



# Masters International R&D Center

## MIRDEC 2018

MIRDEC – 8th  
International Academic Conference  
Social Sciences Multidisciplinary, Economics, Business  
and Finance Studies  
(Global Meeting of Social Science Community)

## CONFERENCE PROCEEDINGS

LISBON, PORTUGAL

## Book of Abstracts

RadissonBlu, Lisbon, Portugal  
29-31 May 2018

MIRDEC-8th, International Academic Conference on  
Social Sciences, Multidisciplinary, Economics, Business and Finance Studies  
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**BOOK of ABSTRACTS**

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29-31 May 2018  
Lisbon, Portugal

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## MIRDEC-8th, Lisbon, Portugal

### CONFERENCE TOPICS

**Accounting:** Auditing, business, social and environmental Business – SMEs, MNEs, strategy, responsibility in accounting and accountants, environmental, sustainable and responsible business, IFRS, public-private cooperation in sound accounting, global trends in accounting strategies, international audit standards.

**Business & Enterprise:** Business cycles, business planning, supporting SME, policies to promoting SME, e-commerce, women entrepreneurs education and development, strategic integration between innovation & entrepreneurship, entrepreneurship in developing countries, corporate and social entrepreneurship, leveraging digital skills for innovation in the society, high-tech, R & D, enterprises.

**Demography & Population:** Migration studies, demography, population studies.

**Economics:** Microeconomics, macroeconomics, economic growth, fiscal and monetary policy, finances, public regulations, sustainable development, agro-economics, climate change.

**Environment:** Environment economics, fiscal policy for protecting environment, green production, sustainable growth, natural resource, management, climate change, macro-micro issues in environment studies.

**Education:** Research & development in education, technology and education, education strategies for different age groups, life time education, pedagogy, learning and teaching, educational psychology, curriculum and instruction, e-learning, virtual learning, global internet courses, blended learning, flipped, pathway, enabling, work integrated learning, executive training, training and development, educational leadership.



**Entrepreneurship:** Product, innovation, social, political, knowledge, corporate venturing, digital media.

**European Studies:** EU crisis, monetary union, enlargement process of EU, tax harmonization in EU, fighting with tax competition in EU, EU energy policy, competitiveness, EU social policy, Fighting unemployment, income distribution, EU migration, understanding migrants and asylum in European Union, european migrant crisis, refugee crisis, social reflections of Syria crisis to EU area, cooperation for improving EU, Brexit, future projections, EU environment policy and resource efficiency, EU relations with third party countries, climate change and EU, integration, culture.

**Finance:** Corporate, international, green finance, financial reporting, public finance, financial markets, financial services, financial instruments, capital movements, government budgeting.

**Globalization studies:** Framework of globalization, history of globalization, economic globalization, cultural globalization, political globalization, globalization and international law, globalization and arts, globalization and conflicts, globalization and new world order, sustainable growth and development, globalization and climate change, regional integrations, human rights and globalization, migration, global institutions, technological platform for globalization, national boundaries, globalization and internet, globalization and sports, globalization and free trade

**International Business:** Culture and business, regional-global business, entry modes, strategy, expansion, mergers & acquisitions, trade, franchising strategies.

**Internet & Social Media Studies:** Social media, internet, future of communication.

**Management:** Human resources, cultural problems in labor mobilization, international human resource, mobility of human resource, business, cross cultural, corporate governance, financial resources, gender issues, technological resources, natural resources, knowledge.

**Marketing:** New media, social media marketing strategies, international, consumer research, market research, policy research, sales research, pricing research, distribution, advertising, packaging, product, media.

**Philology, Language & Translation Studies:** Historical study of language, aspects and research of speech production, transmission reception, linguistics, translation studies.

**Social Business:** Socially responsible enterprise, environmentally conscious enterprise, non-government institutional activities, globalization and social business, care programs.

**Social Sciences:** Anthropology, communication studies, new communication in new world order, demography, development studies, information and communication studies, international studies, journalism, library science, human geography, history, law, political science, public administration, psychology, sociology.

**Tourism:** Developing sustainable tourism destinations, tourism and heritage preservation, tourism economics, tourism policies, hospitality, tourism management and marketing, tourism planning and regional development, protected areas and tourism.

**MIRDEC-8th**, Lisbon, Portugal

## **KEYNOTE SPEAKERS**

**Fernanda Neutel**

*The European Union challenges for the future: making concessions or moving forward*  
**University Lusófona, Lisbon**

**Ana Catarina Pagarim Ribeiro Kaizeler**

*Globalization and Development Challenges*  
**Socius - Research Centre in Economic Sociology and the Sociology of Organizations,**  
**University of Lisbon, Portugal**

**Luisa Margarida Cagica Carvalho**

*Business Incubation and Start-ups: A perfect couple?*  
**University of Aberta, Lisbon, Portugal**

**Aline Gallasch-Hall De Beuvink**

*The Importance of the Cobblestone in the Touristic Life of the City of Lisbon*  
**Universidade Autónoma de Lisboa, Portugal**

**Sandra Maria Calvinho Ataíde Lobo**

*Thinking Transnational Archives and Conflictual Memories: The International Group of Studies of Colonial Periodical Press of the Portuguese Empire (Igscp-Pe) as a Democratic Project*  
**Universidade Nova de Lisboa, Portugal**

**Joaquim Ramos Silva**

*The Present State of International Economics: Theoretical and Policy Implications*  
**University of Lisbon, Portugal**

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# **LISBON 2018**

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# **MASTERS INTERNATIONAL**

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## **LISBON 2018**

**LUISA MARGARIDA CAGICA CARVALHO<sup>1</sup>**

**BUSINESS INCUBATION AND START-UPS. A PERFECT COUPLE?**

**Abstract**

Most of the studies on incubator research focuses on the incubator facilities, mainly the infrastructures or business-incubator profiles and overlooks the fundamental importance of the incubation process. Business incubation is associated with entrepreneurship. Business incubators positively affect entrepreneurial capital and growth through the creation of knowledge spillover, increase in the number of enterprises and also increased competition. Some regional studies suggest divergences in the economic performance between cities based on the differences in entrepreneurship and reinforce the role entrepreneurship has on the creation of social cohesion by empowering people who are at risk of social exclusion and by solving social problems that are not covered by the public sector.

