



Masters International R&D Center

MIRDEC & GLOBECOS 2020

MIRDEC & GLOBECOS – 3rd
International Academic Conference
Contemporary Issues and Social Science Studies
(Virtual/Online conference)

CONFERENCE PROCEEDINGS
BARCELONA 2020-2, SPAIN

Conference Proceedings
Book of Abstracts

Barcelona, Spain
16-17 December 2020

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MIRDEC International Academic Conference

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BARCELONA 2020-2

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Editors

Kemal Cebeci
Antonio Focacci
Adam Pawlicz

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VIRTUAL/ONLINE CONFERENCE

16-17 December 2020
Hotel HCC St. Moritz
Barcelona, Spain

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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.

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Health: Public health, health policies, hospital management, public and private health services, economic, social and political aspects of health services.

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.

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ALESSANDRO CARDINALI¹

SOME NEW RESULTS ON LONG MEMORY IN FINANCIAL VOLATILITY MODELLING

Abstract

Financial volatility is a widely accepted measure of financial risk, therefore the statistical analysis of financial volatility is of paramount importance in several applied economic contexts. Squared financial returns are often used as a measure of realized volatility and it is widely known that these series are characterized by slowly decaying positive autocorrelations, i.e. by the presence of long-memory. This evidence has numerous consequences in terms of financial modelling and prediction strategies, therefore it is important to assess carefully its derivation. In this paper we resume some empirical evidences of statistical analyses based on both stationary and non-stationary models for the S&P 500 log-returns. We then derive some theoretical examples that can provide an explanation of the, apparently contradicting, empirical evidences.

Keywords: Financial volatility, long-memory, Hurst exponent, local stationarity

JEL Codes: C1, C14, C18

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VALERIA COCCO¹

NEW FORM OF OVERTOURISM IN PANDEMIC TIME

Abstract

The presence of tourist flows in a destination can be positive, in some cases, for the creation and development of the territories, in other cases, however, it can have devastating impacts in the destinations, both in the natural and cultural resources of the territory and in relation to the local population. In the pandemic time, in which tourism is living a global crisis, the analysis of overtourism phenomenon could appear off topic. Yet, as in the pre COVID-19 the flow of tourists appears not homogeneously distributed on territories - i.e. creating overtourism phenomenon in cities and its main point of interests -, even during the two waves of COVID-19 in Italy, it appeared an inhomogeneous distribution of the small flows of tourists, but, this time, not in cities, rather in alternative destination. The paper aims to reflect on the overtourism new form that involved the pandemic time.

Keywords: Overtourism, Covid-19, future perspectives

JEL Codes: Z30, Z31, Z38, Z39

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SUSANA MSR FONSECA¹ AND FILIPE DUARTE²

THE COST PER PATIENT IN A LONG LIFE UNIT AND MAINTENANCE

Abstract

With the increase in average life expectancy, care for the chronically ill has become an important area in the context of health services. Cost accounting in the health care area is proving to be fundamental as an information tool for decision making, in a sector where managers are increasingly encouraged to provide more and better care at lower prices. With the creation of the National Network of Integrated Continuous Care (NNICC), it is the Long Term Care and Maintenance Units (LTCMU) that receive more dependent patients, in need of comfort care and palliative actions. There are studies that ensure that the implementation of a palliative model reduces costs and makes the management and use of human and material resources more efficient. It is a quantitative and descriptive study, of retrospective character, whose general objectives were: to develop a comparative study between the practices in use in the Institution; to standardize monitoring strategies; to propose a health management model that takes into consideration the reduction of suffering and the efficiency of resources. The last 30 days of users' lives were analyzed, in terms of resources used. We calculated a daily co-participation value per user higher than the co-participated value. We concluded that the financing due to LTCMU does not take into account the real needs of users, requiring institutions to allocate human resources and materials higher than the co-funded.

