



Call for Papers

The EuroMed Academy of Business announces the
5th Annual Conference

October 4th-5th, 2012

The EuroMed Research Business Institute invites you to submit papers or abstracts to the 5th Annual Conference of the EuroMed Academy of Business “*Building New Business Models for Success through Innovation, Entrepreneurship, Competitiveness and Responsibility*” that will be held in Glion-Montreux, Switzerland, 4th - 5th October 2012.

Hosted by: Les Roches-Gruyère, University of Applied Sciences

Venue: Glion Institute of Higher Education, Glion-Montreux, Switzerland

Conference website: www.emrbi.com/main.asp?sel_nav1=145&sel_nav2=181&cat=site

EMRBI Presidents

Prof. Demetris Vrontis, Dean
School of Business,
University of Nicosia,
Nicosia, Cyprus

Prof. Yaakov Weber, Chair
Dept. of Strategy and Entrepreneurship
School of Business
College of Management, Israel

Conference Chairs

Dr. Ruth Rios-Morales

Dr. Ian Jenkins

Research Centre, Les Roches-Gruyère, University of Applied Sciences,
Switzerland

*The conference is under the auspices of Les Roches-Gruyère University of Applied
Sciences & Glion Institute of Higher Education*



Publication Opportunities

All accepted papers and abstracts will be published in the Book of Proceedings (with an ISBN number) which is approved for inclusion in the [Conference Proceedings Citation Index](#) — an integrated index within [Web of Science](#). This distinction is given only to the most significant papers, in terms of academic excellence, conferences-conventions worldwide.

A selection of the best conference papers will also be considered for publication in the following journals, most of which are internationally ranked or/and ISI approved:

1. **EuroMed Journal of Business - EMRBI's official Journal**
2. **International Journal of Organizational Analysis**
3. **International Studies of Management and Organization**
4. **Global Business and Economics Review**
5. **World Review of Entrepreneurship, Management & Sustainable Development**
6. **Economic Research**
7. **Journal of Transnational Management**
8. **Journal of Promotion Management**
9. **International Journal of Technology Marketing**
10. **Journal for Global Business Advancement**
11. **Journal for International Business and Entrepreneurship Development**
12. **International Journal of Online Marketing**
13. **International Journal of Emerging Markets**
14. **Journal of Research in Marketing and Entrepreneurship**

ADDITIONAL OPPORTUNITIES WILL BE ANNOUNCED SHORTLY



Pict 1. Glion Institute of Higher Education (conference venue), Pict. 2 Chateau de Chillon (excursion), Pict.3. City and Casino of Montreux, Pict. 4. Hotel view of Geneva Lake from Montreux city.

Conference Goals

Les Roches-Gruyère, University of Applied Sciences is pleased to organize the 5th EuroMed Academy of Business Conference to celebrate the 50th Anniversary of its sister school Glion Institute of Higher Education.

The EuroMed conference has established itself as one of the major Business Management conferences of its kind in the EuroMed region (European and Mediterranean), in terms of size, quality of content, and standing reputation of attendees. Many of the papers presented contribute significantly to the business knowledge base. Its Book of Proceedings is highly recognized and accepted to be under citation. Many papers were published in Special Issues in leading journals, and were driving international research and teaching programs.

The conference attracts hundreds of leading scholars from leading universities and principal executives and politicians from all over the world with the participation or intervention of Presidents, Prime Ministers, Ministers, Company CEOs, Presidents of Chambers, and other leading figures.

Author Guidelines

Submission Deadline: April 28th, 2012

Please submit your paper or abstract to EMRBI@unic.ac.cy and to tarba2003@gmail.com by **strictly adhering to the attached author guidelines**.

All manuscripts (including abstracts) will be double blind reviewed. Please indicate, on the first page of the manuscript, the track (only one) for submission. All conference tracks are included at the end of this call.

The maximum number of papers accepted per author (either single or co-author) is three.

Other Important Dates

Notification to authors:	June 4th, 2012
Early-bird registration:	Till August 08th, 2012
Deadline for inclusion in Book of Proceedings*	September 7th
Late registration:	After August 08th, 2012

*Only papers or abstracts of participants registered until September 7th, 2012 will be included in the Book of Proceedings that will be distributed at the conference. Papers and/or abstracts of participants who will register after the above date will be included in the final book of proceedings that will be distributed after the Conference.