Business Incubation plays an important role in entrepreneurial ecosystems, providing relevant services to support the creation and growth of start-ups. They provide controlled conditions that favor the development of new companies and also lend credibility to start-up or emerging ventures.

This research discusses the role of the business incubation on the start up creation and sustainability in long term, and highlights some best practices and successful cases in the world to promote entrepreneurship.

**Keywords:** Entrepreneurs, business incubation, Start-up

**JEL Codes:** L26, L29, M13

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**ANA CATARINA PAGARIM RIBEIRO KAIZELER<sup>1</sup>**

**GLOBALIZATION AND DEVELOPMENT CHALLENGES**

**Abstract**

The definition and measurement of globalization is being widely studied in the several social sciences fields, and there is no consensus in defining it. Therefore when researching its effects on several dimensions of development, in both developed and developing countries we find different approaches regarding cost and benefits of this phenomenon. The divergence between the study's conclusions is due to different methodologies and definitions employed. There's a need for further clarification on definitions and measurement of globalization in order of addressing global policy to face development challenges in several dimensions such as Inequality, Poverty, Health, Education, Employment, Climate Change and so on.

We argue that globalization it's a multidimensional phenomenon that takes effect across different dimensions - economic, political and social and should be measured having that into account, we suggest the use of the KOF index in doing so.

This paper reviews the debate over cost and benefits of globalization to development, and argues that, in facing the challenges of globalization within the process of world development, both international and national institutions play an important role, particularly for the developing world.

Local policy can't handle with global issues, and therefore there is a clear need of greater integration and coherence between the international and national institutions in responding to the challenges of globalization within the process of world development. Better institutional quality within countries combined with effective and ethical international policies and practices can promote opportunities for developing countries as well for the poorest and most vulnerable.

**Keywords:** Globalization, development, global governance, global challenges, international institutions

**JEL Codes:** F63, I00, I30

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**FERNANDA NEUTEL<sup>1</sup>**

**THE EUROPEAN UNION CHALLENGES FOR THE FUTURE: MAKING CONCESSIONS OR MOVING FORWARD**

**Abstract**

The European Union is a unique experience, a hybrid political system, with a post national character, which is reinventing democracy. It is a multilevel system of governance, holding structures of a federation. Throughout times, the impetus for change has always structured it. Notwithstanding, since the 2008 crisis, the citizens of the Union have been struggling with disappointment and anger. However, the Union is one of the most important commercial and economic blocs in the world. It is the most important donor for cooperation and developing policies. It is an important international political actor and it has achieved peace, after two comprehensive, disruptive and destructive wars. Indicators for their disappointment can be summarized as follows: unemployment, the falling share of the population, immigration, terrorism, the rise of the extreme right, the citizenship deficit and the communication deficit. In order to regain people's trust, the EU should reinforce the creation of a single market & trade, deepen the economic and monetary union, create a stronger security and defence foreign policy, reinforce a foreign policy and a joint approach on migration, enlarge the neighbourhood policy and other external relations creating new economic opportunities. The grass root dimension should also be taken into consideration. The world is entering a new phase: a post party system, where citizens are embracing a new political modus operandi. The traditional communication system used by Brussels should also be redesigned. The educational system should be reshaped. Many argue that the Union's dilemmas will only meet answers at European institutional level, calling for an overwhelming deep reconfiguration of its main politics and policies and adopting a Constitution. The evolvement of the European Union is an incognito, but the Union has always surpassed crises and dilemmas. Consequently, it can only move forward.

**Keywords:** European Union, political system, crisis, development, post-party system, grass root dimension, communication, educational system, evolvement

**JEL Codes:** N00, N44

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**JOAQUIM RAMOS SILVA<sup>1</sup>**

**INTERNATIONAL ECONOMICS: STATE OF THE ART, 2018**

**Abstract**

Presently, international economics faces major theoretical challenges. To understand better what is at stake, we could say that much of what has been advanced on the subject in the last years, if true, would invalidate fundamental aspects of the core teachings of international economics since the very beginning of modern economic science in the late 18th century. This is particularly the case as regards the benefits of free trade and deeper economic integration as a way to increase welfare. It is true that a large part of this process of questioning comes from the political world in search of scapegoats, where for example the globalization phenomenon, taken as symbol of increasing and worldwide liberalization, became an easy and convenient target. We cannot say that the principles of international economics lost their logic and strength, but it became particularly hard to convince their presumptive beneficiaries that they effectively work. There are however other questions to be considered. For example the role played by the “visible hand” in foreign economic relations in the case of rising powers like China, is another kind of theoretical challenges, far from being satisfactorily explained in view of the received knowledge. Yet, without loosing the perspective of past legacy, we must profit the moment to deeply reflect on the problems that have finally arisen in the recent contexts. Instead of remaining in their ivory tower, international economists and other social scientist related with the subject must accept these challenges as natural occurrences, and reexamine the foundations of the discipline in the new light. The theory of international economics is not a scientific and research field plainly completed and closed, on the contrary, and with time, it may become even stronger if it seriously accept the open confront with the new challenges.