Keywords: Palliative Care, End-of-Life Costs, health management

JEL Codes: M10, M41, I10

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GERI PILACA¹

THE RWANDAN GENOCIDE AND THE UN

Abstract

The genocide that occurred in Rwanda during the year 1994 is one of the most recognizable crimes of the last decades. Such event took a heavy toll not only on the Rwandan population but also on the international bodies and specifically on the United Nations which weren't able to prevent it. However, the incapability of the UN to stop the genocide should not be analyzed from today's perspective but rather it should be taken into consideration the given context in which it was operating as well as its modes of functionality and the distributed responsibilities among its institutions. Therefore, in order to assess the operation of the UN in Rwanda and to shed a light upon the reasons for failing to prevent the genocide to happen I will firstly provide an overview of the origin of the conflict and then continue with the main actors which were to administer such conflict as well the institutions that were established for this specific case.

Keywords: Rwanda, genocide, United Nations

JEL Codes: B50, B52, D74

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IRINA ANA DROBOT¹

THE COURT DANCER BY KYUNG-SOOK SHIN: CULTURE SHOCK AND REVERSE CULTURE SHOCK

Abstract

The purpose of this paper is to raise awareness about the existence of differences between cultures which can trigger culture shock. What is more, the paper intends to raise awareness about the experience of reverse culture shock, as well, which refers to the difficulties in adaptation to the old way of life upon the return home after experiencing time in a foreign cultural environment. Once we form a new set of everyday routine activities, it is difficult to return to the old way of life. Both culture shock and reverse culture shock refer to the difficulties of adapting or readapting to changes in lifestyle and daily routine. However, this is not all. Contact with a new way of life as well as a new cultural mindset, with different values and expected behaviour from you are all part of culture shock and reverse culture shock. The novel by Kyung-Sook Shin presents two different cultures: French and Korean, separated by the differences that could be analysed by Geert Hofstede's cultural dimension: high and low power distance, individualism-collectivism, masculinity-femininity, as well as long term and short term orientation. These can lead readers to better understand the important place occupied by traditions and customs for Yi Jin, and her experience of culture shock in France, which goes through the stages of feeling enthusiastic about the new culture, to feeling gradually disappointed and not understood by it, as well as her reverse culture shock experience of returning to Korea accentuated by the historical changes.

Keywords: French culture, Korean culture, cultural dimensions, power distance, values

JEL Codes: Z10, Z11, Z13

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BLERINA METANJ¹

TRADE OF BETWEEN DATA CONFIDENTIALITY AND TRANSPARENCY

Abstract

Each institution accountable for publishing and disseminating data should be responsible and careful in preventing that individual information could be identified by its final users. This imply that each table, or individual information that is going to be released, should be developed in such a way that the readers will not be able to identify the personal information of the respondents in the specific study or in any data collection procedure. On the other hand, users and readers of such data should be given all the necessary information according to their needs and without damaging their data utility. This paper will try to evidence the importance of statistical data disclosure control, a process of preventing that personal and confidential information is revealed, as an important step before data dissemination. Furthermore, this paper will explore how this process could be automatized, taking into consideration the big amount of data available nowadays; and lastly some possible affects that this procedure might give to the final data will be addressed. During all this process other ethics about data processing will be taken into consideration such as data confidentiality and data transparency. In the end some conclusions and recommendation will be addressed in order to provide information with integrity which mean, data that fulfill users need but protect respondents as well.

Keywords: Disclosure, confidentiality, statistics

JEL Codes: C80, Y10, Z00

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MARIA LIASHENKO¹

EDUCATIONAL POTENTIAL OF WIKI AND SOCIAL NETWORKING SITES TO ENHANCE STUDENTS' ACADEMIC SKILLS IN ENGLISH LEARNING

Abstract

In the era of digitization teachers and learners are faced with the challenges that technology enhanced learning brings. The paper dwells on the paradigm shift and the current trend in the educational environment impacted by the proliferation of Web 2.0 technologies. Web 2.0 provide resources and tools that make learning process social, interactive, and collaborative as they offer a wide variety of information communication technologies (ICT) to connect students in education and help move from instructor-centered methods of teaching to more contextual learning and problem-solving techniques. The paper pays special attention to the challenges that educators are likely to face on the way of effective deployment of ICT in teaching practices. The author suggests using TAM model (technology acceptance model) at the initial stages to predict any possible problems. The paper provides the readers with the information about the teaching practices which involve the deployment of social media into teaching English at university. The authors describe two case studies showing how educational potential of wikis and SNS can be utilized. In conclusion the author mentions the importance of creating certain conditions for effective deployment of Web 2.0 technologies to maximize their educational potential.

