



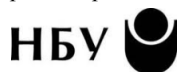
Европейски съюз

ПРОЕКТ №BG051PO001-3.3.06.-0060

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Европейски социален фонд



Нов български университет

MONDAY, 04 AUGUST

8:00-9:00	REGISTRATION DESK OPEN
9:00-9:15	CONFERENCE OPENING AND HOST REMARKS
	<i>Homer Stavely, Common Ground Publishing, USA</i>
9:15-9:45	PLENARY SESSION
	<i>Samantha Miles, Oxford Brookes University, UK</i> <i>"Stakeholder Value Creation"</i>
9:50-10:20	PLENARY SESSION
	<i>Lucia Sutil, Universidad Rey Juan Carlos, Spain</i> <i>"Neuromanagement: The Manager of the 21st Century"</i>
10:25-10:55	BREAK & GARDEN SESSION
10:55-11:35	TALKING CIRCLES
	<i>Andrew Cormack Room: Management Education</i> <i>Seminar Room A: Change Management</i> <i>Seminar Room 9 & Seminar Room 11: Knowledge Management</i> <i>Seminar Room 13: Organizational Cultures</i> <i>Seminar Room 14: Economía y gestión de la educación/Economía y gestión del cambio</i> <i>Seminar 15 & Seminar 16: Economía y gestión del conocimiento/Economía y culturas organizacionales</i>
11:35-11:40	TRANSITIONAL BREAK
11:40-13:20	PARALLEL SESSIONS
A. Cormack Rm.	<p>Workshops</p> <p><u>The Gap between Vision and Mission and an Engaged Workforce: How Great Places to Work Fill the Gap</u> <i>Dr. Beth Sears, Owner of Workplace Communication, Inc., Adjunct Instructor Cornell University School of Industrial Labor Relations, Scottsville, USA</i> <i>Overview: Based on research interviewing U.S. Executives and CEOs, this interactive workshop will engage participants in activities to understand necessary ingredients to create a highly engaged workforce in a trusting culture.</i> <i>Theme: Management Education</i></p> <p><u>Addressing the Proletunity: Engaging Today's Working Adult</u> <i>Dr. Deb Oliver, Graduate, Mount Mercy University, Cedar Rapids, USA</i> <i>Overview: This interactive session will share lessons learned/changes implemented as an MBA program for working adults developed over 6 years and will be valuable for institutions seeking the working adult market.</i> <i>Theme: Management Education</i></p>
Seminar 9	<p>Change and the Employee</p> <p><u>Change the Way Training Is Done: Train Me on What I Want to Know</u> <i>Dr. Kristi Dean, Adjunct, Central Michigan University, Walsh College, Baker College, Shelby Township, USA</i> <i>Overview: Working in an organization there is so much opportunity to use technology as an advantage. Unfortunately the employee doesn't know how to use it. Train them while answering their questions.</i> <i>Theme: Change Management</i></p> <p><u>Exploring the Effect of Organizational Change on Person-Organizational Fit: The Impact of Sanctuary Model in Creating Fit and Satisfaction</u> <i>Brian Poliner, ADP, Hilbert College, Clarence, USA</i> <i>Overview: This study explores person-organizational fit and organizational change at a large non-profit organizational pre and post implementation of the Sanctuary Model.</i> <i>Theme: Change Management</i></p> <p><u>The Impact of Change on Organisational Commitment</u> <i>Sally Rumbles, Portsmouth Business School, University of Portsmouth, Portsmouth, UK</i> <i>Mrs Jackie Hudson, Strategic Human Resources, Portsmouth, UK</i> <i>Overview: Organisational change is constant with the speed and pace of change increasing particularly during periods of economic uncertainty (Carnall 2003; Kotter 2012; Rumbles and Rees 2013).</i> <i>Theme: Change Management</i></p> <p><u>A Theoretical Framework of Customer Knowledge Management (CKM) for Value Creation</u> <i>Dr. Amanda Lim, Institute of Industrial Economics, Chinese Academy of Social Sciences, Beijing, China</i> <i>Prof. Luo Zhongwei, Institute of Industrial Economics, Chinese Academic Of Social Sciences, Beijing, China</i> <i>Dr. Louis Ma, School of Continuing and Professional Education, City University of Hong Kong, Hong Kong, Hong Kong</i></p>

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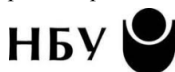
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Нов български университет

11:40-13:20	PARALLEL SESSIONS
	<p><i>Overview:</i> A theoretical framework of Customer-Knowledge-Management (CKM) for value creation is proposed with integrated CKM and Customer Engagement concepts. For achieving CKM goals, 5C knowledge aspects are reviewed using Xiaomi case. <i>Theme: Knowledge Management</i></p>
Seminar 11	<p>Management Education</p> <p><u>Customer Service Focus and Mission Articulation as Measures of Organizational Effectiveness in Higher Education Institutions: Driving Student Success</u> Dr. Rana Zeine, <i>Basic Medical Sciences - Pathology, Saint James School of Medicine (Park Ridge, IL, USA), Kralendijk, Netherlands</i> Frank Palatnick, <i>International Agency for Economic Development, USA</i> Dr. Cheryl Boglarsky, <i>Human Synergistics International, Plymouth, USA</i> Patrick Blessinger, <i>International Higher Education Teaching and Learning Association, New York, USA</i> Dr. Brad Herrick, <i>University of Texas, USA</i> Dr. Michael Hamlet, <i>Keller Graduate School of Management at DeVry College of New York, New York, USA</i> <i>Overview:</i> Analysis of Mission Articulation and Customer Service Focus among higher education professionals using the Human Synergistics Organizational Effectiveness Inventory® revealed more desirable results in for-profits as compared to not-for-profit institutions. <i>Theme: Management Education</i></p> <p><u>Designing and Implementing a Two-year MPH Program with a Concentration in Leadership and Organizational Change</u> Dr. Ken Zakariassen, <i>Department of Health Policy and Management College of Public Health, Kent State University, USA</i> Dr. Jonathan VanGeest, <i>Health Policy and Management College of Public Health, Kent State University, USA</i> Dr. Sonia Alemagno, <i>Health Policy and Management College of Public Health, Kent State University, USA</i> <i>Overview:</i> A 24-month MPH program (leadership and organizational change concentration) has been designed to focus on education/practice integration, leadership and change training, and the life-balance needs of experienced full-time working adults. <i>Theme: Management Education</i></p> <p><u>Corporate Visual Identity and Its Role in the Branding of Higher Education Institutions: A Comparative Study</u> Trevor Omoruyi, <i>Business School, University of Salford, Salford, UK</i> Dr. Grazyna Rembielak, <i>Business School, Salford, UK</i> <i>Overview:</i> This is a comparative study carried out to ascertain the role of Corporate Visual Identity (CVI) in the branding of Higher Education Institutions. <i>Theme: Management Education</i></p> <p><u>Kazakhstan's Knowledge Economy: The Role of University Student Internships</u> Assel Mukhamezhanova, <i>Graduate School of Education, Nazarbayev University, Astana, Kazakhstan</i> Leila Iyldyz, <i>Graduate School of Education, Nazarbayev University, Astana, Kazakhstan</i> <i>Overview:</i> This paper discusses the role of higher education in the knowledge economy in Kazakhstan. It considers the challenges universities face in implementing student internships in the rapidly growing economy. <i>Theme: Management Education</i></p>
Seminar 13	Spanish Language Paper Session - Cambios y Desafios en las Organizaciones Educativas
Seminar 14	<p>Governance and Change</p> <p><u>Participatory Planning and Governance: Case Studies from Rural and Urban West Bengal, India</u> Parama Bannerji, <i>Geography, Centre for Studies in Social Science, Kolkata, Kolkata, India</i> <i>Overview:</i> The study aimed to understand the nature and magnitude of participation in West Bengal and its ability to revitalize democratic issues in governance. <i>Theme: Change Management</i></p> <p><u>Using the Jesuits' Accommodation Approach in China (1583-1742) to Guide Change in Chinese Organizational Settings Today</u> Juergen Wolff, <i>Sales & Marketing, Deutsche Bank AG, Leipzig, Germany</i> <i>Overview:</i> Researching the Jesuits' Accommodation approach in China (1583-1742) yields a sinicized change concept appropriate to better manage change in Chinese organizational settings than any given approach alien to Chinese specification. <i>Theme: Change Management</i></p> <p><u>How to Build a World Politics: A Necessitated and Integrated Community of Mankind</u> Dr. Quynh Nguyen, <i>Division of Architecture, Art, Mathematics and Science, EPC College, El Paso, USA</i> <i>Overview:</i> This paper is a reading of daily information regarding political developments affecting global stability. <i>Theme: Change Management</i></p> <p><u>Partnerships and Policies: Experiences from an Australian Government-University Partnership</u> Prof. Kathryn Moyle, <i>Teaching, Learning and Transitions, Australian Council for Educational Research (ACER), Camberwell, Australia</i> <i>Overview:</i> Organisational and cultural challenges can arise when partnership arrangements between a university and government department are established. Using a case study approach, this paper examines these challenges and suggests solutions. <i>Theme: Organizational Cultures</i></p>