**Keywords:** International economics, globalization, liberalization

**JEL Codes:** F01, F15, F50, F60

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**NALINA GANAPATHI<sup>1</sup>**

**INTERNAL COMMUNICATION BARRIERS IN DIVERSE ORGANIZATIONS**

**Abstract**

Communication plays an important role in the constant changing world. With the expanding number of different nationals desiring to travel and work across the globe, to achieve the set goals in the multinational organizations, prioritizing effective and efficient internal communication system becomes inevitable. Ineffective communication not only affects the employee engagement but also the organizational productivity to a greater extent. In order to achieve internal communication effectiveness and accelerate employee engagement in the multinational organizations, the barriers are to be foreseen and identified by the management. The identified barriers are to be eradicated through operative ways, possibly with effective dialogue, staff training and skill development and better understanding of diversity. This presentation will provide examples of barriers from a multinational organization case study to explore the influence of barriers in the flow of effective internal communication. Also the presentation will explore the possible ways to overcome the barriers to nurture work relationships, employee engagement thus lead to enhance productivity.

**Keywords:** Internal communication, multinational organizations, barriers

**JEL Codes:** M00, M16, M12, M83

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**BARNARD MOTELENG<sup>1</sup>**

**A PSYCHOLOGICAL STUDY OF THE RELATIONSHIP BETWEEN MICROFINANCE, SELF-ESTEEM AND SELF-EFFICACY OF THE POOR IN SOUTH AFRICA**

**Abstract**

The impact of microfinance on the lives of the poor is a hotly debated issue filled with controversies and inaccuracies. Literature review on the benefits of microfinance indicates that early debates were mostly based on heart-warming anecdotes and case studies, with little empirical understanding of its psychological effects. My study endeavoured to empirically explore the relationship and impact of microfinance on self-esteem and self-efficacy of the poor in South Africa. The study was conducted using a non-experimental research strategy (within-subjects design) and quasi-experimental strategy (pre-posttest non-equivalent control group). Systematic and convenience sampling methods were used to select participants. Data were collected on 264 pretest and 159 posttest participants using the Rosenberg self-esteem scale and General self-efficacy scale. The Pearson product-moment correlation coefficient, the ANOVA and the MANCOVA were used to investigate the relationship and impact of microfinance provision on self-esteem and self-efficacy. My findings not only showed that microfinance is positively related to self-esteem, but also showed that microfinance provision leads to an increase in the self-esteem of recipients. The results further revealed a decline in self-esteem of those who were denied microfinance. In light of these results, practical and theoretical implications affecting microfinance practitioners, researchers and recipients are made. Suggestions for future research are made based on improvement of current methodologies, inclusion and use of valid control groups, the use of different sampling methods and larger sample sizes.

**Keywords:** Microfinance, poverty, self-esteem, self-efficacy, self-worth

**JEL Codes:** D00, D04, D31, D33

---

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**NUNO CARLOS LEITÃO<sup>1</sup>**

**ECONOMIC GROWTH AND KUZNETS CURVE: PORTUGUESE EXPERIENCE**

**Abstract**

The various ministerial conferences on environmental issues and climate change have stimulated the interest of the academic community in the most diverse areas of knowledge. This research tests the environmental Kuznets curve assumptions for Portugal applying time series (ARIMA model, OLS estimator, ARCH regression, VAR model, and Granger causality) for the time period 1980-2013. The variable of income per capita, and squared income per capita are according to the expected signs, i.e. a positive impact of income per capita on carbon dioxide emissions, and a negative effect of squared income per capita on carbon dioxide emissions. The econometric results also demonstrate that Portugal presents a dependence of energy consumption. The openness trade, and foreign direct investment are also introduced in the regression. These variables are negatively correlated with carbon dioxide emissions.

**Keywords:** Environmental Kuznets curve, time series, Carbon Dioxide emissions

**JEL Codes:** C50, Q43, Q53

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**ABDELKADER DAGHFOUS<sup>1</sup>**

**SUPPLY RISK MANAGEMENT IN THE HOSPITALITY INDUSTRY: AN EXPLORATORY STUDY IN UAE HOTELS**

**Abstract**

Organizations depend on a range of upstream resources, which lie outside their sphere of control. The purchasing function is becoming more and more important to organizations due to the strategic role it plays in supporting a firm's competitive advantage. Risk constitutes an inevitable part of purchasing and supply management. Given that the purchasing function is exposed to risk, supply risk management has become a strategically important process. Supply risk has also become a major construct in purchasing and supply chain management research. The literature on supply risk management has provided several theories and cases on the various types and categories of supply risks. However, the tourism and hospitality literature has not adequately addressed this topic in this industry. To address this gap, this study investigated the types of supply risks faced by hotels, as well as how such risks have been managed. This research adopted a case study methodology consisting of an exploratory cross-case analysis, following the within-case analyses. Along with a review of the relevant literature, methods employed for collecting data included semi-structured interviews with key informants and follow up conversations. The results of this multiple case study are presented and discussed. Subsequently, this study concludes with an outline of the main research and managerial implications, as well as implications for future research.

