



Editors

Nikos E. Mastorakis

Michael N. Katehakis



Advances in Business and Economic Development

**Proceedings of the 9th International Conference on
Business Administration (ICBA '15)**

Dubai, United Arab Emirates, February 22-24, 2015

Advances in Business and Economic Development

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Preface

This year the 9th International Conference on Business Administration (ICBA '15) was held in Dubai, United Arab Emirates, February 22-24, 2015. The conference provided a platform to discuss global business and economic, applied management science, business and emerging markets, corporate governance, electronic business, strategic business alliances etc. with participants from all over the world, both from academia and from industry.

Its success is reflected in the papers received, with participants coming from several countries, allowing a real multinational multicultural exchange of experiences and ideas.

The accepted papers of this conference are published in this Book that will be sent to international indexes. They will be also available in the E-Library of the WSEAS. Extended versions of the best papers will be promoted to many Journals for further evaluation.

Conferences such as this can only succeed as a team effort, so the Editors want to thank the International Scientific Committee and the Reviewers for their excellent work in reviewing the papers as well as their invaluable input and advice.

The Editors

Table of Contents

Does Fair Value Matter for Lenders? A Discussion for the Case of Italy	13
<i>Joshua Ronen, Alessandra Allini, Francesca Manes Rossi, Riccardo Macchioni</i>	
Stability Analysis of a Dynamical Cournot Duopoly Game with Distributed Delay	30
<i>Nicoleta Sîrghi, Mihaela Neamțu, Petru C. Străin, Gabriela Mircea</i>	
Efficient Evaluation of Construction Submittals using BIM	39
<i>Ibrahim Albukhari, Tarek Hegazy</i>	
An Attempt to Manage Change: Broadening Lewin's (1947) Model	47
<i>Manuela Pardo-Del-Val</i>	
Technology Diffusion Model with Distributed Delay	55
<i>Mihaela Neamtu, Nicoleta Sirghi, Gabriela Mircea, Petru C. Strain</i>	
Change Management in a Complex World. The PSC Model	63
<i>Piero Mella</i>	
ABCD Model Analysis: A Critical Validation Management Tool for Business Excellence Models	73
<i>Sameh M. Saad, Maan N. Al Afifi</i>	
Globalization and Foreign Bank Entry in Turkey	83
<i>Eda Orhun</i>	
Private Investments Cross Analyses Methology: An Empyirical Analysis using Panel Data and Monte Carlo Simulation	86
<i>Hugo Ferreira Braga Tadeu, Jersone Tasso Moreira Silva</i>	
International Aggregated Indicators and R&D Expenditures: There is Causality?	98
<i>Sterian Maria Gabriela</i>	
Use of Game Theory in Economy and Management with the Focus on Czech Environment	106
<i>Kateřina Hrazdilová Bočková, Gabriela Sláviková, Dáša Porubčanová</i>	
Cloud Computing Drivers: Benefits, Fears, and Implementations: A GCC Study	115
<i>Loay Alnaji, Hanadi Salameh</i>	
The Global Implications of Financial Contagion in Developed Capital Markets	122
<i>Ramona Birău</i>	
Can New Models of Value Added Taxation Explain the VAT Losses due to the Consumer and Supplier Incentives in the European Union?	127
<i>Sevgi Ineci</i>	
Business Environment in Bulgaria: The Impact of the Global Financial Crisis	136
<i>Silvia Trifonova</i>	

