



Masters International R&D Center

MIRDEC 2019

MIRDEC – 12th
International Academic Conference
Multidisciplinary and Interdisciplinary Studies on Social Sciences
(Global Meeting of Social Science Community)

CONFERENCE PROCEEDINGS
ROME, ITALY

Book of Abstracts

University of Washington, Rome Center
Rome, Italy
02-04 April 2019

MIRDEC-12th, International Academic Conference on
Multidisciplinary and Interdisciplinary Studies on Social Sciences
(Global Meeting of Social Science Community)
02-04 April 2019, University of Washington Rome Center, Rome, Italy.
Masters International Research & Development Center

www.mirdec.com

BOOK of ABSTRACTS

ISBN: 978-605-81247-6-9

Masters International Research & Development Center

MIRDEC International Academic Conference

MIRDEC-12th
International Academic Conference
Multidisciplinary and Interdisciplinary Studies on Social Sciences
(Global Meeting of Social Science Community)

CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS

ISBN: 978-605-81247-6-9

University of Washington Rome Center

02-04 April 2019

Rome, Italy

MIRDEC-12th, Rome, Italy

Conference Head

Prof. Slagjana Stojanovska
IBF, Macedonia

Conference Director

Dr. Kemal Cebeci
Marmara University, Turkey

MIRDEC-12th, Rome, Italy

CONFERENCE BOARD, Scientific Committee

Prof. Dr. Slagjana Stojanovska

IBF, Macedonia

Dr. Kemal Cebeci

Marmara University, Turkey

Prof. Dr. Joaquim Ramos Silva

University of Lisbon, Portugal

Prof. Dr. Aieman Al-Omari

Hashemite University, Jordan

Dr. Maria del Pablo-Romero

University of Seville, Spain

Dr. Adam Pawlicz

University of Szczecin, Poland

Dr. Aram Belhadj

University of Carthage, Tunisia

Dr. Aziz Sair

University Ibn Zohr, Morocco

Dr. Mohamed Zniber

University Ibn Zohr, Morocco

Dr. Tanu M. Goyal

*Indian Council for Research on International Economic
Relations, India*

Assoc. Prof. Dr. Penka Peeva

Assen Zlatarov University, Bulgaria

Assoc. Prof. Dr. Asmahan Altaher

Applied Science University, Jordan

Assoc. Prof. Dr. Rong Zhang

Nishinippon Institute of Technology, Japan

Dr. Antonio Focacci

University of Bologna, Italy

Dr. Jinhua Lee

University of St. Andrews, United Kingdom

Dr. Mirela Tase

Universiteti Aleksander Moisiu Durres, Albania

Dr. Rosella Carè

University Magna Graecia of Catanzaro, Italy

MIRDEC-12th, Rome, Italy

REFeree BOARD

Prof. Dr. Slagjana Stojanovska
IBF, Macedonia

Dr. Kemal Cebeci
Marmara University, Turkey

Prof. Dr. Aieman Al-Omari
Hashemite University, Jordan

Prof. Dr. Joaquim Ramos Silva
University of Lisbon, Portugal

Prof. Dr. Nazrul Islam
Uttara University, Bangladesh

Prof. Dr. Ahmed Smahi
Tlemcen University, Algeria

Adj. Prof. Dr. Jacques Saint-Pierre
Laval University, Canada

Adj. Prof. Dr. Antonio R. Andres
University Camilo Jose Cela, Spain

Adj. Prof. Dr. Mariusz E. Sokołowicz
University of Lodz, Poland

Assoc. Prof. Dr. Asmahan Altaher
Applied Science University, Jordan

Assoc. Prof. Dr. Penka Peeva
Assen Zlatarov University, Bulgaria

Assoc. Prof. Dr. Rong Zhang
Nishinippon Institute of Technology, Japan

Assoc. Prof. Dr. Rajesh Kumar
Malaviya National Institute of Technology, India

Assoc. Prof. Dr. Haitham Nobanee
Abu Dhabi University, United Arab Emirates

Assoc. Prof. Dr. Aktham Issa Al-Maghaireh
UAE University, United Arab Emirates

Assoc. Prof. Dr. Jolly Ghose
Kolhan University, India

Assoc. Prof. Dr. Svitlana Denga
Poltava University of Economics and Trade, Ukraine

Assist. Prof. Dr. Salem Abdulla
Azzaytuna University, Libya

Assist. Prof. Dr. Hebatallah Adam
Ain Shams University, Egypt

Assist. Prof. Dr. Benish Chaudhry
University of Modern Sciences, United Arab Emirates

Assist. Prof. Dr. Aruna Singh
Lexicon Institute of Management Education, India

Dr. Jinhua Lee
University of St. Andrews, United Kingdom

Dr. Adam Pawlicz
University of Szczecin, Poland

Dr. Antonio Focacci
University of Bologna, Italy

Dr. Rosella Carè
University Magna Graecia of Catanzaro, Italy

Dr. Aram Belhadj
University of Carthage, Tunisia

Dr. Mirela Tase
Universiteti Aleksander Moisiu Durres, Albania

Dr. Vijay Barthwal
Government College, Chief Editor, ESRI Journal, India

Awad Elsayed
Plymouth Business School, United Kingdom

MIRDEC-12th, Rome, Italy

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-12th, International Academic Conference on
Multidisciplinary and Interdisciplinary Studies on Social Sciences
(Global Meeting of Social Science Community)
02-04April 2019, University of Washington Rome Center, Rome, Italy.
Masters International Research & Development Center

www.mirdec.com

BOOK of ABSTRACTS

ISBN: 978-605-81247-6-9

MIRDEC-12th, Rome, Italy

KEYNOTE SPEAKERS and PAPERS

Antonio Focacci

A Multibreakpoint Analysis Of Crude Oil Prices
University of Bologna, Italy

Tamer Budak, Serkan Benk and Bahar Öcal Apaydın
Religiosity and Public Perception of Crimes seriousness in Turkey
Inonu University, Turkey