**Keywords:** Tourism, supply chain management, risk, purchasing, cases

**JEL Codes:** M19

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**SAULET ALPYSBAYEVA<sup>1</sup>**

**CORPUS-BASED TEXT AND DISCOURSE ANALYSIS ON TOLERANCE**

**Abstract**

This paper explores the data on ‘tolerance’ based on Corpus of Contemporary American English (COCA) quantitatively and qualitatively. For this aim, we plan to identify the frequency depending on various genres and year. Besides, we will define theme-rheme structures in the clauses on “tolerance” extracted from various text types. Thematic structures regulates the clause as a message making it communicative (Halliday, 1997, p.37). The use of corpora approach is actual for its objectivity, replicability and specialized character. It permits carrying large-scale quantitative studies and diversity of texts allows text analysis (Aijimer, & Stenström, 2004, p.4-5). Corpus of Contemporary American English (COCA) has 560 million words of text (20 million words each year 1990-2017), is widely used and related to other corpora, which can be personalized. As for the data retrieval, we extract and interpret the figures ensuring their frequency by type, section, and year. Next, we identify thematic structures of the sentences where the ‘tolerance’ encounter. This research conveys quantitative and qualitative analysis on the use of ‘tolerance’ that promote the further study of tolerance as an object of text and discourse analysis.

**Keywords:** Corpora, text, discourse analysis, theme-rheme, tolerance

**JEL Codes:** Z00, Z13

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SVEN OLAF SCHMITZ<sup>1</sup> AND THOMAS HEUPEL<sup>2</sup>

**RECONSIDERATION OF BEYOND BUDGETING UNDER THE PERSPECTIVE OF ORGANIZATIONAL JUSTICE PERCEPTIONS**

**Abstract**

Since the seminal work of Chris Argyris, research has realized that the design of Management Control Systems (MCS) has a significant impact on the social framework of an organization. This influence has been discussed in literature for decades. Moreover, current research on justice perceptions reveals that some MCS characteristics may be antecedents of organizational justice while others may have a negative impact. Even though organizational justice perceptions have been found to be associated with various positive outcomes (e.g. trust, organizational commitment and performance), quite little is known about how to design MCS characteristics that are perceived to be fair. In that context the emergence of Beyond Budgeting (BB) as an alternative holistic MCS with different design of MCS characteristics is of particular interest as its proponents claim that BB is in line with McGregor's Theory Y and therefore a high trust system building on justice. Furthermore, BB replaces some proven classical MCS mechanisms through new alternatives in order to shape the MCS characteristics in terms of its fairness and ability to create trust. Thus, it might be assumed that BB characteristics have a positive impact on organizational justice perceptions and therefore improve organizational performance and other outcomes. Building on a review of literature, a theoretical framework is set up to evaluate the impact of BB characteristics on organizational justice perceptions and organizational outcomes. The objective of this paper is to assess if BB characteristics might have an impact on different dimensions of organizational justice perceptions.

**Keywords:** Ethics, fairness, justice, trust, beyond budgeting, management control systems

**JEL Codes:** A13, A14, M14

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**BURCU ATES<sup>1</sup> AND HELEN BERG<sup>2</sup>**

**WHY INVOLVE IN INTERNATIONAL SERVICE LEARNING**

**Abstract**

Pre-and in-service teachers' understanding of internationalization and/or globalization is imperative. The goal of education should not only focus on educating today's students but also preparing teachers to teach in a diverse and complex world (Schwarzer & Bridglall, 2015). Many universities in the U.S. promote internationalization on and off campus through various activities and programs. One of the most common programs is the study abroad. Various study abroad programs exist including short-term international service-learning (ISL) (Craigien and Sparkman, 2014). Study abroad and ISL share commonalities however, service-learning emphasize more focus on community based service activities. Through multicultural exposure and community work students will more likely achieve a sense of global responsibility and citizenship (Eisenhardt & Ninassi, 2010). In an attempt to internationalize one teacher education program in the U.S. two TESOL teacher educators collaborated with schools and communities in various places around the world (i.e Costa Rica, Belize, Italy) to provide an opportunity for their pre- and in-service to interact and learn from local students and teachers. In this presentation, the presenters will discuss the results of their research study on ISL and share tips in creating successful ISL programs. In addition, they will share how faculties can find the right community for such experiences/international service-learning.

**Keywords:** International Service-Learning, teacher education

**JEL Codes:** I20, I21

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ANTÓNIO AFONSO<sup>1</sup> AND CARMEN BLANCO ARANA<sup>2</sup>

**FINANCIAL DEVELOPMENT AND ECONOMIC GROWTH: A STUDY FOR OECD COUNTRIES IN THE CONTEXT OF CRISIS**

**Abstract**

This paper revisits the relationship between economic growth and the main determinants of financial development in The Organisation for Economic Co-operation and Development (OECD) countries during the period 1990-2016, paying special attention to the recent economic crisis. Using a random effects model, we provide empirical evidence of different aspects of financial development in order to show which of these characteristics of financial development help to explain economic growth in OECD countries in terms of finances through a panel data model for the period examined. We pay special attention to the main determinants of the financial system and verify their influence on economic growth even when we control for other key country-level factors relating to economic growth. Results show that an increase in domestic credit provided by financial-sector, in market capitalization and in the turnover ratio of domestic shares entails a significant positive effect on the Gross Domestic Product (GDP) per capita. We also find different effects during the period of crisis on domestic credit provided by the financial-sector and on market capitalization. Among other socioeconomic determinants related to economic growth, expenditure in education, the inflation and unemployment rates appear highly significant in the economic growth of the analysed countries.