Keywords: ICT, Web2.0, social networking sites, wiki sites, English learning

JEL Codes: I20, I21, I28, I29

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TAMER BUDAK¹ AND SERKAN BENK²

HOW SERIOUS IS TAX EVASION AS A CRIME: AN EMPIRICAL STUDY IN TURKEY

Abstract

This present study aims to find the sensation of Turkish people of the seriousness of tax evasion to relative to other crimes and violations. A questionnaire was applied to the Turkish people. A five-point Likert scale was used to categorize the degree of seriousness of each crime for data analysis. The results of comparative analysis and the mean will be investigated to demonstrate where the tax evasion as a crime is located in Turkey in the thirty-three listed crimes. Results in some studies on the perception of tax evasion based in the developing and developed countries may not be generalized to the terms of Turkey because of the variations in the environmental factors. This is an important study of Turkey. This is one of the significant studies that indicate the link between tax evasion as a crime and other offences in Turkey. The results of this study show that tax evasion ranked 15th within the 33 offences surveyed, in other words, its position is in the middle in terms of seriousness.

Keywords: Tax evasion, crimes, public perceptions, Turkey

JEL Codes: H26, K14, K34, K42

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AMNH AWAD FARHAN GHARAYBEH¹

EFFECTIVENESS OF BEHAVIORAL COGNITIVE PROGRAM TO TREAT THE SELF-HARMING BEHAVIOR OF UNDER-AGE GIRLS IN AMMAN

Abstract

This study aimed to test any treatment methods more effective in reducing the behavior of self-harm, and to identify the characteristics of girls exposed to delinquency, self-harm and sexual abuse, this study applied the experimental method i.e. the design of the dimensional tribal experience by the remote tribal measurement of two groups, one experimental and the other controlled, and the sample of the study was selected from the underage girls residing in the social welfare institution (nursing home for girls/ pavement in the Hashemite Kingdom of Jordan, and their age Between (12-18) years, the study found that the most effective treatment methods in mitigating self-harm, modeling, induction, role-playing, homework, positive support, positive support, and emphasis.

Keywords: Z00, Z10

JEL Codes: Behavioral cognitive program, self-harming behavior, Amman

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ADAM PAWLICZ¹

SHARING ECONOMY IN POLISH ACCOMMODATION MARKET

Abstract

Sharing economy is a complex term that refers to the phenomenon of peer-to-peer (P2P) service markets that arose due to the innovative internet platforms whose market strategy is based on merging supply and demand. The emergence of the sharing economy revolutionized the tourism industry and profoundly changed the structure of accommodation and transportation supply. The main aim of this article is to examine the spatial distribution of sharing economy development in the Polish hospitality market. The research was based on data from Statistics Poland and AirDNA. Results show that sharing economy market grows mainly in urban locations and coastal and mountain destinations. The development of sharing economy is much more concentrated as the number of active rentals in top 4 communes accounts for 51% of active rentals in all 380 Polish communes.

Keywords: Accommodation market, tourism, sharing economy

JEL Codes: Z30, Z31, Z39

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JORGE HERNANDO CUÑADO¹

ENGIE BUSINESS MODEL

Abstract

This article analyzes the business model of Engie, a French utility company. There is a new trend in the energy sector characterized by decarbonisation, decentralization and digitalization. In order to adapt to this new circumstances, the company implemented a three-year-plan (2016-2019) based on renewable energies, local energy generation and applying new technologies. The company has also developed a new plan for 2019-2021 being the main target to become the leader in zero-carbon transition “as a service”. This means supporting business and local authorities in order to decrease their carbon footprint in their operating activities.

Keywords: Engie, energy sector, renewable energy, carbon footprint

JEL Codes: Q40, Q42, M20, O13

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TANU M. GOYAL¹

ANTI-CORRUPTION AGENDA OF THE G20: BRINGING ORDER WITHOUT LAW

Abstract

The G20 has emerged as a premier deliberative forum, involving leaders of some of the largest, systematically important countries of the world. Over the years, the G20 agenda has evolved to include pertinent issues for both developed countries and the emerging market economies. After the G20 Summits were launched, certain global concerns that required collective action became permanent features of the G20 agenda. Tackling corruption was one of them. Corruption is being characterised as an international problem requiring collective corrective action.