AWARDS

EMAB-EMJB Best and Highly Commended Paper Awards

Sponsored by the [EuroMed Journal of Business](#), published by Emerald. A “Best Paper” and three “Highly Commended Paper” awards will be presented at the conference and be accepted for publication in the EuroMed Journal of Business. Only full paper submissions will be considered for the awards.

LRG-UAS Best Student’s Paper Award

Les Roches- Gruyère, University of Applied Sciences (LRG-UAS) is pleased to offer an annual prize of 1,000 Swiss Francs (or currency equivalent) for the Best Conference Paper by Doctoral Students presented at the 5th Annual Conference of the EuroMed Academy of Business. LRG-UAS is pleased to work in partnership with the EuroMed Research Business Institute (EMRBI) encouraging and supporting young researchers. This paper will also be considered for publication in the EuroMed Journal of Business.

EMAB Best Reviewer Awards

As part of the implementation of EMRBI goals and dedication to high quality reviews process, Best Reviewer Awards will be presented to 5-10 Reviewers whose reviews will be of high quality and clear contribution and will provide positive recommendations for paper and research improvement to authors. The evaluation criteria for this award will be published in the conference website.

Research Fellowship Award

Participation in various activities of the conference and other EMRBI activities are taken in consideration for awarding Research Fellowship Awards. For details, please refer to <http://www.emrbi.com/photos/uploads/research%20fellowship.pdf>

Academic Business Consulting (ABC) Nexus

The Conference will include activities aiming to develop an Academic Business Consulting Nexus as suggested by EMRBI members and accepted by the Executive Board of EMRBI. Examples of such activities include:

1. Symposium and Professional Development Workshops (SPDW)

The EuroMed Symposiums and Professional Development Workshops (SPDW) (e.g. professional to scholars) is a platform for colleagues to share knowledge and expertise and foster the professional development of participants. The platform provides opportunities for developing innovative and creative symposiums with the view of enriching participants through high standard scholarly gatherings. Our goal is to have sessions encouraging new thoughts and innovative research directions.

2. Executive Workshop on M&A

The EuroMed 2011 Executive Workshop on Mergers & Acquisitions provides an overview of state-of-the-art knowledge on success and failure factors in domestic and international mergers and acquisitions from the buyer and seller points of view (including managerial practical guide for planning mergers and acquisitions, synergy analysis, evaluation and pricing, negotiation, implementing post-merger integration process, dealing with cultural differences, human resource challenges, and capturing synergy potential). For more details, please visit EMRBI website or email Prof. Yaakov Weber yweber@bezeqint.net or Dr. Shlomo Tarba tarba2003@gmail.com

3. Suggestions for more activities

Ideas and suggestions for more activities are invited. Please send 1-3 pages descriptions of such proposed activities to Dr. Shlomo Tarba tarba2003@gmail.com

Doctoral Seminar on M&A

The EuroMed Academy of Business announces the **EuroMed 2012 Annual Conference Doctoral Seminar on M & A** that will be held October 2nd and 3rd, 2012 (the two days immediately preceding the conference) in Glion-Montreux, Switzerland.

Doctoral students, representing all areas of business, will explore their research interests in a unique interdisciplinary and interactive workshop with a panel of distinguished research faculty. Abstracts will be published in the conference proceedings.

The seminar will provide a unique opportunity for doctoral students to further develop their research ideas, learn about the challenges of conducting M&A research and building a successful academic career in this field, and broaden their professional networks. The format of the Seminar will facilitate a constructive and supportive discussion among doctoral students and participating faculty on topics of broad interest such as new trends in conducting high-impact M&A research, managing the dissertation stage and the job search process, and successful entry into the academic career. In addition, students will receive concrete feedback on their individual current research projects as well as ideas and guidance for their future research agenda.

All participants in the Doctoral seminar are eligible for the EMAB Award for the **Best Doctoral Dissertation Proposal** and will be exempted from the conference registration fees. **The institute offers a limited number of scholarships up to 600 Euro each.** For more details, please visit EMRBI website or email Prof. Yaakov Weber yweber@bezeqint.net or Dr. Shlomo Tarba tarba2003@gmail.com

Conference Venue – Glion Institute of Higher Education

The conference will take place at **Glion Institute of Higher Education** <http://www.glion.edu>, which is ranked among the top hospitality management schools worldwide.

