

First International Conference on Leadership, Technology, and Innovation Management 2011

Procedia Social and Behavioral Sciences Volume 41

**Antalya, Turkey
21-23 October 2011**

Editors:

Erol Eren

ISBN: 978-1-62993-031-2

ISSN: 1877-0428

Printed from e-media with permission by:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© by Elsevier B.V.
All rights reserved.

Printed by Curran Associates, Inc. (2013)

For permission requests, please contact Elsevier B.V.
at the address below.

Elsevier B.V.
Radarweg 29
Amsterdam 1043 NX
The Netherlands

Phone: +31 20 485 3911
Fax: +31 20 485 2457

<http://www.elsevierpublishingsolutions.com/contact.asp>

Additional copies of this publication are available from:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571 USA
Phone: 845-758-0400
Fax: 845-758-2634
Email: curran@proceedings.com
Web: www.proceedings.com



Contents

Innovative Leadership for the Twenty-First Century A. Şen, E. Eren.	1
Leadership Role Implementing Knowledge Transfer in Creative Organization: How does it Work? L. Girdauskienė, A. Savanevičienė	15
Alignment between Technology Strategy and Leadership F. Zarrabi, M. Vahedi	23
The Mediating Role of Firm Innovativeness on Management Leadership and Performance Relationship C. Zehir, B. Müceldili, S. Zehir, Ö.G. Ertoşun	29
The Management of Technology Enhanced Study Process Development at LUA A. Vintere.	37
Insights from Knowledge Management to Radical Innovation: "Internet Banking Applications in the European Union" S. Apak, G. Tuncer, E. Atay, N. İ. Koşan	45
A Firm-Level Investigation of the Complementarity between Information and Communication Technologies and Organizational Resources A.F. Gargallo-Castel, C. Galve-Górriz	51
Information Technology (IT) as an Improvement Tool for Customer Relationship Management (CRM) M. Bahrami, M. Ghorbani, S.M. Arabzad	59
Revisit Intention of Consumer Electronics Retailers: Effects of Customers' Emotion, Technology Orientation and WOM Influence E.T. Kabadayi, A.K. Alan	65
The Relationship between Target Costing and Value-based Pricing and Presenting an Aggregate Model based on Customers' Expectations M.A. Sarokolaee, V. Taghizadeh, M. Ebrati	74
Cultural Values and Followership Style Preferences A. Can, M. Aktaş.	84
Role and Relationship between Leadership and Sustainable Development to Release Social, Human, and Cultural Dimension M. Slimane.	92
The Conflict Issue in International Business and The Global Leadership K. Zorlu, Ü. Hacıoğlu	100
Lo Evaluation and Effects of Swot Analyse in Albania T. Mehilli, A. Dumitri	108
The Role of Innovation in the Effective International Expansion of an Emerging-Country Firm: The Case of Arçelik T. Gülsoy, Ö. Özkanlı, R. Lynch	116
Open Innovation Management: Challenges and Prospects A.G. Abulrub, J. Lee	130
Innovative Green Technology in Turkey: Electric Vehicles' Future and Forecasting Market Share M. Ustaoglu, B. Yildiz.	139
A Model Proposal Oriented to Measure Technological Innovation Capabilities of Business Firms - A Research on Automotive Industry M.V. Türker	147
Innovation in Market Management by Utilizing Business Intelligence: Introducing Proposed Framework M. Bahrami, S.M. Arabzad, M. Ghorbani	160
Exchange-Rate Volatility's Impact on Turkey's Exports: An Empirical Analyze for 1992-2010 S. Demez, M. Ustaoglu	168
The New Frontiers of Wine. Evolutionary Trends in the American and Soviet Markets and Development Strategies of the Leading World Exporters F. Scalera	177
Advantages and Disadvantages of Outsourcing: Analysis of Outsourcing Practices of Kazakhstan Banks G. Tayauova.	188
Determination of the Relationship between Leadership Perceptions of Blue Collars and Organizational Outcomes by using MLQ Analysis A.C. Uçar, E. Eren, E. Erzençin	196
A Leadership Competency Profile for Innovation Leaders in a Science-based Research and Innovation Organization in South Africa A. Vlok.	209