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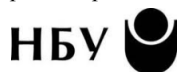
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11:40-13:20	PARALLEL SESSIONS
Seminar 15	Spanish Language Paper Session - Globalizacion y Diversidad Cultural
Seminar 16	<p>Knowledge and Culture</p> <p><u>WWW Is a Life-long Learning Tool: May It Be Utilized in Language Learning?</u> Mihri Kocak, <i>School of Foreign Languages, Anadolu University, Eskisehir, Turkey</i> <i>Overview:</i> An online learning community allows learners to reach up-to-date information via the Internet anytime-anywhere because of the ubiquity of the World Wide Web. <i>Theme: Knowledge Management</i></p> <p><u>Development of an Instrument for Assessing Corporate Culture in the Context of EFQM Excellence Model</u> Seyed Amir Bolboli, <i>Research Group "Product Safety and Quality Engineering", University of Wuppertal, Wuppertal, Germany</i> Dr. Markus Reiche, <i>QualityExperts Consulting, Nuremberg, Germany</i> <i>Overview:</i> This study investigates the main requirements and characteristics for assessing culture in context of EFQM and proposes a practical instrument, which can be easily integrated in the EFQM implementation process. <i>Theme: Organizational Cultures</i></p> <p><u>Effectiveness of Ethics and Compliance Programs: German Multinational Companies in Mexico</u> Claudine Moya, <i>División de Estudios de Posgrado Facultad de Contaduría y Administración, Universidad Nacional Autónoma de México, Mexico City, Mexico</i> <i>Overview:</i> This is an assessment of the effectiveness of Ethics and Compliance Programs comparing the ethical standards they promote, with actual shared values and norms among employees. <i>Theme: Organizational Cultures</i></p>
Seminar A	<p>Change and the Client</p> <p><u>Flows and Cycles of Organizational Wisdom: The Evolving Professional Disc Golf Association</u> Dr. Timothy Thompson, <i>Department of Communication & Media Studies, Edinboro University, Edinboro, USA</i> Patrick Govang, <i>Comet Action Sports, LLC, USA</i> <i>Overview:</i> This paper studies communication, innovation, and the consultant-client relationship in the change process. <i>Theme: Change Management</i></p> <p><u>The Stage-imperative Change Matrix: Capturing the Collective Wisdom of Change</u> Assoc.Prof. Paul N. Krust, <i>Business and Law, CQUniversity, Sydney, Australia</i> <i>Overview:</i> An analytical review of key change models identified four key stages of change and six key change imperatives. A Stage-Imperative Change Matrix Model will be presented and explored. <i>Theme: Change Management</i></p> <p><u>The Consultant-Client Relationship in Small and Medium Enterprises</u> Qing Hu, <i>Logistics and Operations Management Section, Cardiff University, Cardiff, UK</i> Dr. Sharon Williams, <i>Logistics and Operations Management Section, Cardiff University, Cardiff, UK</i> Dr. Robert Mason, <i>Logistics and Operations Management Section, Cardiff University, Cardiff, UK</i> Dr. Pauline Found, <i>Faculty of Business and Society, The University of South Wales, Cardiff, UK</i> <i>Overview:</i> This research discusses how the structural characteristics of small and medium enterprises (SMEs) impact on the relationship between consultants and clients through investigating four consultancy-led projects in Chinese SMEs. <i>Theme: Change Management</i></p> <p><u>Leading Organizational Change to Adopt Family-Friendly Practices: A Qualitative Analysis of Female Leaders' Experiences with Organizational Change</u> Dr. Elizabeth Spradley, <i>Department of Languages, Cultures, and Communication Communication Studies Program, Stephen F. Austin State University, Nacogdoches, USA</i> <i>Overview:</i> This study examines interview data with women in elected leadership roles within professional and community organizations as related to their role in family-friendly organizational change. <i>Theme: Change Management</i></p>
13:20-14:10	LUNCH (HELD IN THE PII PYRAMID DINING ROOM)
14:10-14:55	PARALLEL SESSIONS
Entrance Hall	<p>Poster Session</p> <p><u>Restructuring the Teaching Program at the Department of Teacher Training, Bar Ilan University: An Action Research Study</u> Dr. Rivka Glaubman, <i>Department of Teacher Education, Bar Ilan University, School of Education, Ramat Gan, Israel</i> Dr. Hananyah Glaubman, <i>Psychology Department, Bar-Ilan University, Ramat-Gan, Israel</i> <i>Overview:</i> Teaching programs and strategies at Teacher Training Department, Bar Ilan University, were revised via Action Research, introducing collaborative work in small teams. Results substantiated the efficacy of the program. <i>Theme: Change Management</i></p> <p><u>The Performance Pyramid: New Management Tools for a New Workplace</u> Lukas Michel, <i>Owner, Founder, SPHERE Advisors AG, Zug, Switzerland</i></p>



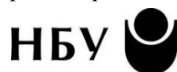
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Европейски социален фонд



Нов български университет

14:10-14:55	<p>PARALLEL SESSIONS</p> <p><i>Overview:</i> This paper offers a business case illustrating the Performance Pyramid as a model, diagnostic, and tool for leaders to initiate the transformation of their organizations into the knowledge era. <i>Theme: Change Management</i></p> <p><u>Measuring Organizational Culture and Change in a US Medical School</u> Dr. Melissa Piasecki, <i>Dean's Office of Medical School, University of Nevada School of Medicine, Reno, USA</i> Jennifer Hagen, <i>Dean's Office, University of Nevada School of Medicine, Reno, USA</i> Ramona Houmanfar, <i>Division of Behavioral Analysis, University of Nevada Reno, Reno, USA</i> Daniel Reimer, <i>Behavior Analysis Program, University of Nevada Reno, Reno, USA</i> <i>Overview:</i> The University of Nevada School of Medicine is undergoing profound organizational change. We describe the tools, theoretical foundations and implications related to measuring the impact on culture, climate and behavior. <i>Theme: Change Management</i></p> <p><u>An Experimental Study on Participation of Design Division and Organizational Factors</u> Yosuke Kanno, <i>Faculty of Business Administration, Toyo Gakuen University, Nagareyama, Japan</i> Satoshi Shibata, <i>faculty of humanities, Yamagata University, Yamagata, Japan</i> <i>Overview:</i> This study examined the impact of organizational factors related to design development on the contribution of design divisions in developing highly advanced, innovative, customer oriented and coherent designs. <i>Theme: Knowledge Management</i></p>
Rhodes Theatre	<p>Publishing Session <i>In this session the Community Editor of the Organization Collection of Journals and The Organization: A Book Series will present an overview of Common Ground's publishing philosophy and practices. She will also offer tips for turning conference papers in to journal articles, present an overview of journal publishing procedures and provide information on Common Ground's book proposal submission process. Please feel free to bring questions - the second half of the session will be devoted to Q&A.</i></p>
Seminar 11	<p>Workshop <u>The Education Professors' Changing Role: Application Development for Content Delivery</u> Dr. Jane Thielemann, <i>Professor, College of Public Service, Houston, USA</i> Dr. Janice Nath, <i>College of Public Service, University of Houston-Downtown, USA</i> Dr. Irene (linlin) Chen, <i>The College of Public Service, University of Houston-Downtown, USA</i> <i>Overview:</i> Technology quickly evolves and professors must learn new ways of content delivery and knowledge management. The need, skills, and challenges of iPad App development for content delivery are discussed. <i>Theme: Knowledge Management</i></p>
Seminar 13	<p>Workshop <u>Coaching for Effective Conflict Management</u> Dr. Samantha Hardy, <i>Faculty of Law, Business and Creative Arts, James Cook University, Townsville, Australia</i> Prof. Nadja Alexander, <i>International Institute of Conflict Engagement and Resolution, Hong Kong Shue Yan University, Hong Kong, China</i> <i>Overview:</i> Effective conflict management is essential in a changing world. Coaching can support leaders and team members to prevent unnecessary conflict and effectively manage inevitable conflict to promote learning and development. <i>Theme: Change Management</i></p>
Seminar 14	<p>Spanish Language Workshop</p>
Seminar A	<p>Focused Discussion <u>A Mandate to Change for Innovation in Higher Education</u> Dr. Claudia Santin, <i>College of Graduate and Innovative Studies, Concordia University Chicago, River Forest, USA</i> Dr. Kathryn Hollywood, <i>Leadership & Professional Studies Department in the College of Graduate and Innovative Programs, Concordia University Chicago, River Forest, USA</i> Dr. Donna Blaess, <i>Graduate Studies and Innovative Programs, Concordia University Chicago, River Forest, USA</i> <i>Overview:</i> Change in academe is needed for innovation to flourish. Developing a culture of innovation, based on shared vision, a common language, and open communication is the responsibility of academic leaders. <i>Theme: Change Management</i></p> <p><u>Change to Remote Leadership</u> Teaching Assist.Prof. Kenneth Borgesen, <i>Department of Philosophy and Learning, Aalborg University, Copenhagen, Denmark</i> Ditte Kolbaek, <i>Learning and Philosophy, Aalborg University, Copenhagen, Denmark</i> <i>Overview:</i> This research explores how followers offer followership with the leader in the ICT mediated cooperation, and what the leader does to involve and engage the followers in the cooperation. <i>Theme: Change Management</i></p> <p><u>Virtual Field Trip Models to Strengthen Future Urban Teachers' Digital Visual Literacy Teaching Techniques</u> Dr. Irene (linlin) Chen, <i>The College of Public Service, University of Houston-Downtown, Houston, USA</i> Dr. Jane Thielemann, <i>Associate Professor, College of Public Service, Houston, USA</i> Dr. Janice Nath, <i>Department of Urban Education, University of Houston-Downtown, Houston, USA</i> <i>Overview:</i> This proposed project is intended to critically review current virtual field trip models, investigate ways to teach digital</p>