The Glion campus has a **brehtaking panoramic view** of the Swiss Riviera and the French and Swiss Alps, overlooking the Lake Geneva region above Montreux.

Complimentary bus transfer (10 minutes distance) to the conference venue and back for all conference participants (meeting point - Eden Palace).

Conference Hotel – Eden Palace

The conference organizers have negotiated reduced prices for all conference participants and accompanied people. These will be announced shortly at the conference website.

The Conference Hotel is **Eden Palace** www.edenpalace.ch which is situated in the centre of **Montreux** and next to the **Casino** <http://www.casinodemontreux.ch>

The hotel will offer to all conference participants the following **benefits**:

- Free Wi-Fi (hotel public places) and cable access (from the room) to internet
- Free welcoming drink
- Free access to the Gym and special prices for the SPA
- All guest will receive the 'Carte Riviera' for free public transportation
- 10% discount to the hotel restaurants

Organized Excursions

Visit the Château de Chillon

An excursion will be organized on Saturday 6th of October to visit the *Château de Chillon* (Chillon Castle). The Chillon Castle is Switzerland's most visited historic monument, located on the shore of Lake Geneva in the commune of Veytaux at the eastern end of the lake, 3 km from Montreux. The oldest parts of the castle have not been dated, but the first written record of the castle is done in 1160. From the mid 12th century, the castle was home to the Counts of Savoy, and it was greatly expanded in the 13th century by Pietro II. The Castle was never taken in a siege, but did change hands through treaties. It was also visited by Lord Byron and Shelley (English Poets) which inspired Bryon to write the famous poem 'the prisoner of Chillon'. For more information visit: <http://www.chillon.ch/en/>

This excursion (transportation and entrance fee) will be offered complimentary to all conference participants.

Bus Tour

A day excursion will be organized to some of the main attractions of the area. This excursion is optional and individual delegates will have to do their arrangements with the travel company. More information will be provided shortly on the conference website.

Programme Tracks and Track Chairs:

Marketing:

1. **Services industries: Branding, marketing and crisis management.** Constantinos-Vasilios Priporas, University of Macedonia, Greece, cprporas@gmail.com
2. **Innovative technology marketing strategies, CRM, RM, CKM and performance.** Mohammad Fateh Ali Khan Panni, City University, fkpanni@yahoo.com and Md. Shahriar Parvez, City University, Bangladesh, mshparvez_educator@yahoo.co.uk
3. **Dynamic Buyer Behaviour - Challenges and Prospects.** Bhavani Prasad Goli Veera, Kakatiya University, Warangal, bhavaniprasadgv@gmail.com
4. **Non-profit and public marketing.** Isabel Macedo, University of Minho, Braga, imacedo@eeg.uminho.pt
5. **Global marketing issues including Eco-marketing orientation, governmental intervention, sustainable development.** Githa Heggde, Welingkar Education, Bangalore, geetahegde@yahoo.co.uk
6. **Online purchasing attitude and intention- factors and effects.** Houda Zarrad, Graduate School of Business of Tunis, Manouba State University Campus, houdazarrad@yahoo.fr and Mohsen Debabi, Graduate School of Business of Tunis, Manouba State University Campus, debabi_mmg@yahoo.fr
7. **Consumer behavior, relationship between quality and satisfaction.** Cecilia Silvestri, Dipartimento di Economia e Impresa, Università degli Studi della Toscana, c.silvestri@unitus.it
8. **Strategic Branding: Designing, planning and managing Branding Strategies, Social media and Emotional Branding.** Vesna Damnjanovic, PhD and Branka Novcic, MSc, Faculty of Organizational Sciences, University of Belgrad, Belgradedamvesna@yahoo.com, brankanovcic@gmail.com
9. **Digital marketing: Interactive media and multichannel marketing, on-line consumer behaviour, using social media and networks for marketing in B2C and B2B.** Manoj K. Jha, *National Institute of Industrial Engineering (NITIE)*, Mumbai, India, manojk40@yahoo.co.in

Organizational Behavior and Human Resource Management:

10. **Motivation, job design, team work, leadership, organizational citizenship.** Yitzhak Fried, Syracuse University, yfried@syr.edu
11. **Organizational behavior: Re-assessing theory, analysis, cases and practice.** Peter Stokes, University of Chester and EMRBI Country Director, UK, (p.stokes@chester.ac.uk), and Max Visser, Nijmegen School of Management, Radboud University, The Netherlands, M.Visser@fm.ru.nl