**Keywords:** Financial development, economic growth, panel data, random effects model

**JEL Codes:** G0, O1, O47

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**JUAN CARLOS MURILLO CASTELLANOS<sup>1</sup>**

**THE STRATEGIC MANAGEMENT FOR THE SUSTAINABLE DEVELOPMENT, BASED IN THE ANALYTICAL NETWORK PROCESS (ANP). THE CASE OF THE UNIVERSIDAD NACIONAL AUTONOMA DE HONDURAS (UNAH)**

**Abstract**

In the Latin American context, the role starred by the university is vital for the Sustainable Development of the society. A key aspect to analyse this issue are the endeavours pumped through their strategical lines. The decision making process to select a strategy is usually very complex and involves different actors with conflicting criteria. For that, in this paper we propose a methodology based in a participative multicriteria approach, namely the Analytical Network Process, for the prioritization of the strategies, which has been applied to analyse the case of the Universidad Nacional Autónoma de Honduras (UNAH). The methodology has been carried out with the help of 5 experts to prioritize 4 alternatives: Curriculum Strengthening, Research, Institutional Planning and Public Engagement. The findings reveal that the experts prefer to foster Institutional Planning and Curriculum Strengthening, followed by the Research and Campus Engagement.

**Keywords:** Sustainable development, strategies, multicriteria, Analytical Network Process

**JEL Codes:** D73

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**PERMANENCY INDICATORS OF TRADITIONAL TOURISM ENTERPRISES IN PUERTO  
RICO AND PUERTO ESCONDIDO, MEXICO**

**Abstract**

Conventional tourism which offers sun and beach destinations has fueled the growth of establishments related to tourism and restaurant sector. In areas such as the Caribbean and the Mexican Pacific it is observed that many of the tourist establishments over thirty years of operation continue to provide their services. As can be seen in the area of Great Tourism, hotel facilities and services modernize and acquire new policies. However, a large number of hotels of small or medium size support their existence in an austere and traditional service. Based on studies conducted by (Gómez-Velázquez, Marquez Alburqueque, & Velazquez-Sanchez, 2015), (Gómez-Velázquez, Robles Maldonado, Velázquez-Sanchez, & Morales Santiago, 2015), this research was proposed to analyze comparatively indicators that define the permanence of the traditional tourism establishments in tourist destinations in Old San Juan, Ponce, Guaynabo and Isabela in Puerto Rico and Zicatela and Puerto Escondido in Oaxaca Pacific Coast of Mexico. Eight hotel establishments in Puerto Rico Island were analyzed by (Gómez-Velázquez, Robles Maldonado, Velázquez-Sanchez, & Morales Santiago, 2015) and eight establishments located in Zicatela and Puerto Escondido, Oaxaca, Mexico were analyzed. The results showed that managers identify aspects of service, adaptation to new technologies and elements from traditional tourism that preserve and form a balance with the elements recently acquired. The classic hotel management with the adaptation of modern management elements explains the permanence of traditional establishments in Puerto Rico and Puerto Escondido, Oaxaca, Mexico. The results showed that the classic hotel management is an element that identify and value the visitors on sun and beach destinations.

**Keywords:** Permanency, tourism enterprises, hospitality management

**JEL Codes:** L83, M14, M51

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**TEQUIO: SUSTAINABLE CONTRIBUTION IN MUNICIPALITIES RULED BY INDIGENOUS LAW SYSTEMS**

**Abstract**

With 32 provinces and 2457 municipalities, Mexico is a mega diverse country in social and cultural issues. Oaxaca state, one of these provinces which has 8 regions and 570 municipalities, representing the 23% of the main total of municipalities in the country. From these municipalities in Oaxaca State, 417 are ruled by indigenous law systems, the so-called “uses and customs” and then 153 by political parties. Oaxaca State is a county where there are still indigenous communities which the 2nd article of Mexican Constitution defines as “originary peoples” and which have a great cultural heritage expressed in handicrafts, languages, clothing, dancing, food, music and social practices such as social service system based on solidarity and sharing sense. This community non-remunerated work has been denominated as Tequio and based on the importance it has in Oaxaca State it has been recently attached to the 12th article of Oaxaca State Constitution considered as a payment of municipality contributions. All of this has generated some controversies such as asking if the indigenous communities belong to the municipality or are independents, if the members of these communities are obliged to offer Tequio or not, if it is legal or not, or if it is only considered as a community work for community welfare. This is the importance of studying this theme and explore the legal figure of Tequio and the way it contributes to community sustainability.

**Keywords:** Social contributions, sustainability, municipalities, law systems, indigenous

**JEL Codes:** L83, O13, F18, A13

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**TOURISM PROJECTS AND COMMUNITY WORLDWIDE-SUSTAINABILITY**

**Abstract**

The theoretical paradigm taken into this research lies in the discussion around community worldview as a concept. There is a background looking for coinciding with the elements of community sustainability and the importance of worldview indicator identified by Gomez Velazquez et al (2016) as part of community sustainability variable. Based on Blackstock (2008) it is proposed a theoretical base of community worldview concept with the values matching with community sustainability indicator or worldview, now as a variable itself. This study contributes to the community worldview related elements in a conceptual way and its analytical development throughout qualitative and quantitative analyses of the perceptions of the indigenous communities with tourism in Oaxaca State, Mexico.

