research Questions: Which model of organizational knowledge creation is more accurate?

Purpose of the Study: In the knowledge based economy, knowledge asset is the main source of sustainable competitive advantage. Thus, companies should manage their knowledge. Especially, they should know how to create and apply new knowledge because it allows them to leave their competitors behind by undertaking innovative actions.

Research Methods: To solve the research question, a critical analysis of existing literature has been done.

Findings: As a result, a conceptual model of knowledge creation will be proposed.

Conclusions: In practice, several methods could be used by companies to enhance knowledge creation: best practice cases, communities of practice, databases, electronic discussion forums, experience reports, experience workshops, expert interviews, knowledge broker, knowledge maps and project briefings.

China's Border Opens Transit Perspective Of Kazakhstan

Nurlan Adilkhanuly*

**Kazakhstan*

Problem Statement: Location of the Republic of Kazakhstan in the center of the Eurasian continent predetermined its geopolitical role as a transit bridge between Europe and Asia.

Research Questions: To strengthen its position in the competition for transit traffic, some neighboring Kazakhstan states are taking active measures to develop the national transport infrastructure.

Purpose of the Study: The practical implementation of developing of Kazakhstan's transport infrastructure up to 2020

Research Methods: Information, comparative, cognitive and prediction

Findings: This project (ICCBC "Khorgos"), certainly also be the main pillar of the new Euro-Asian bridge connecting transport and logistics hub "Khorgos" with the leading transport terminals of the world: Asia-Pacific countries, East Asia and Europe.

Conclusions: Today, the transport capabilities of Kazakhstan are considered by experts as new, after the oil and gas industry, a platform for economic growth.

Relationship Between Mathematics Grades And Academic Performance Of Accounting Students

Osama Shaban*

**Jordan*

Problem Statement: The accumulated average of 60 percent of the accounting graduated students fall in “D” category, which is a concerning results, and eventually called for this research paper.

Research Questions: What causes the huge drop in the accumulated average of the accounting students?

Purpose of the Study: To figure whether mathematics subjects is the real reasons which caused the huge fall of these students in the “D” category or not.

Research Methods: The academic results of 113 accounting students who were graduated by the second semester 2014 were analyzed using the Pearson Product Moment Correlation Coefficient Applied through the statistical program SSPS

Findings: There is a significant positive relationship between mathematics’ subjects (Business Mathematics, Business Statistics, Quantitative Methods in Management, and Principles of Accounting). and the accumulative average of the accounting students

Conclusions: The study concluded that, mathematics subjects’ grades have a significant positive effect on the academic performance of the accounting department students.

IT Governance as an Institutional Efficient Tool for Developing the Albanian Economy

Ermir Shahini*

**Albania*

Problem Statement: The operation of IT in Government dealings has the potential to provide better services to people, faced with acceptance problems, the rejection and acceptance of IT is another problem.

Research Questions: What factors contribute to the citizens' acceptance and adoption of IT Governance in Albania, the implication of these findings for Albanian and other countries in a similar state?

Purpose of the Study: The role of IT Governance in institutional efficiency is one of the purposes for conducting this study. The research would be of interest to the government official in the managing and planning of IT governance. The research study highlights the significant factors correlated with IT Governance adoption.

Research Methods: A case study approach was used since the tradition of case study method has been used in various similar settings especially in learning institutions. In order to obtain a high number of respondents in a short period, Qualtrics online survey software was unanimously adopted in collecting the data.

Findings: Knowledge and financial status had a positive impact on citizen's attitude toward using IT governance. Income status had a stronger impact on attitude ($\beta=0.031$) than the perceived knowledge of use ($\beta=-0.029$).

Conclusions: The findings from the study suggest that construction of attitude deserves more attention in citizen adoption of IT Governance due to considerable influence on the belief of Governmental Institution. Policy makers should consider the significance of these factors so as to correct the existing low-level of adopting IT Governance in Albania.

Extent of Applying IPSAS by Jordanian Public Sector



Ziad Al-Zubi*

**Jordan*

Problem Statement: There is a Gap between the IPSAS and what is really applied by the Jordanian public sector

Research Questions: To what extent is the Jordanian public sector is applying the IPSAS .

Purpose of the Study: To examine the extent of applying the International Public Sector Accounting Standards (IPSAS) by the Jordanian public sector

Research Methods: A questionnaire has been designed for achieving the purpose of the study, and the SPSS package were applied in addition to other statistical measures in order to reach conclusions.

Findings: The Jordanian public sector is applying the International Public Sector Accounting Standards in weakly form.

Conclusions: The Jordanian public sector is applying the International Public Sector Accounting Standards in weakly form.

Factors Affecting Performance of Commercial Banks in Albania

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**Albania*

Problem Statement: This study attempts to explore the factors that mostly affect financial performance (Return on Assets) of commercial banks which operate in Albania.

Research Questions: Which are the factors that mostly affect financial performance of commercial banks which operate in Albania.

Purpose of the Study: The functioning of the banking system is an important factor for the transferring of funds in economy. Also it is very important to examine which are the main factors that affect financial performance of banks.

Research Methods: The study population consisted of 16 commercial banks with domestic and foreign capital, during the period 2010-2013 with a total of 48 data. The investigation uses cross-sectional time series data which are collected from the Balance Sheet Annual Reports.

Findings: There are several factors which influence the performance of commercial banks in Albania

Conclusions: A further study is necessary in order to take in consideration other factors which may influence the performance of the banking sector in Albania.

How Internal Audit Function Affects Performance Of Commercial Banks

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Problem Statement: Although management tried to rectify audit issues regularly raised by the internal Audit department, it's not clear why performance of the Bank in recent years has been declining.

Research Questions: What is the relationship between systems evaluation and performance of Commercial Banks?

Purpose of the Study: To critically examine the effect of internal audit function on the performance of Commercial Banks in Uganda. To evaluate the relationship between systems evaluation and performance of Commercial Banks To examine the relationship between compliance testing and performance of Commercial Banks

Research Methods: The study adopted a case study design that combined both qualitative and quantitative research designs. This enabled an in depth analysis into the variables. Triangulation was also used during data analysis to give the researcher both a wide and deep perspective.

Findings: The study established there is significant effect of compliance testing on performance evaluation whenever the bank does not comply to laws and regulations, it was fined.

Conclusions: The study established that there is a significant relationship between internal control function and financial performance of the bank. It was further established that the objectives of the Bank are achieved due to strong controls, controls are compliant to COSO requirements and Board is committed to strong controls

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