

Symposium Notes of the 2nd INTERNATIONAL SYMPOSIUM ON SUSTAINABLE DEVELOPMENT, June 8-9 2010, Sarajevo; Economy and Management Sessions

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The 2nd International Symposium on Sustainable Development was held on the premises of International Burch University in Sarajevo, on June 8-9 2010. Participants from five different countries and more than four hundred academics participated in this distinguished event. After the opening remarks and key-note speech, concurrent sessions were held which were designed according to the theme of the proceedings in different disciplines. There were three main categories in the symposium: economy and management, social sciences, and science and technology. In this paper, after giving information on the opening remarks that common part for all categories in the conference, I review only the economy and management sessions of the symposium.

The 2nd International Symposium on Sustainable Development opened with the speech of International Burch University Rector Prof. Dr. Hüseyin Padem. The Rector of the host university addressed his pleasure to see the participants and thanked them for their contributions. After his speech, Safet Keso, Minister of Education of Sarajevo Canton, Emeritus Professor John Tunbridge, Canada Carleton University and Brighton University Professor and Prof. Dr. Hüseyin Çelik, Former Minister of Education and Culture of the Republic of Turkey also addressed the audience. Firstly, all speakers thanked the organizing committee and the participants and they stressed the importance of this scientific event and its topic "Sustainable Development."

The keynote speaker of the symposium, Emeritus Professor Dr. John Tunbridge from Brighton University, UK, presented his topic "Sustainable Development: Community, Heritage and Tourism," which concluded that Bosnia and Herzegovina's natural and cultural resources have great potential for this type of tourism. Before the beginning of parallel sessions for each discipline, owners of posters began to present their posters and answered questions about their studies in the main entrance hall.

In the afternoon, the first parallel sessions were started at the chairmen's call. There were three parallel sessions for the economy and management discipline from 14:00 to 18:00. Within nine separated sessions, 45 proceedings were presented by the academics. In the first session of the economy and management section, three topics were considered in detail from the aspect of sustainable development. The first parallel session's main topic was concerned with accounting and auditing issues. The second parallel session mostly focused on energy strategies and sustainability. The third and last parallel session was allocated for the proceedings which aimed to discuss tourism from different perspectives.

The second session of the first day also had three parallel sessions. The proceedings' topics were mostly based on law issues in the first session. Especially, changing regulations and the effects of this change on the business world were evaluated in detail with some case studies. The second parallel session's main topic was the European Union (EU). After a general review of the Balkan countries with a paper titled "Comparative Analysis of Bosnia Herzegovina to the other Former Yugoslav Federation Countries in the Context of Political and Economic Perspectives," the following proceedings provided discussions on specific issues about the EU and the EU process. In the third parallel session, tourism was again the main topic and presentations were held related to the topic.

The third session of the first day of the symposium was separated into three parallel sessions. In the first, macroeconomic issues were discussed and proceedings were presented about financial crises and solutions. The relationship between regional development and universities and some regional agencies were the theme of the second session. The proceedings had empirical findings and revealed the positive role and contribution of universities and other regional agencies to regional development. The proceeding presented in third parallel session consisted of specific management issues, such as intellectual capital and risk tolerance of executives on a broad scale.

On the second day of the symposium, parallel sessions continued from 9:00 to 18:30. There were two sessions in the morning separated into three parallel sessions. There were three afternoon sessions and they were held in two different halls. Briefly, 57 proceedings were presented by the end of the second day of the symposium with 12 separate sessions.

There were two different parallel sessions in the first session of the second day of the symposium. During the first session, macroeconomics issues like Balkan countries' human development and analysis of the sustainability of current accounts were discussed by the presenters. In the second one, for the most part, marketing issues were discussed in axes of sustainable development. The third session focused on cost accounting and international accounting standards, which are among the most disputed contemporary issues in the field. The second session in the morning also had three separated parallel sessions also. In the first session, micro issues were taken into consideration, such as the relationship between strategy and performance, corporate governance, and values in corporations. The second session consisted of several proceedings which had some particular marketing issues. In the third section, the global crisis and its effects were taken into consideration one more time.

The afternoon of the second day had three sessions, each of them consisting of two parallel sessions which were designed in accordance with the proceedings' topics on similar subjects. Proceedings in the first session included specific studies on fundamental topics of management and organization, such as entrepreneurship, leadership and its types, and organizational behavior. In the second session, the main topics were macro economy and public finance. In the third session, there were proceedings containing quantitative methods and some had advanced statistical methods, such as fuzzy techniques. The topics discussed during the second session were appealing; Multi-Dimensional Performance Measurement Model in Businesses, Relationship between Religiosity and Ethical Attitudes of Managers, A Successful Case Study for a Chinese Family Business. In the third session's first parallel session, there were invaluable proceedings on a broad scale from finance to marketing which had statistical analyses as their

point in common, such as Garch analysis and data envelope analysis. The second parallel session had different topics such as the contribution of universities to the national economies and financial determinants of investment in Turkey. In the second parallel session, answers to these questions were investigated with proceedings titled *Does International Capital Mobility Increase the Risk of Financial Crisis?* and *A Comparison of Ethical Perspectives in Business in Turkish Ahilik and American Society and the American Marketing Association*. After the presentation of the last proceeding on the comparison between Turkish Ahilik and the American Marketing Association, participants of the session discussed the reliability and eligibility of comparison of these two institutions.

Consequently, there are some common points in the symposium which should be specified here. First of all, participants found a good opportunity for presenting new research, exchanging information and discussing current issues. The symposium played a very important role by providing a meeting ground for academics from various places. After the completions of the presentations, chairmen of the sessions granted time for questions and comments about the presented studies. In this way, many new ideas were introduced about ongoing papers and further research.

The fact is that symposiums do not only consist of several scientific events but also contain social activities. In this context, participants of this symposium were very lucky because after two days long papers presentation, they had an opportunity to see some of the natural beauties of Bosnia and Herzegovina on trips to Mostar and Travnik.