**Keywords:** Communities, worldviews, tourism, indigenous, sustainability

**JEL Codes:** L83, R11, Z13, Z32

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ROSALIA CASTELLANO<sup>1</sup>, GAETANO MUSELLA<sup>2</sup> AND GENNARO PUNZO<sup>3</sup>

**EXPLORING THE DETERMINANTS OF SEPARATE WASTE COLLECTION FROM A SPATIAL PERSPECTIVE**

**Abstract**

A virtuous waste management is one of the main pillars of EU environmental policies. The European directives aim at minimising the waste generation and increasing the separate waste collection level. As a Member State, Italy is not far from the European targets, nevertheless it is characterised by wide regional differences. Some areas, especially in the South, experienced waste management crises mainly due to a failure to properly collect and separate urban waste. This makes Italy a noteworthy case study in the waste management framework. Our main research question is to assess the effects of different factors (i.e., socio-economic and morphological backgrounds, institutional quality, and individual motivations) on citizens' recycling behaviours. For this purpose, we analyse the determinants of separate waste collection by comparing two regions of Southern Italy, Sicily and Sardinia, characterised by opposite results in terms of separate waste collection. By using spatial econometric models, we examine whether virtuous waste management performances are driven by political dynamics rather than extrinsic motivations, such as social influence or monetary incentives, or intrinsic motivations, such as pro-environmental attitudes. The main finding is that extrinsic motivations, although important, are not the only driving forces behind the good waste management performances. The intrinsic motivations also play a key role: specifically, individual pro-environmental attitudes, knowledge and commitment to differentiate. In general, Sardinia performs better than Sicily. This advantage is explained by a more effective combination of factors (local institutional quality, monetary incentives, and citizens' good actions) and synergy between local governments and citizens.

**Keywords:** Separate waste collection, pro-environmental behaviours, local governments, spillover effects

**JEL Codes:** C21, Q53, Q58, R11, R5

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**TIMUR MADREIMOV<sup>1</sup> AND LI LEIMING<sup>2</sup>**

**GAS DEMAND AND GROWTH IN MIDDLE INCOME COUNTRIES**

**Abstract**

In this study we explore the link between gas demand (consumption) and economic growth. Earlier studies have shown that renewable and non-renewable energy consumption is significantly related to economic growth. While earlier studies have been limited to a single country or case studies, this study utilizes the advantages of panel data. Our sample contains, middle income nations which data is available over the period 2006-2015. We use fixed effects and Arellano Bond linear dynamic panel-data estimation. Our results show that gas demand is positively and significantly related to economic growth. The results are robust for a set of validity checks. To tackle the environmental issues it is crucial for bureaucrats in emerging markets to shift to energy efficient technologies, understand the peak-valley phenomena when there are significant differences in gas demand and increase the rate of transformation to renewable energy sources.

**Keywords:** Gas demand, economic growth, peak valley

**JEL Codes:** F43, N10, O10

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MAPHUTI JUDAS CHUENG<sup>1</sup>, LEBESE RACHEL TSAKANI <sup>2</sup> AND MAPUTLE MARIA SONTU<sup>3</sup>

EDUCATORS' VIEWS OF ALCOHOL USE AT A SELECTED HIGH SCHOOL IN THE LIMPOPO PROVINCE OF SOUTH AFRICA

**Abstract**

*Background:* Alcohol use among school learners in South Africa has been documented as a serious health problem. Learners who use alcohol display anti-social behaviour, such as hostility; attacking, fighting and hurting of others with dangerous objects. Life orientation teachers face a challenge in assisting learners to change this behaviour. *Aim:* The aim of this study was to explore and describe the educators' views about learners' alcohol use at selected schools in Capricorn District of the Limpopo Province of South Africa. *Settings:* The study was conducted at two secondary schools in rural areas of the Capricorn District in the Limpopo Province of South Africa. *Methods:* A qualitative, explorative, descriptive and contextual research design was utilised. Purposive sampling was used to select the schools, based on the percentage of learners who abused alcohol. Twenty-three learners participated in two focus group discussions, aided by a voice recorder and field notes, until data until saturation had been reached. Data were analysed by means of open coding as proposed by Tesch. *Results:* The teachers indicated that learners experienced health and psycho-social consequences as well as poor academic performance because of their continuous use of alcohol. *Conclusion:* Schools should train educators in motivational interviewing skills, to facilitate, support, guide and maintain behaviour change among learners. The motivational interviewing skills should include the following stages: pre-contemplation, contemplation, preparation, action and maintenance.

**Keywords:** Alcohol use, educators' views of learners' alcohol abuse, public health problem

**JEL Codes:** I12

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**VALERIA COCCO<sup>1</sup> AND MARCO BROGNA<sup>2</sup>**

**MEGA EVENTS: A CRITICAL POINT OF VIEW**

**Abstract**

The paper aims to focus on the debate about mega event, and in particular on the effects that an important “media event” is able to generate on the territory and on its tourism attractiveness. On the one hand, mega events can be considered as a strong tourist attraction, and as powerful opportunities to improve the image of the city and to attract national and international visitors (Mihalik and Simoneita, 1998); on the other hand, they can represent a real barrier to development, “contributing to the naturalization of social inequalities” (Horne, 2007). In the current socio-political context, the question concerning benefits of a mega event in the host city is widely discussed. In the last two decades, there was a “race for bidding”, but currently, the great number of protests and debts influenced the Olympic territories, discouraging the frenetic rush to the Games. In the literature, the question is controversial, and the experts doubt about strategies and policies applied by events’ stakeholders, not often meeting the concrete opportunities for territories and the needs of communities.

**Keywords:** Mega events, legacy, tourism

**JEL Codes:** Z29

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**ANA KEKEZI<sup>1</sup>**

**THE IMPACT OF NEW MEDIA IN THE PROMOTION OF PROTECTED AREAS AS  
TOURISM DESTINATION (ALBANIA)**

**Abstract**

Tourism sector has become lately a key sector for the Albanian economy. Promotion and marketing are identified as main pillars to tourism sector. Protected Areas as a tourism destination is a new concept to Albanian citizens and stakeholders given isolation of these areas during communism regime. On the other hand the promotion of Protected Areas to enhance tourism is also a new practice followed by government and stakeholders, during the last decade only. A crucial phenomena of the present decade reshaping the world, is the worldwide accessibility to the internet. New media is increasing immensely its usage and is gaining significant ground each year toward traditional media. This study will bring light on how new media influence and impacts the promotion of PAs in Albania as tourism destinations, as researchers have called for further studies in developing countries on this field of study.