A Qualitative Analysis of Charismatic Leadership in Creative Teams: The Case of Turkish TV Series Directors M.A. Findikli, U. Yozgat	227
Linking Theory with Practice: Students Perceptions of Leaders and Leadership Characteristics S.B. Zekan, I. Peronja, A. Russo	237
Leadership in Management of Knowledge Workers L. Mládková	243
A Management Model of ICT Adoption in Latvia J. Ulmanis, A. Deniņš	251
Mobile Phone Adoption and Appropriation among the Young Generation M.S. Ansari, Z.A. Channar, A. Syed	265
Total Quality Management Practices' Effects on Quality Performance and Innovative Performance C. Zehir, Ö.G. Ertosun, S. Zehir, B. Müceldilli	273
Integrated Approach to Entrepreneurship – Knowledge based Economy: A Conceptual Model S. Habib Mortazavi, M. Bahrami	281
Back to the Past: Re-Measuring the Levels of Strategic Orientations and Their Effects on Firm Performance in Turkish Family Firms: An Updated Empirical Study E. Altindag, C. Zehir	288
Re-Thinking Entrepreneurship, Intrapreneurship, and Innovation: A Multi-Concept Perspective M.Ç. Gündoğdu	296
Acceptance and Management of Innovation in SMEs: Immersive 3D Visualisation A.G. Abulrub, Y. Yin, M.A. Williams	304
Innovation Intelligence and Entrepreneurship in the Fashion Industry F.G. Ünay, C. Zehir	315
SWOT Analysis using of Modified Fuzzy QFD - A Case Study for Strategy Formulation in Petrokaran Film Factory M.M. Pur, A.A. Tabriz	322
Energy Resource Allocation in Iran: A Fuzzy Multi-Objective Analysis A. Kazemi, M.R. Mehregan, G. Hamed Shakouri, M. Hosseinzadeh	334
A Multi-Level Fuzzy Linear Regression Model for Forecasting Industry Energy Demand of Iran A. Kazemi, A. Foroughi, M. Hosseinzadeh	342
Price of Higher Education and Individual Demand F. Gölpek	349
Cultural Values and Learning Styles: A Theoretical Framework and Implications for Management Development M. Aktaş	357
The Importance of the Cooperation of Regional Development Agencies with Universities Founded in the Provinces in Terms of Entrepreneurship and Innovation Projects E. Eren, N.İ. Koşan	363
The Effects of Organizational Learning Capacity on Firm Innovative Performance O. Çömlek, H. Kitapçı, V. Çelik, M. Özşahin	367
Innovation in Destination Management: Social Dialogue, Knowledge Management Processes and Servant Leadership in the Tourism Destination Observatories L. Varra, C. Buzzigoli, R. Loro	375
Dark Tourism in Gallipoli: Forecast Analysis to Determine Potential of Australian Visitors S.U. Ozer, G.K. Ersoy, D. Tuzunkan	386
Gay Men and Tourism: Gay Men's Tourism Perspectives and Expectations G.K. Ersoy, S.U. Ozer, D. Tuzunkan	394
An Integrated Approach of Critical Success Factors (CSFs) and Grey Relational Analysis for Ranking KM Systems M.R. Mehregan, M. Jamporzmay, M. Hosseinzadeh, A. Kazemi	402
Hydrogen Economy and Innovative Six Sigma Applications for Energy Efficiency S. Apak, G. Tuncer, E. Atay	410
Innovation and Improvements in Project Implementation and Management; using FMEA Technique M. Bahrami, D.H. Bazzaz, S.M. Sajjadi	418
An Application of Soft System Methodology M.R. Mehregan, M. Hosseinzadeh, A. Kazemi	426
Performance Management, its Assessment and Importance F. Osmani, G. Maliqi (Ramolli)	434
Explaining Failures in Innovative Thought Processes in Engineering Design M. Pärttö, P. Saariluoma	442
Sustaining Firm Performance through Innovation Oriented Value Investments P. Büyükbacı	450
Green Business for Sustainable Development and Competitiveness: An Overview of Turkish Logistics Industry A.Ö. Karagülle	456
Market Orientation, Ambidexterity and Performance Outcomes L. Alpkan, M. Şanal, Y. Ayden	461

The Effects of Loneliness on Employees' Commitment and Intention to Leave Ö.G. Ertosun, O. Erdil	469
The Woman-Friendly Organization- Effects of Demographic Variables on Women Employees' Perception about Their Companies on Work and Family-Oriented Woman-Friendly HRM: A Study in Banking Industry in Turkey N. Deniz, S. Deniz, Ö.G. Ertosun	477
Women's Position in Intra Organizational Informal Relationship Networks: An Application of Network Analysis Approach K. Hannaneh Mohammadi, M. Hosseinzadeh, A. Kazemi	485
Use of Anonymous Questionnaires with the Aim of Improving Interpersonal Relationships in Work Environment A. Russo, S.B. Zekan, I. Peronja	492
Applying a Neural Network Algorithm to Distributor Selection Problem M. Ghorbani, S.M. Arabzad, M. Bahrami	498
Integrating Kano-DEA Models for Distribution Evaluation Problem S.M. Arabzad, M. Bahrami, M. Ghorbaniz	506
Identifying and Ranking the Effective Factors on Selecting Enterprise Resource Planning (ERP) System using the Combined Delphi and Shannon Entropy Approach M.B. Asl, A. Khalilzadeh, H.R. Youshanlouei, M.M. Mood	513
An Integrated Model for Supplier Selection and Order Allocation; using Shannon Entropy, SWOT and Linear Programming M. Ghorbani, M. Bahrami, S.M. Arabzad	521
The Use of Contemporary Developments in Cost Accounting in Strategic Cost Management S. Apak, M. Erol, İ. Elagöz, M. Atmaca	528
Determining the Level of Management Competences in the Process of Employee Motivation Z. Rahimić, E. Resić, A. Kožo,	535
Pricing Strategy: Hedge Funds S. Apak, K.H. Taşçıyan, F. Sezgin, R. Lynch	544
Fundamental Questions of Hti Design and Design Ontologies -A Metascientific Analysis P. Saariluoma, J. Leikas	559
The Influence of Irrationality on the Innovativeness of Variants and the Quality of Decision Making L. Švecová, J. Fotr, P. Renner	570
General Cybernetic Model for Innovation Network Management A. Mirzadeh P, S.M. Moattar Husseini,, M.R. Arasti	577