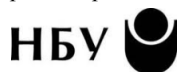
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14:10-14:55	PARALLEL SESSIONS
	<p>visual literacy, and add an alternative tool for future teachers. <i>Theme: Knowledge Management</i></p> <p><u>An Example of Organizational Transformation Due to Digital Emergence: The Case of the Royal Spanish House</u> Dr. Daniel Barredo, <i>School of Marketing Faculty of Business Administration, Escuela Superior Politécnica de Chimborazo, Riobamba, Ecuador</i> <i>Overview: This is a description of the transformation of the management in the Royal Spanish House: from an opaque and arbitrary managerial administration, to a more transparent and participative one.</i> <i>Theme: Change Management</i></p>
14:55-15:05	TRANSITIONAL BREAK
15:05-16:45	PARALLEL SESSIONS
Seminar 9	<p>Gender Issues in Organizational Cultures</p> <p><u>Women in Media Organizations: Newsroom Practices, Beliefs and Working Conditions</u> Dr. Maria João Silveirinha, <i>Faculty of Letters, Universidade de Coimbra, CIMJ - Center of Studies in Media and Journalism, Coimbra, Portugal</i> Dr. Paula Lobo, <i>Faculty of Letters, Universidade de Coimbra, CIMJ - Center of Studies in Journalism and Media, Coimbra, Portugal</i> <i>Overview: We discuss gender perspectives on newsmaking practices and economic, social and technological changes in media organizations and practical implications of the feminization of the profession in decision-making and media contents.</i> <i>Theme: Organizational Cultures</i></p> <p><u>Gender Differences in Career Outlooks for Fitness Professionals</u> Heidi Hughes, <i>Business, Education and Professional Services, University of Gloucestershire, Cheltenham, UK</i> <i>Overview: Stereotypes regarding women's ability, skill, and personality temperament affect how both men and women view career opportunities for women fitness professionals.</i> <i>Theme: Organizational Cultures</i></p> <p><u>Women and Workplace Bullying in Academic Settings</u> Dr. Katerina Machovcova, <i>Methodology of psychological research section, Institute of Psychology, Academy of Sciences of the Czech Republic, Prague, Czech Republic</i> Dr. Katerina Zabrodská, <i>Methodology of psychological research section, Institute of Psychology, Academy of Science Czech Republic, Prague, Czech Republic</i> <i>Overview: This paper focuses on a contrast between qualitative and quantitative data in a mixed-method study on the nature of academia workplace bullying and its effects on women.</i> <i>Theme: Organizational Cultures</i></p> <p><u>A Sustainable Talent Management Framework in United Nations: Competency Model, Skills Inventory and Career Enhancement Initiatives</u> Dr. Manuela Morelli, <i>HR Department, HR Policy, World Health Organization, Geneva, Switzerland</i> <i>Overview: I discuss HR techniques and strategies to develop a sustainable talent management framework in United Nations Agencies and Programmes.</i> <i>Theme: Organizational Cultures</i></p>
Seminar 11	<p>Cultures and Change: Education</p> <p><u>Manager of Organizational Events and Ceremonies in an Academic College of Education: A Position/Function Contributing to the Organizational Culture, Cohesion and Well-being</u> Dr. Ester Levanon-Mordoch, <i>Humanistics Department Drama and Arts and Literature Section, Kibutzim College of Education; Oranim Academic College of Education, Kibbutz Gazit, Israel</i> <i>Overview: The paper reviews this managerial position as a task of leadership and team-work, and its various contributions to the educational organization, based on theory, comparative inquiry, and personal practice.</i> <i>Theme: Organizational Cultures</i></p> <p><u>Management Accounting and Outcome-based Education: Learning Perspectives of Senior Accountancy Students</u> Prof. Jephthe Munez, <i>Department of Accountancy and Taxation, San Beda College, Manila, Philippines</i> <i>Overview: I discuss Management Accounting and Outcome Based Educational System and the application of a quality assurance framework and lessons learned by accountancy students from San Beda College.</i> <i>Theme: Change Management</i></p> <p><u>Misplaced Management Theory in a Massive System of Higher Education: Text, Context and Reconstructive Loop</u> Dr. Mark Stoner, <i>Department of Communication Studies, California State University, Sacramento, Sacramento, USA</i> <i>Overview: This study makes visible the rhetorical patterns of managerial discourse intended to reshape academic policy in the California State University system, recreating the meaning of higher education in California.</i> <i>Theme: Change Management</i></p> <p><u>A Life-long Learning Tool: Facebook</u></p>



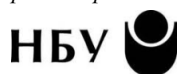
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Европейски социален фонд



Нов български университет

15:05-16:45	PARALLEL SESSIONS
	<p>Pinar Koçak, <i>School of Foreign Languages, Anadolu University, Eskisehir, Turkey</i> <i>Overview:</i> Facebook, not only a life-long learning tool but also a useful and practical learning environment that could improve and/or strengthen learning of English. <i>Theme: Knowledge Management</i></p>
Seminar 13	Spanish Language Paper Session - Cambios y desafíos en las Organizaciones Educativas 2
Seminar 14	<p>Knowledge Management</p> <p><u>Influence of Network Structure and Knowledge Articulation on Effective Knowledge Sharing: A Multilevel Investigation</u> <i>Prof. Seokwoo Song, Information Systems & Technologies, Weber State University, Ogden, USA</i> <i>Prof. James T.C. Teng, Information Systems, University of Texas at Arlington, Arlington, USA</i> <i>Overview:</i> We explore the potential contribution of inter-unit network structure as well as intra-unit knowledge process and task environment to two different types of knowledge sharing: solicited and voluntary. <i>Theme: Knowledge Management</i></p> <p><u>Knowledge Creation without Deliberate Knowledge Management</u> <i>Herbert Jung, University of Gloucestershire, Frastanz, Austria</i> <i>Overview:</i> This research challenges the traditional understanding of Knowledge Management, which should lead to knowledge creation, and shows a new way for managing knowledge creation without using deliberate Knowledge Management (KM). <i>Theme: Knowledge Management</i></p> <p><u>A Study of Knowledge Creation and Sharing in an Organization with a Multi-Agent Simulation and a Computer-Aided Human Experiment</u> <i>Jie Gu, Department of Human and Engineered Environmental Studies, Graduate School of Frontier Sciences, The University of Tokyo, Tokyo, Japan</i> <i>Assoc.Prof. Hao Wang, The Institute of Software, Chinese Academy of Sciences, Beijing, China</i> <i>Prof. Fanjiang Xu, The Institute of Software, Chinese Academy of Sciences, Beijing, China</i> <i>Assoc.Prof. Yu Chen, Graduate School of Frontier Sciences, The University of Tokyo, Tokyo, Japan</i> <i>Overview:</i> We simulate knowledge creation and sharing on endogenous social network and conduct computer-aided human experiment that validates the simulation on evolution of organizational structure and collective performance under complex environment. <i>Theme: Knowledge Management</i></p> <p><u>Using Legal Acumen to Add Value to the Firm: A Multinational Perspective</u> <i>Dr. Sean Melvin, Department of Business and Economics, Elizabethtown College, Malvern, USA</i> <i>Overview:</i> This paper postulates that managers of multinational corporations can add value to their firms using a legal knowledge management regime which bridges legal acumen with managerial expertise. <i>Theme: Knowledge Management</i></p>
Seminar 15	Spanish Language Paper Session - Evolucion en la Gestion
Seminar 16	<p>Late Additions</p> <p><u>Becoming Big: How Small Enterprises Experience Project-based Enterprise Development</u> <i>Xolani Ngonini, Trans-Caledon Tunnel Authority, Centurion, South Africa</i> <i>Prof. Ola Busari, Trans-Caledon Tunnel Authority, Centurion, South Africa</i> <i>Overview:</i> This paper explores the experiences and perceptions of the owners and managers of small enterprises in a program providing on-the-project support, against their own aspiration of "becoming big." <i>Theme: Management Education</i></p>
Seminar A	<p>Rights and Responsibilities: Education</p> <p><u>Human Rights in Management Education: Equipping Educators and Future Business Leaders</u> <i>Dr. Jennifer Palthe, Department of Management Haworth College of Business, Western Michigan University, Kalamazoo, USA</i> <i>Daniel Ronald Palthe, James Madison College, Michigan State University, East Lansing, USA</i> <i>Overview:</i> This presentation provides management educators with resources to integrate human rights principles into business education, and helps future business leaders better serve as change agents for global human rights progress. <i>Theme: Management Education</i></p> <p><u>Finding Truth as Finding Freedom: Examining Barriers to Future Self-managed and Self-directed Living</u> <i>Dr. Kenneth R. Austin, Department of Secondary Education and Educational Leadership, Stephen F. Austin State University, Nacogdoches, USA</i> <i>Overview:</i> This paper discusses the importance of addressing cognitive development and critical thinking for the learner, and asks if schools are aptly preparing students for successful self-managed and self-directed quality living. <i>Theme: Management Education</i></p> <p><u>Undergraduate Business Ethics Curricula in Saudi Arabia: A Content Analysis</u> <i>Maurice Murphy, College of Business, Alfaisal University, Riyadh, Saudi Arabia</i> <i>Giselle Antoine, College of Science and General Studies, UPP, Alfaisal University, Riyadh, Saudi Arabia</i> <i>Daniel Lund, College of Business, Alfaisal University, Riyadh, Saudi Arabia</i></p>

