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BANKING III

Room: Aula 6b

Chair: Giovanni Ferri

CAMELS Analysis of the 2004-2011 Term in Turkish Banking Sector

Esref Savas Basci, Hitit University, Turkey; Adalet Hazar, Turkey; Senol Babuscu, Baskent University, Turkey; and Oguz Koksal, Turkey

Are Local Banks more Suitable for SMEs Development? Evidence from a Cross-Country Comparison

Valerio Pesic, University La Sapienza, Italy; Pasqualina Porretta, University La Sapienza, Italy; and Fabrizio Santoboni, University La Sapienza, Italy

Informal Loans in Russia: Credit Rationing or Borrowers' Choice?

Victoria Rodina, Higher School of Economics - National Research University, Russia and Maria Semenova, Higher School of Economics - National Research University, Russia

The Essential Ingredients of Successful Sales Control Strategies in Retail Banking

Alina Maria Vaduva, University of Craiova, Romania

Credit Card Usage in Albania

Turan San, Epoka University, Albania and Gungor Turan, Epoka University, Albania

MANAGEMENT V

Room: Aula 6c

Chair: Mohamed Ayadi

Consequences of Possessing a Significant Position in Telecommunication Sector in the Light of Competition Law and Network Regulations

Patrycja Dolniak, Silesian University in Katowice & The Jerzy Kukuczka Academy of Physical Education in Katowice, Poland

The Absorption Capacity of Knowledge in the context of Epistemic Communities: Towards the Exploration of New Solutions

Rym Hchich Hedhli, FSEG Tunis - URISO, Tunisia and Samia Karoui Zouaoui, Faculty of Economic Science and Management of Tunis, Tunisia

Value Added by Facility Management

Alexander Redlein, Vienna University of Technology, Austria and Michael Zobl, Vienna University of Technology, Austria

Reputational Strategy of Company as a Factor of Company's Performance Improvement

Tatiana Belyakova, Higher School of Economics - St. Petersburg, Russia and Rogova Elena, Higher School of Economics - St. Petersburg, Russia

Nepotism, Favoritism and their Impact on Organizational Trust; the Service Sector in Albania

Esmir Demaj, Epoka University, Albania

COFFEE BREAK: 10:40 - 10:50

SESSION II: 10:50 - 12:30

MARKETING III

Room: Aula 5

Chair: Kakhaber Djakeli

Effects of Anticipated Regret on Variety-Seeking and Quality-Consciousness under the Lens of Context: A Comparative Analysis in Germany and Iran

Atieh Bathaee, Greifswald University, Germany

process of comprehension and learning. For this effect, the development of this corpus of knowledge necessitates a capacity which acknowledges its value, assimilates and applies it for the sake of commercial goals. This paper of research describes the role of practiced learning in the framework of epistemic communities, in the development of dimensions of absorption capacity of actors and carrying on till the exploration of new solutions which are introduced in different situations. The discussion of the achieved results following to a qualitative case study with exploratory character, has put into practice two interesting teachings: the work experience can be an obstacle for the development of absorptive capacity and the discovery of novelty hidden behind which it has already been seen. The variety of work experience relative to the heterogeneity of actors of a given epistemic community slow down the development of the absorption capacity of the actors following learning, if it is not manipulated in an adequate manner and accepted by the whole group for the sake of a common collective.

Keywords: Epistemic Communities, Learning, Absorption Capacity of Knowledge, Exploration, Experiences

Value Added by Facility Management

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Abstract

Introduction and background: Due to increasing competitive pressure companies have to find ways to reduce their costs and to increase their productivity. 20% of expenditure is linked to infrastructure (buildings etc.) and services, so the question is what value can Facility Management add for companies (especially in long term)? For many years now the IFM of the Technical University Vienna carried out research to define parameters that guarantee an economic effective implementation of FM which results in cost savings and increase of productivity. Data on those topics have been collected through a yearly performed survey. Every year a large sample of companies is interviewed and the data (answers) statistical analysed. Through those surveys it was possible to build up know-how in the area of FM itself. Requirements and trends of FM as well as areas of savings and increase of productivity are derivate directly form a large statistical sounded sample. Task description and methodology: The research is based on the Mixed Method Research. Each year the results of the previous study and experts' interviews (qualitative step) are used to optimize the new questionnaire. Then the survey is carried out (quantitative step). The population for the survey are the Top 500 companies (ranking is sales driven) published by Austrian journal "Trend". Companies are selected randomly for the interview. Interviewees were the Facility Managers themselves or if this position does not exist, the persons responsible for the FM tasks. The standardized questionnaire (closed and opened questions/answers) analyses companies in general, FM organisation, outsourced services, IT support within FM. Tools for the survey were phone and/or E-Mail and personal face-to-face interviews. The data were entered in a MS Access database and afterwards exported into statistical programmes. SPSS is used to set up statistical models to define the parameters and their influence on value added by FM. Conclusion: The results of the survey and the statistical analysis show that FM is a very important tool to achieve an increase of efficiency and effectiveness. An own FM department had positive effects on annual savings especially in the areas cleaning and energy and leads to an increase in productivity (most named areas were personnel, administration). Savings were possible through technical upgrade and reorganisation. Reasons for an increase in productivity were process optimization and reorganisation. Even though FM does not equal outsourcing, outsourcing is an important method within FM. During the presentation more results of the study are presented.

Keywords: Cost Savings, Cost Drivers, Productivity, Value Added, Outsourcing, IT Support

Reputational Strategy of Company as a Factor of Company's Performance Improvement

Tatiana Belyakova

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Abstract

Reputation is a strategic asset of a company. Modern company management should be provided on the basis of strategic approaches making it possible to establish dynamic equilibrium with the environment, as well as by means of monitoring the demands of the latter. In the modern conditions of market overstocking and aggravation of the competition, it is possible to provide competitiveness of a company and growth of its value due to usage of