12. **Leadership development, coaching and talent management.** Matt Mardanov, Harrison College of Business, Southeast Missouri State University, imardanov@yahoo.com
13. **Total Quality Management: Employee involvement, techniques, and customer satisfaction.** Gurhan Uysal, Ondokuz Mayıs University, Samsun, Turkey, gurhanuysal@yahoo.com
14. **Customers behaviour in financial services under conditions of macroeconomic and fiscal volatility.** Evangelos Tsoukatos, Technological Educational Institute of Crete, tsoukat@staff.teicrete.gr and Maria Englezou, Cyprus College - School of Business and University of Gloucestershire, UK, maria.englezou@hotmail.com
15. **The Global Financial Crisis and labour mobility: Changing Patterns of Working, Learning and Career Development.** Niki Kyriakidou, Leeds Business School. N.Kyriakidou@leedsmet.ac.uk

Culture and Cross-Culture:

16. **Culture and performance.** Orly Yeheskel, Tel-Aviv University, Israel, orlyyehe@mta.ac.il
17. **Cross-cultural communications, negotiations, ethnocentrism and management, leadership in multicultural contexts.** Carmen Rodriguez Santos, University of Leon, Spain. carmen.santos@unileon.es
18. **CROSS-CULTURAL BRAND MANAGEMENT AND CONSUMER BEHAVIOUR,** Ivana First, University of Rijeka, Croatia, ifirst@efri.hr

Diversity and Gender:

19. **Gender perspective in management: strategic policy, planning and social innovation.** Helena De-Sivilya Syna, Max Stern Academic College of Emek Yezreel, Israel, desiv@yvc.ac.il
20. **Labor market inequalities.** Dahlia Moore, College of Management, Israel, dmoore@colman.ac.il
21. **Diversity management in international organisations and labour markets.** Lyn Glanz, Lyn.Glanz@glion.edu , Peter Juskiw, Peter.Juskiw@glion.edu , Mary Famer, Mary.Farmer@glion.edu , Glion Institution of Higher Education and Les Roches-Gruyère University of Applied Sciences, and Marvee Marr, City University of Seattle, Bratislava, Slovakia, marvee.marr@faculty.gliononline.com
22. **Crossing continents: Gender, Geography and Business.** Helen Rodgers, Leeds Business School, Leeds Metropolitan University, UK, h.rodgers@leedsmet.ac.uk
23. **Women entrepreneurship: start-up and growth of women-owned firms.** Katerina Sarri, University of Western Macedonia, ksarri@uowm.gr

24. **Ethnicity, Business and Entrepreneurship in changing world.** Leo Dana, GSCM Montpellier, France, leo.dana@canterbury.ac.nz and Carel Roessingh, VU University Amsterdam, The Netherlands, c.h.roessingh@vu.nl

Corporate Governance

25. **Corporate Governance: theories and concepts.** Dr Dimitrios N. Koufopoulos', Brunel University, London, UK.

Finance and Accounting:

26. **Technology application management in banking: Business process reengineering, customer satisfaction, payment system, risk management, financial integration and stability.** Saroj Kumar Datta, Mody Institute of Technology and Science, dattasaroj@gmail.com and Sukanya Kundu, Mody Institute of Technology and Science, sk54015@gmail.com
27. **Derivatives and Financial Risk Management.** Saroj Kumar Datta, Mody Institute of Technology and Science, dattasaroj@gmail.com and Ruchika Gahlot, Mody Institute of Technology and Science, ruchikagahlot29@gmail.com
28. **Risk management: The emerging management skill.** Yossi Raanan, College of Management, Rishon LeZion, yraanan@colman.ac.il
29. **Accounting and control.** Dan Elnathan, College of Management, danel@colman.ac.il
30. **Credit risk management during the crisis: Probability of default and procyclicality, loss give default and the recovery process, exposure at default measurement and forecast, liquidity risk management procedures, portfolio risk management approaches.** Gianluca Mattarocci, School of Economics, University of Rome "Tor Vergata", gianluca.mattarocci@uniroma2.it