Инвестира във вашето бъдеще!



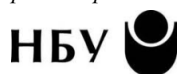
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Европейски социален фонд



Нов български университет

15:05-16:45	PARALLEL SESSIONS
	<p><i>Overview:</i> This exploratory study employs a two-part content analysis to evaluate the presence and quality of undergraduate business ethics curricula within business colleges in Riyadh, Saudi Arabia. <i>Theme:</i> Management Education</p> <p><u>Knowledge for Sustainable Development</u> Weiquan Cheng, <i>Stuart School of Business, Illinois Institute of Technology, Chicago, USA</i> Prof. Nasrin R. Khalili, <i>Stuart School of Business, Illinois Institute of Technology, Chicago, USA</i> <i>Overview:</i> This paper provides empirical support for the development of educational models that are both capable of creating and transferring the knowledge needed to support sustainable development in low-carbon economies. <i>Theme:</i> Management Education</p>
16:45-18:15	WELCOME RECEPTION (HELD IN THE ENTRANCE HALL)

TUESDAY, 05 AUGUST

8:30-9:00	REGISTRATION DESK OPEN
9:00-9:10	HOST OPENING COMMENTS
9:10-9:40	PLENARY SESSION
	<p>Levent Altınay, <i>Oxford Brookes University, UK</i> "Ethnic Minority Entrepreneurship in the UK"</p>
9:45-10:15	PLENARY SESSION
	<p>Christian Lystbaek, <i>Aarhus University, Denmark</i> "The Business of Ethics in Business Ethics"</p>
10:20-10:50	BREAK & GARDEN SESSION
10:50-12:30	PARALLEL SESSIONS
A. Cormack Rm.	<p>Leadership and Change</p> <p><u>Home Grown Female Leadership Models</u> Abida Mahmood, <i>Qurban & Surraya Educational Trust, Lahore, Pakistan</i> <i>Overview:</i> This case study explores how female educational leaders develop their leadership practices despite facing specific challenges and possibilities through various home grown leadership models that can be adapted and replicated. <i>Theme:</i> Management Education</p> <p><u>Management Capability Proficiency Differences among Asian Business Women and Men</u> Prof. Johanna Anzengruber, <i>Competence Management Department, Steinbeis University Berlin, School of International Business and Entrepreneurship, Herrenberg, Germany</i> Dr. Herbert Nold, <i>School of Business and Applied Science, Polk State College, Lakeland, USA</i> <i>Overview:</i> Capability proficiency evaluations of 966 male and female managers in China, India, Korea and Japan in 2012 indicate that women start to catch up with their male counterparts. <i>Theme:</i> Management Education</p> <p><u>How Informal Coordination Moderates Task Integration of Internal Reorganization</u> Dr. Florian Bauer, <i>Management & Law, MCI Management Center Innsbruck, Innsbruck, Austria</i> Mai Anh Dao, <i>Business & Management, MCI Management Center Innsbruck, Innsbruck, Austria</i> Daniel Degischer, <i>Management & Law, MCI Management Center Innsbruck, Innsbruck, Austria</i> <i>Overview:</i> This paper provides an analysis of the relationship between post-merger integration mechanisms and intermediate goal-achievement within an empirical study of 65 transactions from Austria, Germany, and Switzerland. <i>Theme:</i> Change Management</p> <p><u>Change Management Practices in Small Island Economies: A Study of Private Sector Organisations in Mauritius</u> Sanjiv Gungadeen, <i>School of Management and Governance, Murdoch University, Perth, Australia</i> <i>Overview:</i> This thesis addresses the research issue of change management in small island economies and examines the practices of private sector organisations in Mauritius in three different sectors. <i>Theme:</i> Change Management</p>
Seminar 9	<p>Health Care Organizations</p> <p><u>Six Sigma Training Can Mitigate Change Resistance</u> Dr. Jean Gordon, <i>School of Business, Florida International University, Hollywood, USA</i> Dr. Trevor Bonstetter, <i>Mid Continent University, Memphis, USA</i> <i>Overview:</i> Change management and ways to mitigate resistance to change has recently become an area of interest in many businesses. <i>Theme:</i> Change Management</p> <p><u>Creating the Future Together: Reflecting on Organised Staff Engagement in Sexual Healthcare in Scotland Two Years on</u></p>

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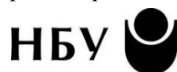
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Европейски социален фонд