Evaluation of the Shadow Economy Influencing Factors: Lithuanian Case	148
<i>Rita Remeikiene, Ligita Gaspareniene</i>	
The Influence of Crude Oil Price on Chinese Stock Market	155
<i>Xiao Yun, Seong-Min Yoon</i>	
An Empirical Test and Validation of Dubai Government Excellence Program (DGEP) using ABCD Model Analysis	171
<i>Sameh M. Saad, Maan N. Al Afifi</i>	
Linear Trend Analysis or “Bottom-up” Approach in the Economic Forecast on the Case of Papua New Guinea	186
<i>Ingrid Majerová, Tomáš Pražák</i>	
Offseason Tourist Expenditure in the Sun and Sea Destination	193
<i>Dora Smolčić Jurdana, Daniela Soldić Frleta</i>	
Perspectives and the Positioning of the Textile and Apparel Industry of Brazil to the World	201
<i>Fábio Murcia Marques, Dib Karam Jr., Fernando Gasi</i>	
Enhancing Halal Sustainability: Resources and Capabilities of Operations in Third-Party Logistics (3PL)	206
<i>Noorliza Karia, Muhammad Hasmi Abu Hassan Asaari</i>	
A Study on the Employees’ Perception Meant to Improve Quality Management on the Enterprise Level	212
<i>Cornelia Denisa Ivan, Violeta Andreea Andreiana</i>	
What is the Value of Soft Skills? Emotional Intelligence and Work Values in Global Work Environment	218
<i>Rommel Pilapil Sergio, Antonette Lazaro Dungca, Luzelle Anne Gonzales-Lim Ormita, Maria Jade Catalan-Opulencia, Jennifer Ocampo-Gonzales</i>	
Understanding India Systemically	225
<i>Madhu Ranjan Kumar</i>	
Analysing Success Factors in the Development of Absorptive Capacity in Pharmaceutical Organisations based in Pakistan	235
<i>Muhammad Rafique, Muhammad Tahir Nawaz, Richard David Evans, Mujtaba Agha</i>	
Design Decisions System with Different Production Strategies	240
<i>Laleh Tashakori, Abouzar Arabsorkhi</i>	
Leveraging Organizational Memory to Build Talent Pipeline for Mid-level Leadership	251
<i>K. M. Suceendran, Saravanan Ramachandran, Dhilip Kumar, Divya Ananthram, K. Sarukesi, Sudhakar Pandiarajan</i>	
Strategic Guildelines for the Container Transport in the Port of Rijeka, Croatia	260
<i>Bojan Hlača, Dušan Rudić</i>	

Macroeconomic Analysis of Tunisian Economic Fluctuations	278
<i>Ezzeddine Mosbah, Nikos Mastorakis</i>	
Ranking DMUs with Interval Data using DEA and CA Approaches	288
<i>R. Behmanesh, K. Kianfar, E. Najafi</i>	
Authors Index	293

Authors Index

Agha, M.	235	Mircea, G.	30, 55
Al Affi, M. N.	73, 171	Mosbah, E.	278
Albukhari, I.	39	Najafi, E.	288
Allini, A.	13	Nawaz, M. T.	235
Alnaji, L.	115	Neamțu, M.	30, 55
Ananthram, D.	251	Ocampo-Gonzales, J.	218
Andreiana, V. A.	212	Orhun, E.	83
Arabsorkhi, A.	240	Ormita, L. A. G.-L.	218
Asaari, M. H. A. H.	206	Pandiarajan, S.	251
Behmanesh, R.	288	Pardo-Del-Val, M.	47
Birău, R.	122	Porubčanová, D.	106
Bočková, K. H.	106	Pražák, T.	186
Catalan-Opulencia, M. J.	218	Rafique, M.	235
Dungca, A. L.	218	Ramachandran, S.	251
Evans, R. D.	235	Remeikiene, R.	148
Frleta, D. S.	193	Ronen, J.	13
Gasi, F.	201	Rossi, F. M.	13
Gaspareniene, L.	148	Rudić, D.	260
Hegazy, T.	39	Saad, S. M.	73, 171
Hlača, B.	260	Salameh, H.	115
Ineci, S.	127	Sarukesi, K.	251
Ivan, C. D.	212	Sergio, R. P.	218
Jurdana, D. S.	193	Silva, J. T. M.	86
Karam Jr., D.	201	Sîrghi, N.	30, 55
Karia, N.	206	Sláviková, G.	106
Kianfar, K.	288	Sterian, M. G.	98
Kumar, D.	251	Străin, P. C.	30, 55
Kumar, M. R.	225	Suceendran, K. M.	251
Macchioni, R.	13	Tadeu, H. F. B.	86
Majerová, I.	186	Tashakori, L.	240
Marques, F. M.	201	Trifonova, S.	136
Mastorakis, N.	278	Yoon, S.-M.	155
Mella, P.	63	Yun, X.	155