**Keywords:** New media, social media, promotion, protected area, domestic tourism, developing countries

**JEL Codes:** L82, M3, Z32, Z33

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**LEDIA THOMO<sup>1</sup>, INES NURJA (HEBA)<sup>2</sup> AND KOZETA SEVRANI<sup>3</sup>**

**THE DECOMPOSITION OF INEQUALITY AND POVERTY IN ALBANIA**

**Abstract**

The continuous fight to reduce poverty in the country brings the necessity to explore the contribution of different factors that might account for changes in poverty. The situation and the structure of population have changed with years. Also the situation in different countries have been changed through several effected factors related with migration flows, access, employment opportunities and other social-economic factors. The paper tend to show the inequality related with different factors like geographic division, employment, education, migration and the identification the determinants that have influenced on poverty difference by area and poverty change by years. It tends to show the poverty through decomposition of changes in growth and distribution components. The study will try an empirical application for all decompose poverty measures given the assumption that specific tendencies of the contribution components might impact the poverty measures differently. In this way we can identify the largest changed and impact to target a significant factors for different strategies related with rural, employment, children, etc. The study takes to the consideration ten years study through using as a base source of information the data from Living Standard Measurement Survey used to measure poverty and inequality. The analyses are done using different statistical package mainly SPSS and Stata.

**Keywords:** Poverty, decomposition, sectoral growth, inequality

**JEL Codes:** I32, I24, P25

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**REZART PRIFTI<sup>1</sup>**

**BLENDED LEARNING: INNOVATING TO IMPROVE ALBANIAN EDUCATION SYSTEM**

**Abstract**

Albania is living in an era of accelerating change, not only regarding socio – economic development, but technological as well. Also, the rise of online technology has change the way people learn and has created the so called modern classrooms that enable student’s imagination and boosts their conceptual skills. The purpose of this paper is to analyse the attitude and the perception of teachers and students about blended learning in vocational high schools. Highlighting the growing importance of blended learning, this paper focuses on the adaptation of innovative learning techniques as a quality improvement in the Albanian education system. A focus group of teachers and students was formed in three regions of Albania, who took part in blended learning classes with dedicated online learning management system and a survey was assessed to evaluate their reactions. The results show that both teachers and students find the integration of technology in learning a necessity in improving the education quality, both in teaching and in learning. They perceive improvement in understanding of the classes, motivation and dedication, learning environment and critical thinking.

**Keywords:** Blended learning, learning management system

**JEL Codes:** O32, O35, I22

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**THE ROLE OF THE COLONIZATION PROCESS IN THE DEVELOPMENT OF 19TH CENTURY BUKOVINA: A CASE STUDY OF CULTURAL GEOGRAPHY**

**Abstract**

Bukowina (Buchenland in German means the "land of beech trees") is a historic region which has been formed in 1775 due to the detachment of the northern part of Moldavia and the inclusion in the multinational Austrian Habsburg state. The most important changes that have taken place in Bukovina's 144 years of existence were caused by migration and colonization. The 19th-century Bukovina's both ethnic and cultural changes have produced permanent effects that are still visible today. Peculiarities of the colonization process, such as the involvement of a wide variety of ethnic groups and radical changes in the Bukovina economy led to the development of cultural geography typical phenomena. We can mention the following stages: value exchange, domination and subordination, acculturation and assimilation derived from the enrollment in the ethnic competition of 11 entities. Thus, were the Romanians in the north were assimilated by the Ruthenians, while the Slovaks passed through acculturation being assimilated by the Poles and the Germans. The Hungarians were subordinated to the Germans, the Ukrainians in southern Bukovina were subordinated to the Romanians, and the Romanians from the northern part of the country to the Ukrainians. At same time the Jews were subordinated linguistically to the Germans while the Armenians underwent a complex process of acculturation under the domination of the Poles and the Ruthenians. On the other hand the Lipovans and the Hutulians were subordinated according to their territorial position either to the Romanians or to the Ukrainians. In this way the cultural vectors indicate the dispersion and the cultural diffusion.

**Keywords:** Bukowina, colonization, cultural geography, acculturation, assimilation, ethnic diversity

**JEL Codes:** N93, R23

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**ANA MARIA DIVISEVICI<sup>1</sup>**

**DRIFTING LANDSCAPES IN BUKOVINA: GURA- HUMORULUI PLACE AND SPACE: A CASE STUDY**

**Abstract**

The aim of this case study is submitted to the complex process of identification, exploration and portrayal of the cultural landscapes originated in the 19th century Bukowina. The Bukowinean landscapes are a complex system of cultural structures with a volatile behavior in time that needs an accurate retrospective investigation to optimize the examination of the evolutionary process of space and place. The city of Gura Humorului is situated in the south part of the land of Bukowina on the Humor river valley which includes diverse geomorphic and climatic features. The presented aspects outcomes driven from the importance of the pivotal factors as diversity and plurality of life of ethnic groups that were involved in the evolution of social and cultural processes in Gura Humorului region. Our case study in Gura Humorului provides an example of interpretation of place and space shaped by mental forces and experiences of local inhabitants according to their cultural heritage comprise in a social framework. We intend to create a realistic evaluation of landscape typology based on its historical traces to understand the development of social space in time. The primary cultural elements can be traced back to the mid-nineteenth century and can be spotted up to a certain level in today's in drift landscapes.