Нов български университет

10:50-12:30	PARALLEL SESSIONS
	<p>Dr. Rosie Ilett, <i>Sandyford Sexual Health Services, NHS Greater Glasgow and Clyde, NHS Greater Glasgow & Clyde, Glasgow, UK</i> June Fraser, <i>Sandyford Sexual Health Services, NHS Greater Glasgow and Clyde, Glasgow, UK</i> Karen Brown, <i>Sandyford Sexual Health Services, NHS Greater Glasgow & Clyde, Glasgow, UK</i> <i>Overview:</i> This is a description of staff engagement in Scottish sexual healthcare through findings of a recent review, referencing UK public sector reform and Tajfel's social identity theory. <i>Theme: Organizational Cultures</i></p> <p><u>Considerate Leadership as a Measure of Effectiveness in Medical and Higher Education: Analysis of Supervisory/Managerial Leadership</u> Dr. Rana Zeine, <i>Basic Medical Sciences, Bonaire campus, Saint James School of Medicine (Park Ridge, IL, USA), Kralendijk, Netherlands Antilles</i> Dr. Cheryl Boglarsky, <i>Human Synergistics International, Plymouth, USA</i> Dr. Edward Daly, <i>Community College of Rhode Island, Warwick, USA</i> Patrick Blessinger, <i>International Higher Education Teaching and Learning Association, New York, USA</i> Dr. Mary Kurban, <i>Christ the King Catholic School, Los Angeles, USA</i> Dr. Alwyn Gilkes, <i>Bronx Community College, New York, USA</i> <i>Overview:</i> We analyzed "consideration" as a measure of effectiveness of supervisory/managerial leadership in medical and higher education. Scores fell below Organizational Effectiveness Inventory® Survey benchmarks. We recommend strengthening considerate leadership practices. <i>Theme: Organizational Cultures</i></p> <p><u>An Interpretive Phenomenological Analysis of Pharmaceutical Industry Front Line Mangement during Post Acquisition Integration</u> Dr. Kathleen Guindon, <i>Medical Affairs, Genentech, West Seneca, USA</i> <i>Overview:</i> Interpretive Phenomenological Analysis summary and model explains seven super-ordinate themes related to operator culture, front line, pharmaceutical industry managers experience of management in a post-acquisition integration. <i>Theme: Organizational Cultures</i></p>
Seminar 11	<p>Education and Management <u>Managing an Exit Test: Issues and Challenges</u> Dr. Noor Abidah Mohd Omar, <i>Language Academy, Universiti Teknologi Malaysia, Johor Bahru, Malaysia</i> <i>Overview:</i> The paper highlights some of the challenges faced in managing and administering an exit test for graduating students. <i>Theme: Management Education</i></p> <p><u>New Perspectives on Employee Motivation: Balancing the Big 4</u> Dr. Melanie Seemann, <i>Think2, Stuttgart, Germany</i> Prof. Thomas Seemann, <i>DHBW Stuttgart, Stuttgart, Germany</i> <i>Overview:</i> A new framework for employee motivation is proposed that balances the four key factors (Big 4) of employee motivation. <i>Theme: Management Education</i></p> <p><u>Ethical Consumption and Recession</u> Daniel Hagan, <i>Marketing, Middlesex University, London, UK</i> <i>Overview:</i> This study explores how recent recession affects ethical consumption in the UK and examines the concerns that demand for ethical products may decline in the UK as the recession. <i>Theme: Management Education</i></p> <p><u>The Nigerian Polytechnic Education and Globalization: Its Implication on Entrepreneurship and Economic Growth</u> Pauline Adachukwu Ikeyi, <i>Department Of Science Laboratory Technology, Biochemistry option., Institute of Management and Technology (IMT) Enugu., Enugu, Nigeria</i> <i>Overview:</i> Polytechnic education is important for technological progress in Nigeria. This paper examines the current state, problems and advocates a review of it's entrepreneurship programs to encourage entrepreneurship and economic growth. <i>Theme: Management Education</i></p>
Seminar 13	<p>Special Topics: Change Management <u>Quality Readiness in Organizations: Literature Review and Introduction of a New Quality Readiness Index</u> Maria Bakatsaki, <i>Department of Production Engineering and Management, Technical University of Crete (TUC), Chania, Greece</i> Dr. Leonidas A. Zampetakis, <i>Production Engineering and Management, Technical University of Crete, Chania, Greece</i> Prof. Vassilis S. Moustakis, <i>Production Engineering and Management, Technical University of Crete, Chania, Greece</i> <i>Overview:</i> Implementation of TQM tools to organizations is often driven to failure. This paper introduces a new Quality Readiness Index that could help the organization assesses its readiness for quality. <i>Theme: Change Management</i></p> <p><u>Selection of UK Higher Education Institutions by Overseas Students from Arab Gulf States: Using the "Push-Pull" Framework</u> Trevor Omoruyi, <i>Salford Business School, University of Salford, Salford, UK</i> Khaled Hailat, <i>Salford Business School, University of Salford Business School, Salford, UK</i> <i>Overview:</i> The study is adopting the "push-pull" framework to investigate the factors that influence the selection of UK Higher Education</p>



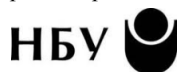
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Нов български университет

10:50-12:30	PARALLEL SESSIONS
	<p>Institutions by overseas students from Arab Gulf States. <i>Theme: Change Management</i></p> <p><u>The Impact of Forensic Accounting, Investigation and Audits on Tax Compliance in Malaysia: An Overview</u> Mohamad Idham Md Razak, <i>Economics, Faculty of Business Management, Universiti Teknologi MARA, Melaka, Kampus Alor Gajah, Alor Gajah, Malaysia</i> Dr. Rani Diana Othman, <i>Accounting, Universiti Teknologi MARA Melaka, Malaysia</i> Ms. Siti Anis Nadia Abu Bakar, <i>Accounting, Universiti Teknologi MARA Melaka, Malaysia</i> Mrs. Mimihayu Md Yusof, <i>Language, Universiti Teknologi MARA Melaka, Kampus Alor Gajah, Malaysia</i> Mrs. Maswati Suffian, <i>Statistics, Universiti Teknologi MARA Melaka, Kampus Alor Gajah, Malaysia</i> Mrs. Rafidah Hj. Abd Azis, <i>Business Management, Universiti Teknologi MARA Melaka, Kampus Alor Gajah, Malaysia</i> <i>Overview: This study addresses reporting compliance, as one aspect of the quality of compliance, consistent with the objectives of the new assessment system: inducing a sense of responsibility.</i> <i>Theme: Change Management</i></p> <p><u>The Telewest Case: Leading High Speed Change</u> Dr. Robert Perkins, <i>Stetson School of Business and Economics, Mercer University, Atlanta, USA</i> <i>Overview: Telewest, \$2 B UK telecom stumbles toward immediate bankruptcy. New CEO transforms company using simple four-step change process. Telewest revives dramatically within 18 months.</i> <i>Theme: Change Management</i></p>
Seminar 14	Spanish Language Paper Session - Neurociencia y Educacion
Seminar 15	<p><u>The Process of Change</u> <u>An Investigation of Leadership in Saudi Arabia: Grounded Theory Approach</u> Mona Aseri, <i>The School of Mechanical Aerospace and Civil Engineering, The University of Manchester, Manchester, UK</i> Dr. Jamshid Parvar, <i>Project Management Research Group, The University of Manchester, Manchester, UK</i> <i>Overview: The paper focuses on leadership in Saudi Arabia and investigating leadership within the construction and manufacturing industry. It is to evaluate the current leadership and highlight challenges leaders face.</i> <i>Theme: Change Management</i></p> <p><u>Leading Organizational Change Management in Nigerian Oil Organizations: Exploring the Adoption of Leadership and Competing Values Framework Model</u> Laguo Livingstone Gilbert, <i>Organisational Leadership, Learning & Management University of South Wales, Uk., University of South Wales, UK, Cardiff, UK</i> Dr. Ramdane Djebarni, <i>Research Methods and Philosophy, University of South Wales, UK, Pontypridd, UK</i> <i>Overview: The outcome of the study provided key insights for organizational leaders to appropriately understand the link between leadership styles and organizational culture types as a strategy for leading organizational change.</i> <i>Theme: Change Management</i></p> <p><u>Key Barriers to Economic and Social Modernisation in Russia: A “Creative Class” View</u> Maria Barikhina, <i>Faculty of sociology, Moscow State University, Moscow, Russian Federation</i> <i>Overview: This research underlines the key barriers of the innovation process in the economy and the knowledge society development in modern Russia.</i> <i>Theme: Knowledge Management</i></p> <p><u>Making Public Sector Knowledge Management Work: The Knowledge Management Strategy of the Vienna Municipality</u> Isabella Maria Mader, <i>Excellence Institute, Vienna, Austria</i> Maximilian Biwald, <i>Chief Executive Office Executive Group for Personnel and Internal Auditing, Vienna City Administration, Vienna, Austria</i> <i>Overview: Knowledge Management tends to lack staff engagement. A strategic community-driven approach along with a focus on delivering concrete efficiency benefits can create engagement in Public Sector Knowledge Management.</i> <i>Theme: Knowledge Management</i></p>
Seminar 16	Spanish Language Paper Session - De lo Social y lo Etico en las Organizaciones
Seminar A	<p><u>Stakeholders and Change</u> <u>Sustainability, Shared Value and Change: Contemporary Challenges for Essential Service Providers</u> Dr. Tullio Caputo, <i>Department of Sociology and Anthropology, Carleton University, Ottawa, Canada</i> Dr. Michael McIntyre, <i>Sprott School of Business, Carleton University, Ottawa, Canada</i> <i>Overview: Interviews with national-level stakeholders and six municipal police services in Canada are used to develop a framework for sustainability and change including a new value proposition for essential service providers.</i> <i>Theme: Organizational Cultures</i></p> <p><u>Building Relationships between Academic Researchers and Practitioners: A Framework for Critical Engaged Praxis</u> Dr. Brandi Lawless, <i>Department of Communication Studies, University of San Francisco, San Francisco, USA</i> Prof. Mary Jane Collier, <i>Department of Communication & Journalism, University of New Mexico, Albuquerque, USA</i></p>



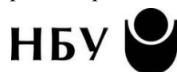
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Европейски социален фонд