The G20 established an Anti-Corruption Working Group as early as in 2010, at the fourth summit in Toronto, which sets the Anti-Corruption Action Plan for the G20 members. Over the years, the issues under the Working Group have evolved to capture continuous and emerging challenges for the G20 members. India has been actively involved in the anti-corruption agenda of the G20 and has periodically submitted its implementation reports to the G20. More recently, India has also contributed to the anti-corruption agenda by making suggestion on significant issues for G20 members. This paper discusses the evolution of the anti-corruption agenda globally and within the G20, and India's progress and contribution in furthering this agenda. While the objective of this paper is to report the progress of the G20 members including India, the paper also makes observations regarding the G20 as a multilateral body for addressing anti-corruption issues. The paper is based on a review of the G20 documents and discussions with experts in the area.

Keywords: Corruption, global governance, G20, international institutions

JEL Codes: F53, F55, N40, D73, D78

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SAMAR WALEED ABU SALEH¹

**EMPLOYING SMART AND SUSTAINABLE ARCHITECTURE IN THE SMALL MOSQUE
IN SALT CITY**

Abstract

This study aims to how to develop and rehabilitate old mosques in the Hashemite Kingdom to become more efficient than it is by finding modern solutions and new techniques in restoration, interior and exterior design, as the use of materials and substances of high quality and technology achieves sustainability from one hand and the use of the concept of intelligent building from the other.

Noted that these mosques originally used the correct orientation of the building and the thick walls that maintain the internal atmosphere heat of the building's and is one of the most important elements in sustainable architecture.

In addition to the existence of analytical charts and endoscopes internal and external, which emphasize the idea of design and how to employ and use to be ready for implementation, which will positively affect the service of the local community and achieve the spread of the concept of sustainability and new technologies.

Keywords: Sustainability, smart buildings, modern materials

JEL Codes: Z11, Z00

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JINHEE JIN¹ AND MINHO CHO²

THE STRUCTURAL RELATIONSHIPS AMONG HOTEL SUPERIOR'S ORGANIZATIONAL CONFLICT, ANGER, SELF-EVALUATION AND RELATIONSHIP RECOVERY BEHAVIOR: A TEST OF AFFECTIVE EVENTS THEORY

Abstract

The purpose of this study was to analyze the relationships among organizational conflict, superior's anger, self-evaluation, and relationship recovery behavior by applying affective events theory. In order to test the research model, this study conducted a survey with hotel superiors in Seoul. A total of 326 valid surveys were analyzed through structural equation modeling. The results showed that (1) task conflict of organizational conflict affected superior's anger and relationship conflict of organizational conflict affected superior's anger; (2) superior's anger affected self-reflection of self-evaluation and superior's anger affected self-certainty of self-evaluation; (3) self-reflection of self-evaluation affected relationship recovery behavior and self-certainty of self-evaluation did not affected relationship recovery behavior; (4) subordinate's reactance had a moderation effect on the relationship between superior's anger and self-reflection; (5) subordinate's reactance had a moderation effect on the relationship self-reflection and relationship recovery behavior. Finally, This study contributes to the advancement of hotel management research and suggests changes to management for hotel superiors.

Keywords: Affective Events Theory, Hotel Superior, organizational conflict

JEL Codes: L83

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DAE YOUNG JEONG¹ AND MINHO CHO²

THE EFFECTS OF RISK PERCEPTION ON HESITATION, ACTUAL PURCHASE BEHAVIOR, SWITCHING INTENTION AND REPURCHASE INTENTION: FOCUSED ON ACCOMMODATION PRODUCT CONSUMERS OF AIRBNB

Abstract

The purpose of this study is to analyze the relationships among risk perception, hesitation, actual purchase behavior, switching intention, and repurchase intention. In order to test the conceptual model, this study conducts a survey with accommodation product customers of Airbnb. A total of 500 valid surveys are analyzed through structural equation modeling. The expected results are that (1) risk perception affects actual purchase behavior; (2) risk perception affects hesitation; (3) risk perception affects switching intention; (4) hesitation affects actual purchase behavior; (5) hesitation affects switching intention; (6) actual purchase behavior affects repurchase intention; (7) hesitation affects repurchase intention; (8) switching intention affects repurchase intention. Finally, This study will contribute to the advancement of accommodation product research and suggests changes to management for online accommodation platform.