**Keywords:** Bukowina, Gura Humorului, landscape typology, cultural landscape

**JEL Codes:** J15, J61

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**MARTIN SERREQI<sup>1</sup>**

**PERSONNEL ECONOMICS IN DEVELOPING ECONOMIES: PERSPECTIVE OF THE ALBANIAN CONTEXT**

**Abstract**

Personnel economics directs its focus at identifying and analyzing economic principles that form a cornerstone of human resource management strategies, and at scrutinizing the impact of several institutional and competitive environments on the effectiveness of such strategies. As a relatively new and developing field of study, it is making a breakthrough in traditional human resource management theory by using econometric and statistical methods, to study the monetary and non - monetary attributes that enhance worker performance and organizational productivity. There is certain ambiguity in the literature, which of the two attributes are the most effective in increasing workers productivity, but there still remains a considerable bias towards monetary attributes. Highlighting the growing importance of personnel economics, the purpose of this paper is to investigate the implications of the personnel economics theory in the Albanian labor market. The approach of the Albanian market is shown to be monetary and somehow in the prime steps of its development, and furthermore there is a difference in implementation among the agricultural, industrial and service sectors. Special emphasis is put on the naïve application of pay-for-performance practices and the need for further scholar enquiry in addressing variable pay schemes for some of the most sensitive sectors of the country's economy.

**Keywords:** Personnel economics, Albania, labor market, organizational productivity, performance pay

**JEL Codes:** J30, J40, M50

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**TOTAL QUALITY MANAGEMENT AS A SELF EVALUATION TOOL IN FINANCIAL AND  
SPORTS ORGANIZATIONS**

**Abstract**

The significance of the contribution of the Quality Management to the improvement of the competitiveness has been acknowledged since the beginning of the 1955. The aim of this paper is to list the ways, and the strategy, which the financial institutions and sports organizations have established in order to improve the quality of their products, to pushed their success and survival through their quality. In the cotemporary demanding and competitive environment, which is marked by uncertainty and complexity, the financial institutions and sports organizations aim at their success and survival through their quality. We are going to analyze the strategy followed by the administration of the financial institution and sports organizations in order to attain business excellence in all the sectors of their financial activities. The total recording and the examination of the financial institutions' strategic choices in order to achieve business excellence with the now days conditions is of utmost importance for the sounder auditing of the financial institutions. In addition, the study and the investigation of the principles, the tools as well as the methods of business excellence are being recorded as one of the most important factor of the corroboration and amelioration of the financial institutions and sports organizations competitiveness emphasizing in the aspect of innovation. Regarding the methodology and the means use for the fulfillment of the purpose above, Greek and foreign bibliography has been used. Useful information from official websites, and published essays as well as databases and international organization statistics were also used.

**Keywords:** Total quality management, productivity, quality tools, European Foundation for Quality Management, strategy, self-assessment

**JEL Codes:** M10

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PAVLINA VIKTOROVNA BALDOVSKAYA<sup>3</sup>**

**LABOR PRECARIZATION OF HELPING PROFESSIONS IN RUSSIAN CITIES:  
EMPIRICAL EVIDENCE**

**Abstract**

In the conditions of educational and health institutions reforming and a series of economic crises, representatives of helping professions move to the precarization zone. Based on the research conducted in the spring of 2017 (2,054 school teachers and 870 physicians in state organizations in Moscow, Rostov-on-Don and Kazan), signs of precarious labor were identified: instability, the risk of job loss/changing, an increase in workload, not accompanied by higher wages, social and economic vulnerability.

The empirical data shows that despite the satisfactory self-assessment of socially-oriented professionals' life, the level of precarious labor is higher for teachers from provincial cities and lower in the capital schools. In the field of health care, the extent of precarization is approximately the same in the different cities. Most teachers and doctors are concerned about the growth of workload without increasing wages and the risks of job loss. The majority of representatives of helping professions do not agree with the fact that the state effectively solves the social and economic problems of teaching. At the same time, interviewed teachers and doctors will take a rather passive attitude in case of violation of their labor rights. Nothing will be done by more than a half of all respondents. However, the excessive regulation of school teachers and physicians, on the one hand, and the continuing high demand for the work of schools and hospitals on the other, are associated with the risk of social tension increase in the Russian society.

**Keywords:** Labor precarization, helping professions, school teachers, physicians, instability, workload, vulnerability

**JEL Codes:** J28, J81, A13, Z13

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**KEMAL CEBECI<sup>1</sup>**

**GOVERNMENT POLICIES ON TOURISM IN TURKEY: COMMENTS ON  
INSTITUTIONAL, STRUCTURAL AND FISCAL POLICIES**

**Abstract**

Tourism, far beyond being a service sector, provides direct and indirect benefits to the whole economy reveals in many different sectors. It should be given priority to the tourism sector related with the positive effects created by tourism such as; employment opportunities, socio-cultural improvement, as well as the impact on income growth as a whole by the linkages with other sectors. Besides, the contributions to the balance of payments due to foreign exchange revenues brings the tourism sector to a basic policy field for the governments. In the literature, it is possible to come across several number of studies that prove the relationship between economic growth and tourism. Within the framework of all these contributions, the policies to be followed by the governments on tourism sector have great importance for the economy as a whole. The steps to be taken within the framework of institutional, structural and fiscal policies can provide important contributions to tourism development and economic growth at the same time.

In this study, we try to evaluate the impact of tourism on the economy (especially on growth) in the basis of statistical data. On the other hand, we try to analyse the government policies for the tourism sector in Turkey and discuss the policies which can be applied for the development of tourism.

**Keywords:** Tourism, economic growth, government policies

**JEL Codes:** Z30, Z32, Z38, E62

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