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10:50-12:30	PARALLEL SESSIONS
	<p><i>Overview:</i> This paper applies a framework for critical, engaged praxis to understand and transform relationships between researchers and practitioners in a US nonprofit working to move families out of poverty. <i>Theme: Organizational Cultures</i></p> <p><u>Shared Value, Conscious Business and Spirituality in a Fashion Enterprise in South India</u> Mr Shreen Raghavan, <i>Chennai, India</i> Dr. Kala Shreen, <i>Cultural Dynamics & Emotions Network (CDEN), School of History and Anthropology, Queen's University Belfast, Belfast, UK</i> <i>Overview:</i> This article will examine the interlinked notions of business, sustainability, social responsibility and spirituality using a fashion enterprise in India as a case study. <i>Theme: Organizational Cultures</i></p> <p><u>The Social Organization of Authenticity in Mexican Restaurants</u> Stephen Christ, <i>Department of Sociology, Columbia, USA</i> <i>Overview:</i> Framing food and foodways as direct expressions of culture, this project analyzes the everyday organizational rhythms that mark the boundaries of culture, tradition, and authenticity in ethnic restaurants. <i>Theme: Organizational Cultures</i></p>
12:30-13:20	LUNCH (HELD IN THE PII PYRAMID DINING ROOM)
13:20-14:05	SPECIAL EVENT
A. Cormack Rm.	Spanish Language Workshop
Rhodes Theatre	<p>Publishing Session <i>In this session the Community Editor of the Organization Collection of Journals and The Organization: A Book Series will present an overview of Common Ground's publishing philosophy and practices. She will also offer tips for turning conference papers in to journal articles, present an overview of journal publishing procedures and provide information on Common Ground's book proposal submission process. Please feel free to bring questions - the second half of the session will be devoted to Q&A.</i></p>
Seminar 9	<p>Workshop <u>Changing Narratives to Change the Organization: Applying a Systems/Dialogical View of Culture in Organizations</u> Jim MacQueen, <i>University Organizational and Professional Development, Virginia Tech (Virginia Polytechnic and State University), Blacksburg, USA</i> Richard Hach, <i>Network Infrastructure and Services (NI&S), (Virginia Tech (Virginia Polytechnic and State University), Blacksburg, USA</i> <i>Overview:</i> This is an interactive workshop demonstrating the application of a new theory of organizational culture to change behavior and improve effectiveness in an administrative department of a major US university. <i>Theme: Organizational Cultures</i></p>
Seminar 11	<p>Workshop <u>A Box Office Hit: Entrepreneurship</u> Dr. Spyros Catechis, <i>Global Campus, Central Michigan University, Houston, USA</i> <i>Overview:</i> Emphasis will be placed on identifying specific potential roadblocks and ways to overcome these obstacles to become a successful global entrepreneur. <i>Theme: Organizational Cultures</i></p>
Seminar 13	Spanish Language Workshop
Seminar 15	Spanish Language Workshop
Seminar A	<p>Focused Discussion <u>Maximizing Personnel Using Coaching Techniques</u> Dr. Kathryn Hollywood, <i>Leadership & Professional Studies Department in the College of Graduate and Innovative Programs, Concordia University Chicago, River Forest, USA</i> Dr. Donna Blaess, <i>Leadership & Professional Studies Department in the College of Graduate and Innovative Programs, Concordia University Chicago, Chicago, USA</i> Dr. Claudia Santin, <i>Graduate and Innovative Programs, Concordia University Chicago, Chicago, USA</i> <i>Overview:</i> Consensus supports the premise that effective leadership does not happen in isolation. Leaders face challenges of creating learning organizations, communities, and systems in which everyone can realize full human potential. <i>Theme: Management Education</i></p> <p><u>The Internet Will Make Governments Unrecognizable</u> Christopher Wilson, <i>Centre on Governance, University of Ottawa, Telfer School of Management, Ottawa, Canada</i> <i>Overview:</i> How is the Internet eroding existing models of government and leadership while creating a new foundation for government to become a platform for human cooperation through stewardship and collaboration? <i>Theme: Knowledge Management</i></p> <p><u>A Visualization Model for Giddens' Structuration Theory and Its Application: In the Context of Research on Business and IT Alignment Using Enterprise Architecture</u></p>



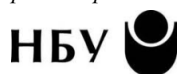
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Европейски социален фонд



Нов български университет

13:20-14:05	SPECIAL EVENT
	<p>Dr. Shahid Ali, <i>EA, NCEI, Riyadh, Saudi Arabia</i> <i>Overview:</i> This paper discusses visualization and application of Giddens' structuration theory as an aid to understanding and serving as theoretical framework for exploring Enterprise Architecture for improved Business and IT Alignment. <i>Theme: Change Management</i></p> <p><u>Creating Value for SMEs' Exporting Development</u> Francisco Villena Manzanares, <i>Business Management Department, University of Seville., Sevilla, Spain</i> Jaime Eduardo Souto Perez, <i>department of business management, European University of Madrid, Madrid, Spain</i> <i>Overview:</i> This research shows the importance of intangible strategic in the exporting process. <i>Theme: Change Management</i></p>
14:05-14:10	TRANSITIONAL BREAK
14:10-15:50	PARALLEL SESSIONS
A. Cormack Rm.	<p>Productive Diversities <u>Anxiety in SMEs</u> Prof. Tony Gear, <i>School of Business and Management, University of Gloucestershire, Cheltenham, UK</i> Dee Allen, <i>School of Business and Management, University of Gloucestershire, Cheltenham, UK</i> <i>Overview:</i> It was found that the size of the SME, the nature of the business and types of individuals created its own distinctive types of anxieties. <i>Theme: Knowledge Management</i></p> <p><u>Organisational Culture Change through Social Entrepreneurship</u> Dr. Linzi J. Kemp, <i>School of Business & Management, American University of Sharjah, Sharjah, United Arab Emirates</i> <i>Overview:</i> This paper is about a social entrepreneurship vision for corporations in the Gulf Arab states for transparent and accountable organisational cultures. <i>Theme: Organizational Cultures</i></p> <p><u>Gap Analysis of Organizational Culture for Sustained Organizational Development</u> Dr. Iouri Bairatchnyi, <i>Kent State University, Kent State University, Bethesda, USA</i> Michael John Gates, <i>Cross-Cultural and Organizational Development, Oxford University, Helsinki, Finland</i> <i>Overview:</i> The paper presents a web-based approach to assess a gap between the current and desired states of organizational culture in order to design and sustain organizational development. <i>Theme: Organizational Cultures</i></p> <p><u>A Study of Public Organizational Culture in South Korea: Focusing on the Case of Government's Handling the South Korean Ferry Tragedy in 2014</u> Prof. Jinman Kyoone, <i>Department of Public Administration, Hankuk University of Foreign Studies, Seoul, South Korea</i> <i>Overview:</i> The purpose of this study is to explore the characteristics of public organizational culture in South Korea through adopting the six organizational culture dimensions developed by Geert Hofstede(2001). <i>Theme: Organizational Cultures</i></p>
Seminar 9	<p>Global Implications for Change Management <u>The "Language of Changes" and "Changes of Language" in Law: A New Paradigm for the 21st Century?</u> Rostam J. Neuwirth, <i>Faculty of Law, University of Macau, Taipa, Macao Special Administrative Region of China</i> <i>Overview:</i> The paper examines how law is dealing with changes and what changes have occurred in the recent past that suggest the emergence of a new paradigm in legal thinking. <i>Theme: Change Management</i></p> <p><u>Orchestrating the Vantage Point for Societies</u> Dr. Alejandro Ruelas-Gossi, <i>UAI Business School, Universidad Adolfo Ibañez, Miami, USA</i> Dr. Pedro Mendi, <i>Center of International Development, University of Navarra, Spain</i> Dr. Rodrigo Costamagna, <i>Public Policy, IESE Business School, Spain</i> <i>Overview:</i> Vantage Point is the set of resources that by nature are distinctively present across the geography in every country. Leveraging/orchestrating those resources, attain high levels of sophistication, and higher IPC. <i>Theme: Change Management</i></p> <p><u>Understanding Business and National Culture during Due Diligence and Their Impact on Multi-National Ventures</u> Dr. Herbert Nold, <i>School of Business and Applied Science, Polk State College, Lakeland, USA</i> Dr. Allan Hagelthorn, <i>MeLange Global Solutions, Spokane, USA</i> <i>Overview:</i> Differences in organizational and national culture can have a significant influence on the success or failure of multinational ventures. Yet, these issues take are largely ignored during negotiations. <i>Theme: Organizational Cultures</i></p> <p><u>The Terrorist Threat to Organizations: New Thinking about an Age-old Problem</u> Dr. David Wernick, <i>Department of Management & International Business, Florida International University, Miami, USA</i></p>



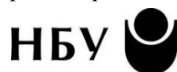
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Нов български университет