Keywords: Airbnb, risk perception, repurchase intention

JEL Codes: L83

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ROSA MARIA VELAZQUEZ SANCHEZ¹ AND JESUS GOMEZ VELAZQUEZ²

RELATIONAL MARKETING FOR INDIGENOUS ECOTOURISM DESTINATIONS IN MEXICO

Abstract

In this research, the role of relationship marketing in indigenous ecotourism ventures located in the Sierra Norte de Oaxaca, Mexico was studied from an analytical perspective and applied to the community networks. The emergence of permanence strategies, competition practices, community organization and the transformations that six ecotourism centers of the Sierra Norte Oaxaca have had were analyzed. Due to the lack of analysis of relationship marketing factors in indigenous ecotourism, this work contributes with information and methodology to analyze, apply and evaluate the relational marketing strategies in community ecotourism centers to achieve the sustainability of indigenous communities in Mexico. The research was based on a mixed methodology based on phenomenology, through semi-structured interviews and the application of questionnaires to key informants from the six indigenous communities with ecotourism in the Northern Highlands of Oaxaca. The results contribute to the continuous improvement in the management of the SNO's community ecotourism enterprises. It was shown that through the use of relational marketing as a tool, it is possible to influence the dynamization of relationships between the actors involved, to provide communities with indigenous ecotourism with resources, strategies and techniques to promote community sustainability.

Keywords: Relationship marketing, ecotourism, community sustainability, community towns.

JEL Codes: Q01, Q26, Q28

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KEMAL CEBECI¹

A DECADE AFTER EUROZONE CRISIS: COMMENTS ON MACROECONOMIC PERFORMANCE AND FISCAL POLICY

Abstract

Approximately 10 years have passed since the eurozone crisis, which started in Greece in 2009 and continued in the following years and in a short period of time Spain, Portugal and Italy also entered. These four countries faced especially the problem of public deficits and high public debt and their economies were seriously affected. In the last 10 years, various policies regarding the crisis have been followed in these countries. Reducing the public debt stock and ensuring public fiscal discipline has been a priority for these countries to stabilizing the economy. Our study focuses on researching the policies implemented in Greece, Spain, Italy and Portugal to reduce the negative effects of crisis in the last 10 years. Especially the financial indicators of these countries are handled comparatively. In addition to this, in our study, the effects and results of the implemented policies within the framework of basic macro indicators and budget figures in economies over a period of 10 years are discussed.

Keywords: Eurozone crisis, fiscal policy, economic stability, public debt

JEL Codes: H30, E60, E61, E62

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HUDA ALHAJJAJ¹

**THE EFFECTS OF THE COVID-19 PANDEMIC ON STUDENTS IN JORDANIAN SCHOOLS:
A QUALITATIVE STUDY**

Abstract

The situation in general education in the country has changed since spring semester of 2020. The purpose of this article is to explore the impact of covid-19 on schools and education in Jordan during the lockdown. This article examines how coronavirus affect the students in Jordanian schools in all stages. This qualitative study utilized a case study design to explore the impact of covid-19 on schools in Jordan from the perspective of their parents. Interviews were conducted using a semi-structured discussion guide with a purposive sample of eight parents who have children in schools. The data was tape recorded and transcribed. Open coding was utilized with NVivo software. This study concluded that transition from the traditional to the online education systems at the school has many challenges for the students and their families. These challenges and difficulties including social, economic, and psychological. In the field of education, it has also been greatly affected, because in order to stop the spread of Covid-19, all students and teachers are learning from home, which is suddenly done without any preparation.

Keywords: Covid-19, Education, Coronavirus, school problems

JEL Codes: I20, I21, I29

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