Agriculture and Management

31. **Agriculture trade and businesses: privatization, customer behaviour, labour management, marketing, real estate.** Sara Edom, Ashkelon Academic College, edomdr@hotmail.com
32. **Business of agricultural products and agribusiness: Management, financing, and decision support systems in agriculture.** Stamatis Aggelopoulos, Alexander Technological Educational Institute of Thessaloniki, Greece, stamagg@farm.teithe.gr

Operation management

33. **Project Management.** Dr. Sigal Kordova, Hulon Institute of Technology, koral77@bezeqint.net

34. **Operation Management.** Dr. Sigal Kordova, Hulon Institute of Technology, koral77@bezeqint.net

Entrepreneurship:

35. **Transnational and immigrant entrepreneurship.** Israel Drori, College of Management- Academic Studies, israeld@colman.ac.il
36. **Entrepreneurial and small business marketing: Theory, Concepts, Techniques and Definitions.** Rosalind Jones, Bangor University, abs822@bangor.ac.uk and Zubin Sethna, University of Westminster, z.sethna@westminster.ac.uk
37. **Entrepreneurship in developing countries: Trends and practices.** Anu Pandey, Motilal Nehru College, University of Delhi, India, anupandey@hotmail.com
38. **Corporate entrepreneurship/ intrapreneurship, minority groups, indigenous entrepreneurs, and developing countries.** Leo Dana, GSCM Montpellier, France, leo.dana@canterbury.ac.nz and Vanessa Ratten, Deakin University, Australia, vanessa.ratten@deakin.edu.au

Economics:

39. **International and regional trade and economics.** Amir Shoham, College of Management-Academic Studies, Rishon LeZion, amir1s@colman.ac.il
40. **The economic and regional development: actors, tools and policies.** Diego Matricano, Istituto di Ricerche sulle Attività Terziarie, Naples, Italy, diego.matricano@unina2.it
41. **Fiscal and labour market intervention and consequences for economic and social development: banking and finance market, after the credit crunch - strategic, financial and HRM perspectives.** Simona Mihai Yiannaki, European University, Cyprus, S.Mihai@euc.ac.cy
42. **Public-Private Partnerships (PPP) in administrative contracts, regulations and managerial implications for new public management.** Anthony Maniatis, Department of the Higher Technological Educational Institute of Patras, Greece, maniatis@dikaio.gr
43. **The economic effects of the political and social protests in 2011 in the Middle East in 2012 and beyond.** Andrew Schein, Netanya Academic College, Israel, ajayschein@gmail.com

Innovation, Technology and Online Business

44. **Global business innovation: strategy, systems, sectors, regional and national development.** Marios Trigkas, Department of Wood and Furniture Technology & Design, Karditsa, Greece, mtrigkas@cereteth.gr, Glykeria Karagkouni, Department of Wood & Furniture Technology & Design, Karditsa,

Greece, karagg@teilar.gr, and Ioannis Papadopoulos, Department of Wood & Furniture Technology & Design, Karditsa, Greece, papad@teilar.gr

45. **IT in healthcare - improving quality of life: Balanced scorecard approach, economy of healthcare industry on different levels.** Misak Vartanov, Academy of National Economy under the Government of the Russian Federation, varmiog@gmail.com
46. **Management of science, technology, innovation, quality, and conformity assessment business.** K.M.Mostafa Anwar, United Nations Industrial Development Organization (UNIDO), Dhaka-1205, Bangladesh, mostafa_anwar@yahoo.com
47. **Innovation and Pricing: costs, competition, and customer value-based pricing.** Andreas Hinterhuber, partner, HINTERHUBER & PARTNERS, andreas@hinterhuber.com and Stephan Liozu, PhD candidate and CEO, Ardex Americas, sliozu@case.edu
48. **Technology, growth, and development: Relationships between technological change, productivity, economic growth and socio-economic development at the macro level.** Suhail Sultan, Palestine Polytechnic University, sultan@ppu.edu
49. **Online social networks: Users community, marketing and advertisement, strategic and financial aspects, and trust management.** Oren Gil-Or, oren@gil-or.com

Strategic Management:

50. **Competitive strategy and corporate strategy.** Shlomo Tarba, College of Management, Rishon LeZion, tarba2003@gmail.com
51. **Strategic alliances: Product vs. service alliances, network, portfolios, knowledge sharing and creation through alliances.** Ian Kwan, ikwan@alumni.unav.es
52. **M&A management: post-merger integration, knowledge transfer, global expansion.** Ahammad Faisal Mohammad, Nottingham Trent University, UK, mohammad.ahammad@ntu.ac.uk and Athina Vasilaki, IESEG, a.vasilaki@ieseg.fr
53. **Dynamic capabilities and dynamic flexibility.** Alvaro Lopes Dias, Universidade Autonoma de Lisboa, adias@ual.pt and Renato Pereira, Universidade Autonoma de Lisboa, rpereira@ual.pt
54. **Developing successful and value added strategic educational alliances.** Kip Becker, Boston University, kbecker@bu.edu
55. **Value-driven business: process and methods for performance improvement.** Ahmad Alibabaei, babaei@gmail.com

56. **Value based management: Definitions, measurement, and management of value drivers.** Bernd Britzelmaier, Pforzheim University, bernd@britzelmaier.de and Valentin Beck, Leeds Metropolitan University, V_Beck@web.de , and Patrick Kraus, Pforzheim University, patrick.kraus@hs-pforzheim.de

Ethics and Social Responsibility

57. **Corporate Social Responsibility in Emerging Economies: Challenges, potentials, risks.** Johanna Telieps, Alanus University, johanna.telieps@alanus.edu

International Management/Business:

58. **New perspectives on managing multinational corporations.** Dorra Yahiaoui, Normandy Business School, d.yahiaoui@em-normandie.fr, Hela Chebbi, EDC – Paris, hela.chebbi@edcparis.edu, and Adel Golli, Euromed Management, adel.golli@euromed-management.com
59. **The role of the manager in turbulent international environments: Differences between informal and formal decision making, new market penetration modes, and headquarter-subsidiary interrelationships.** Shlomo Tarba, College of Management, tarba2003@gmail.com
60. **Globalization and mindset - Challenges and opportunities: Diversification, outsourcing, and human resource management as companies continue to expand into industrialized, emerging, and third world economies.** Aysar Philip Sussan, School of Business, Bethune - Cookman University, Daytona Beach, FL, sussana@cookman.edu
61. **International business and international management:** Yaakov Weber, College of Management-Academic Studies, yaakovw@colman.ac.il

Tourism Management:

62. **Cultural heritage in the context of tourism industry: Branding and promoting destinations, and the role of festivals, traditional food and beverages on the firm competitiveness.** Amos Raviv, Israeli Center of Management Studies, amos@rvc.co.il
63. **Wine business and globalization.** Ruth Rios-Morales, University of Applied Sciences, Switzerland, ruth.riosmorales@glion.edu and Mr. Claudio Zucco, Les Roches-Gruyère, University of Applied Sciences, Switzerland, claudio.zucco@glion.edu
64. **Entrepreneurship and tourism, behaviour and culture in tourism destinations, tourism planning and development models and experiences.** Vitor Ambrósio, Portugal, vitor.ambrosio@eshte.pt

65. **Heritage of European river and sea coasts tourism: An asset for tourism diversification.** Gabriela Cecilia Stanciulescu, The Bucharest Academy of Economic Studies, Romania, gabriela_stanciulescu@yahoo.com
66. **World heritage sites as cultural tourism destinations.** Laurentina Vareiro, Polytechnic Institute of Cávado and Ave, Barcelos, Portugal, laurentina_vareiro@iol.pt and Paula Remoaldo, University of Minho, Braga, Portugal, cris.remoaldo@gmail.com

General and Theories:

67. **E-Learning in Life Long Learning: Experiences, Trends, LMS, eLearning Social Media.** Enric Lopez, Director Master Oficial en Gestió Estratègica de les Empreses, Barcelona, enric.lopez@cett.es
68. **Case study track.** Yaakov Weber, College of Management - Academic Studies, yaakovw@colman.ac.il
69. **Examination of different theories for extension of bargaining solution analyses (e.g. behavioural theory, game theory, processes theory, integrative theory, narrative theory, automated bargaining theory and anchor pricing theory.** Leonidas Papakonstantinidis, Technological Educational Institute of Kalamata, papakon@gmail.com
70. **Green Economy: businesses, management, market and other related issues.** Prof. Lalit Wankhade, SGGS Institute of Engg. & Technology, lalitwankhade@rediffmail.com
71. **Modern management techniques from Taylor to Today: Practitioners and Their Theories.** . Gurhan Uysal, Ondokuz Mayıs University, Samsun, Turkey, gurhanuysal@yahoo.com