14:10-15:50	PARALLEL SESSIONS
	Dr. William Schneper, <i>Business, Organizations & Society Department, Franklin & Marshall College, Lancaster, USA</i> <i>Overview:</i> Theory about terrorism and its risk to organizations remains underdeveloped. This paper offers propositions on how multinational corporations with global operations can adapt their strategies to manage this evolving threat. <i>Theme: Change Management</i>
Seminar 11	New Directions <u>Innovation and the Learning Landscape: Teaching Innovation across Organizations</u> Prof. Laurie Burruss, <i>Visual Arts and Media Studies, Interaction Design, Pasadena City College/lynda.com (consultant), Pasadena, USA</i> <i>Overview:</i> Leaders want innovation across organizations, but often it's only encouraged among a select students or employees. Imagine if schools and business focused on producing innovators rather than subject matter experts. <i>Theme: Organizational Cultures</i> <u>The Emergence of Organized Retail in India: The Impact on Inter-organizational Relationships in Marketing Channels</u> Hari Sreekumar, <i>Marketing Group, Indian Institute of Management Trichy, Trichy, India</i> <i>Overview:</i> This paper examines some of the key changes that will occur in Indian marketing channel relationships due to the entry of organized retail chains, and sets forth propositions. <i>Theme: Organizational Cultures</i> <u>Internal Organizational Communications in Bulgarian Companies</u> Dr. Evelina Christova, <i>Mass Communication Department, New Bulgarian University, Sofia, Bulgaria</i> <i>Overview:</i> Communicating with the employees and other internal publics impacts organizational culture and organizational goals. This research focuses on how companies in Bulgaria communicate with their internal publics. <i>Theme: Organizational Cultures</i> <u>The Effects of Flexitime on Individual Work Performance</u> Dejan Mrkic, <i>School of Psychology, Deakin University, Melbourne, Australia</i> Assoc.Prof. Kathryn von Treuer, <i>School of Psychology, Deakin University, Australia</i> <i>Overview:</i> A cross-sectional study was conducted to better understand the inconclusive relationship between flexitime and individual performance using the Multilevel Performance Inventory, which offers an expanded set of performance behaviors. <i>Theme: Organizational Cultures</i>
Seminar 13	Spanish Language Paper Session - Innovacion y Creatividad para el Cambio en las Organizaciones
Seminar 14	Ethics <u>The Business of Business Ethics: Which Trade Are We In?</u> Christian Lystbaek, <i>School of Business and Social Science, Aarhus University, Herning, Denmark</i> <i>Overview:</i> The paper argues criticizes current trends in business ethics to provide either practical solutions to management problems or critical questions to management practice. It suggest a move beyond these trends. <i>Theme: Organizational Cultures</i> <u>Public Administration Decision Making Ethics in Post Colonial European Polities: The Case of Bulgaria</u> Prof. Benedict Edward DeDominicis, <i>College of Social and Behavioral Sciences, Walden University, Minneapolis, USA</i> <i>Overview:</i> Developing decision making ethics in post-colonial societies confront greater challenges than in political systems that have not experienced control by a imperial power during their modernization phase. <i>Theme: Change Management</i> <u>Leverage for Value-driven Change: A Theoretical Framework</u> Dr. Marlis Krichewsky, <i>CIRPP, DGAERF, Chambre de Commerce et d'Industrie de Paris - Île de France, Cucuron, France</i> Prof. François Fourcade, <i>CIRPP, CCI-Paris-île-de-France, Paris, France</i> <i>Overview:</i> Our contribution presents a theoretical framework based on anglophone and francophone literature for a research project on the interactions between value change, practices and organizational development. <i>Theme: Change Management</i> <u>Codes of Conduct: Effectiveness and Legitimacy</u> Tania Calvao, <i>MBA department, University of St Thomas, Sugar Land, USA</i> <i>Overview:</i> The paper will offer recommendations for corporate initiatives related to Codes, based on their nature as voluntary instruments and the common content in Codes from the 1990s to the present. <i>Theme: Organizational Cultures</i>
Seminar 15	Spanish Language Paper Session - Cambios y Desarrollos en la Gestion Empresarial
Seminar 16	Late Additions <u>Where Talents Flow and What They Care About</u> Prof. Jianqi Wang, <i>East Asian Languages and Literatures, Ohio State University, Columbus, USA</i> <i>Overview:</i> What are the areas for improvement to attract Chinese talents? “Potential for future development”, “nature of job,” “income,” “social environment,” “natural environment,” and “geographical distance to where parents live.” <i>Theme: Organizational Cultures</i>



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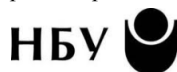
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14:10-15:50	PARALLEL SESSIONS
	<p><u>Limitations of Legal Safeguards against Economic Espionage and Protection of Knowledge in Service Industries</u> Dr. Muruga Perumal Ramaswamy, <i>Faculty of Law, University of Macau, Macau, China</i> <i>Overview:</i> The paper identifies limitations in legal protection of knowledge and trade secrets against economic espionage and examines how legal lacuna can be filled with enterprise knowledge management and protection strategies. <i>Theme: Knowledge Management</i></p> <p><u>Women’s Leadership Networks, the Law, and Civil Society in Colombia: Unexplored Impacts</u> Soyoun Lee, <i>The Hotchkiss School, Lakeville, USA</i> <i>Overview:</i> Analysis of leadership in the Colombian women’s movement demonstrates the enormous potential of informal, gender-based networks to promote access to governance among marginalized groups. <i>Theme: Organizational Cultures</i></p> <p><u>The Design Driven Innovation Strategies for the Creative Economy of Korea: Policy Direction for the Ministry of Science, ICT and Future Planning</u> Dr. Eun Jung Moon, <i>Design department, International Design school for Advanced Studies, Hong-ik University, Seoul, South Korea</i> Yangsook Lee, <i>Design Department, International Design school for Advanced Studies, Hong-ik University, Seoul, South Korea</i> Dr. Ken Nah, <i>Design Management Department, International Design school for Advanced Studies, Hong-ik University, Seoul, South Korea</i> <i>Overview:</i> The research aims at seeking ways to use design as a key strategic measure for MSIP, a competent department for the implementation of the Creative Economy of Korea. <i>Theme: Knowledge Management</i></p>
Seminar A	<p>Information Technology</p> <p><u>Information Technology and User Knowledge-driven Innovation</u> Dr. Hong Y. Park, <i>Department of Economics College of Business & Management, Saginaw Valley State University, University Center, USA</i> Il-Hyung Cho, <i>College of Science, Engineering and Technology, Saginaw Valley State University, University Center, USA</i> Sook Jung, <i>Department of Horticulture, Washington State University</i> Dorrie Main, <i>Department of Horticulture, Washington State University, Pullman, USA</i> <i>Overview:</i> This paper examines the nature of user knowledge and emergence of a new system/structure for user knowledge gathering. The paper investigates how information technology is used to gather user knowledge. <i>Theme: Knowledge Management</i></p> <p><u>The Use of Online Social Networks at an Enterprise Level: To What Extent Can an Organization Ensure That Its Use of OSNs Is Carried Out Professionally</u> Jonathan Mizzi, <i>Department of Computing, Sheffield Hallam University, Malta</i> Dr. Frances Slack, <i>Department of Computing, Sheffield Hallam University, Sheffield, UK</i> Dr. Paul Crowther, <i>Faculty of Arts, Computing, Engineering and Sciences, Sheffield Hallam University, Sheffield, UK</i> <i>Overview:</i> Online Social Networks offer benefits and risks to enterprises resulting in a dilemma about whether to adopt the technology or not and if adopted, how to manage it. <i>Theme: Knowledge Management</i></p> <p><u>Disruptive Technologies and Change</u> Dr. Rod Dilnutt, <i>Department of Computing and Information Systems, The University of Melbourne, Elsternwick, Australia</i> <i>Overview:</i> Disruptive Technologies bring significant benefits, however there are undesirable consequences as workforces shrink or are displaced. This study explores the impact on individuals, communities and societies in the business context. <i>Theme: Change Management</i></p> <p><u>The Power of Data: What 26,000 People and 400,000 Data Points Can Tell You about Successful Change Implementation</u> David Miller, <i>Changefirst, Haywards Heath, UK</i> <i>Overview:</i> This benchmarking study helps organizations optimize change performance by understanding key success factors, critical indicators, risks to change success and change breakthroughs. <i>Theme: Change Management</i></p>
15:50-16:00	BREAK
16:00-17:15	PARALLEL SESSIONS
A. Cormack Rm.	<p>Life Long Learning</p> <p><u>Challenging Transformations in the Greek VET System with an Employment Focus</u> Dr. Sofia Boutsiouki, <i>Department of International and European Studies, University of Macedonia, Thessaloniki, Greece</i> <i>Overview:</i> The paper is an analytical evaluation of recent transformations in the Greek vocational education and training system focusing especially on their impact on its structure and on employment-oriented strategies. <i>Theme: Management Education</i></p> <p><u>Movies in the MBA Classroom: Impact Study of an Experiment</u></p>



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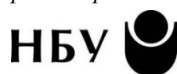
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16:00-17:15	PARALLEL SESSIONS
	<p>Siby Jose, <i>Rajagiri Centre for Business Studies, Kochi, India</i> Biju Varkkey, <i>Personnel And Industrial Relations (P&IR), Indian Institute of Management Ahmedabad, Ahmedabad, India</i> Manoj Menon, <i>Department of Human Resource Management, Rajagiri College of Social Sciences, Kochi, India</i> <i>Overview:</i> Teaching management subjects to students without organizational experience is challenging. Full length movies were used to teach strategic management to 60 MBA students. The pedagogy and subsequent learning is discussed. <i>Theme: Management Education</i></p> <p><u>Mentoring, Isomorphism and Knowledge Management in the University: Universities of Mediocrity</u> Prof. Alan Garfield, <i>University of Dubuque, USA, University of Dubuque, Dubuque, USA</i> <i>Overview:</i> It has become an article of faith in higher education that substantial innovation is around the corner. Disruptive knowledge management in accreditation reform and faculty mentoring might be the key. <i>Theme: Management Education</i></p>
Seminar 9	<p>Collaborations for Change <u>Improving Knowledge Management in Small Civil Society Organizations in Argentina</u> Dr. Stephen John Beaumont, <i>CENTED (Centro de Tecnologia para el Desarrollo), Buenos Aires, Argentina</i> <i>Overview:</i> Small, locally operating Civil Society Organizations (CSOs) or Nonprofit Organizations (NPOs) working in local development present two particular threats to effective knowledge management: changing boards and interference from local politicians. <i>Theme: Knowledge Management</i></p> <p><u>Barn Raising: Fostering a Collaborative Culture to Design Curriculum in HE</u> Prof. Romy Lawson, <i>Learning, Teaching & Curriculum, University of Wollongong, Wollongong, Australia</i> <i>Overview:</i> This paper discusses a collaborative curriculum design approach, capitalizing on the knowledge, experience, and practices of HE academics, encouraging a sense of ownership and engagement from all of the contributors. <i>Theme: Change Management</i></p> <p><u>Economy for the Common Good: One Alternative for a New Political, Social and Economic World System</u> Diego Isabel, <i>International Coordination Team, Economy for the Common Good International Association, Brighton, UK</i> <i>Overview:</i> The world needs a new paradigm. Economy for the Common Good promotes the common good instead of economic profit and cooperation instead of competition. It is present in 25 countries. <i>Theme: Change Management</i></p>
Seminar 11	<p>Projects and Possibilities <u>Emotional Intelligence and Project Outcomes in Technology</u> Dr. Art Trejo, <i>Panasonic Technical Services within Panasonic Avionics Corporation, Self, Rancho Santa Margarita, USA</i> <i>Overview:</i> This doctoral study explored relationships between Emotional Intelligence competencies, such as self-awareness, self-management, social awareness, and relationship management, and project management outcomes: scope creep, in-budget project cost, and project timeliness. <i>Theme: Knowledge Management</i></p> <p><u>The Appeal of Business Management Positions to Czech Undergraduates</u> Ing. Eliška Sobotková, <i>Department of Economics, Tomas Bata University in Zlín, Faculty of Management and Economics, Zlín, Czech Republic</i> <i>Overview:</i> The target is to determine the career aspirations of Czech university students interested in business management. <i>Theme: Knowledge Management</i></p> <p><u>The Role of Improvisation in Emergency Management Communities of Practice (CoP): The (Re)Production and Transformation of CoP Knowledge from a Practice Perspective</u> Dr. R. Tyler Spradley, <i>Languages, Cultures and Communication, Stephen F. Austin State University, Nacogdoches, USA</i> <i>Overview:</i> This ethnographic study examines the complex relationship between materiality and discourse in the context of emergency management CoP to better understand the role of improvisation from a practice perspective. <i>Theme: Knowledge Management</i></p>
Seminar 13	<p>Culture, Identity, and Change <u>Impact of Organisational Size on the Relationship between Organisational Culture and Organisational Effectiveness: The Case of Small and Medium Size Organisations in Iran</u> Dr. Alireza Nazarian, <i>International Business School, University of West London, London, UK</i> Peter Atkinson, <i>Business School, Brunel University, UK</i> Lyn Greaves, <i>International Business School, University of West London, London, UK</i> <i>Overview:</i> This study aim is to investigate the impact of organisational size on the culture-effectiveness relationship in small and medium size organisations in Iran. <i>Theme: Organizational Cultures</i></p> <p><u>Identity, Argument and the Organizational Politics of Success and Blame</u> Avinash Rao, <i>Travel and Transportation Vertical, Mindtree UK, London, UK</i></p>



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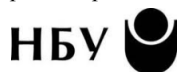
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16:00-17:15	PARALLEL SESSIONS
	<p><i>Overview:</i> This paper defines and discusses how Identity and Workgroup organizations interact, collaborate and allocate blame. <i>Theme: Organizational Cultures</i></p> <p><u>The Importance of Diversity in Organizations</u> Richard Williams, <i>Bachelor of Applied Science, Polk State College, Lakeland Campus, Lakeland, Florida, U.S.A., Lakeland, USA</i> Thi-Anna Hunter, <i>Bachelor of Applied Science, Polk State College, Winter Haven Campus, Winter Haven, FL USA, USA</i> Rosemary Gorman, <i>Bachelor of Applied Science, Polk State College, Lakeland Campus, Lakeland, Florida, USA</i> Maria Jenny Landin, <i>Bachelor of Applied Science, Polk State College, Lakeland Campus, Winter Haven, FL USA, USA</i> Danielle Godwin, -, <i>Polk State College, -, USA</i> <i>Overview:</i> Diversity in today’s business environment is vitally important as our markets are becoming globalized. New opportunities and successes are created by networking and collaboration. <i>Theme: Organizational Cultures</i></p>
Seminar 14	<p>Knowledge and Change <u>The SPEED Method for Employee Experience Management</u> Marta Ewa Romaneczko, <i>Employee Experience Institute, Research Center, Employee Experience Institute, Warsaw, Poland</i> <i>Overview:</i> The SPEED method is a result of many years' studies on Employee Experience and its impact on financial results carried out by the Employee Experience Institute. <i>Theme: Organizational Cultures</i></p> <p><u>Obsession and Organizations: Can an Entrepreneur’s Obsession Shape the Culture?</u> Cigdem Baskici, <i>Faculty of Health Sciences, Health Care Management, Ankara, Turkey</i> Yavuz Ercil, <i>Faculty of Communication, Communication Design, Ankara, Turkey</i> <i>Overview:</i> Impact of entrepreneur’s obsession on organizational culture is important, but a theoretical understanding of how this happens is lacking. This research explores the interaction between entrepreneur’s obsession and organizational culture. <i>Theme: Organizational Cultures</i></p> <p><u>Integrated KM Processes and TQM Practices and Their Impact on Productivity</u> Muneera Mufleh, <i>Management Department, World Islamic Sciences and Education University, Amman, Jordan</i> <i>Overview:</i> Integration practices still receive little consideration. This research investigates the impact of KM processes on TQM practices, and how managing both fields can improve productivity. <i>Theme: Knowledge Management</i></p>
Seminar 15	Spanish Language Paper Session - La Gestion de los Recursos Humanos en las Organizaciones
Seminar 16	Spanish Language Paper Session - Efecto de las Nuevas Tecnologias en el Desarrollo Empresarial
Seminar A	<p>Organizational Change Management <u>Virtual Desktop Infrastructure: The End of the Personal Computer Era</u> Marcel Micallef, <i>Sheffield Hallam University, Malta</i> Dr. Paul Crowther, <i>Faculty of Arts, Computing, Engineering and Sciences, Sheffield Hallam University, Sheffield, UK</i> <i>Overview:</i> Virtualized Desktop Infrastructure (VDI) has always been targeted at large organisations, however there are few if any studies about deployment within small to medium sized organisations. <i>Theme: Change Management</i></p> <p><u>Commitment in Change Projects</u> Gordana Spejic, <i>University of Latvia, Faculty of Economics and Management, Metzingen, Germany</i> <i>Overview:</i> Change projects in companies generally experience a high failure rate due to resistance of the change agents caused by skill- and will-barriers and inadequate tools. <i>Theme: Change Management</i></p> <p><u>A Randomized Controlled Trial to Assess Effectiveness of a Workplace Psychosocial Risk Management Module in an Iranian Oil and Gas Company: Nil</u> Dordaneh Amiri, <i>faculty of Medicine and Health Science, Universiti Putra Malaysia (UPM), Serdang, Malaysia</i> Prof. Munn-Sann Lye, <i>Faculty of Medicine and Health Science, University Putra Malaysia (UPM), Serdang, Malaysia</i> Prof. Karl Kuhn, <i>Occupational Safety and Health, Federal Institute for Occupational Safety and Health, Fröndenber, Germany</i> Mohd Yusoff Adon, <i>Institute of Medical Research, Ministry for Health Malaysia, Malaysia</i> Khairuddin Idris, <i>Faculty of Education, University Putra Malaysia, Malaysia</i> Hjh Firdaus Mukhtar, <i>Faculty of Medicine and Health Science, University Putra Malaysia, Malaysia</i> <i>Overview:</i> Workplace psychosocial risks were determined and an intervention module for their management was developed and evaluated using an experimental pre-test post-test design to improve employee’s attitude to workplace safety climate. <i>Theme: Change Management</i></p>
17:15-17:50	CLOSING SESSION - SEMINAR ROOM A