MIRDEC-12th, Rome, Italy

Special thanks to Keynote Speakers:

Antonio Focacci

University of Bologna, Italy

Tamer Budak

Inonu University, Turkey

Special thanks to Masters International Research & Development Center
conference team:

Slagjana Stojanovska

IBF, Macedonia

Kemal Cebeci

Marmara University, Turkey

Tamer Budak

Inonu University, Turkey

Antonio Focacci

University of Bologna, Italy

We are very pleased to introduce the proceedings (**Book of Abstracts**) of the **MIRDEC-12th, International Academic Conference on Multidisciplinary and Interdisciplinary Studies on Social Sciences (Global Meeting of Social Science Community), 02-04 April 2019**, University of Washington Rome Center, Rome, Italy.

MIRDEC thanks to all our participants for their academic and social contributions.

Mirdec-12th Rome 2019 Conference Proceedings, Book of Abstracts

Masters International Danismanlik Arastirma Yayincilik
Masters International Consultancy Research and Publishing

ISBN: 978-605-81247-6-9

MIRDEC Publishing

Editor:
Kemal Cebeci

Copyright © 2019 Masters International Danismanlik Arastirma Yayincilik, editors and the authors. All rights reserved. No part of the material protected by this copyright may be reproduced or utilized in any form or by any means, without the prior written permission of the copyright owners, unless the use is a fair dealing for the purpose of private study, research or review. The authors and editors reserve the right that their material can be used for purely educational, scientific and research purposes.

Publisher: Masters International Danismanlik Arastirma Yayincilik
Masters International Consultancy Research and Publishing

ISBN: 978-605-81247-6-9

MIRDEC Publishing

Address: Cinarlicesme sk. No: 21/13 PK: 34303 Kucukcekmece
Istanbul Turkey
Tel: +90 532 525 23 95

Publisher certificate no: 35822

Publication date: 30 April 2019

www.mirdec.com
info@mirdec.com

MIRDEC-12th, International Academic Conference on
Multidisciplinary and Interdisciplinary Studies on Social Sciences
(Global Meeting of Social Science Community)
02-04 April 2019, University of Washington Rome Center, Rome, Italy.
Masters International Research & Development Center

www.mirdec.com

BOOK of ABSTRACTS

ISBN: 978-605-81247-6-9

MASTERS INTERNATIONAL
Research & Development Center

MIRDEC-2019

ROME 2019

Conference Proceedings:
Book of Abstracts

ISBN: 978-605-81247-6-9

TABLE OF CONTENTS

ANTONIO FOCACCI

A MULTIBREAKPOINT ANALYSIS OF CRUDE OIL PRICES 5

TORBEN HANSEN, NINNA A. ANDERSEN AND CHRISTIE NIELSEN

UNDERSTANDING THE INTERPLAY BETWEEN CONSUMERS' PREFERENCE FOR
ETHICAL ATTRIBUTES, CHOICE OF BRAND, AND QUALITY SHOPPING
FREQUENCY..... 6

MAHA ALSEJARI

FACTORS AND ATTITUDES TOWARD BARIATRIC SURGERY AMONG POST
OPERATIVE KUWAITI PATIENTS: A SOCIOCULTURAL STUDY..... 7

SHIRLEY JOSEPH

ACHIEVING HIGHER LEVELS OF STUDENT ENGAGEMENT IN THE CLASSROOM
THROUGH THINKING ROUTINES 8

ROSA MARIA V. SANCHEZ, JESUS GOMEZ V. SANCHEZ, ALARCON ALCANTARA RICARDO AND JOAO GABRIEL BOTO DE MATOS CAIRO

THE COMMUNITY WORLDVIEW AND THE HERITAGE PRESERVATION IN THE
TOURIST DESTINATIONS DEVELOPMENT..... 9

AJAYEB ABU DAABES, AMEERA ALLULU, SHEIKHA MOHAMMED AND MEERA SAEED ALKHAMIRI

THE IMPACT OF SOCIAL MEDIA IN ACTIVATING DIRECT MARKETING AMONG
BUSINESS ORGANIZATIONS: CASE STUDY FROM UAE 10

KAMILA TUREČKOVÁ AND JAN NEVIMA

SMART APPROACH IN REGIONAL DEVELOPMENT..... 11

MOTASEM ABU DAWAS AND WAHEEB ABU DAWWAS

USING FRAME-BASED EXPERT SYSTEM TO CONSTRUCT INTELLIGENT
TUTORING SYSTEMS 12

ABDELHAMID NECHAD, TARIK KASBAOUI AND MOHAMMED EZZNATI

INVESTMENT IN HUMAN CAPITAL AND GROWTH: SUPPORT FOR THE
MOROCCAN..... 13

KENNY CROSSAN, MILES WEAVER AND HOCK TAN

TOWARDS A COLLABORATIVE MODEL TO CREATE JOINT VALUE..... 14

ADAM MODU ABBAS, KOLAWALE SAID, BIBI UMAR MOHAMMED AND AYENI BASHIR

AN ASSESSMENT OF THE SOCIO-ECONOMIC AND ENVIRONMENTAL IMPACTS OF
FUEL WOOD EXPLOITATION ON THE SUPPLY AREAS AND LOCAL VICINITY IN
GOMBE STATE, NIGERIA..... 15

TAMER BUDAK, SERKAN BENK AND BAHAR OCAL APAYDIN

RELIGIOSITY AND PUBLIC PERCEPTION OF CRIMES SERIOUSNESS IN TURKEY 16

ANDREA RÁCZ

ZOOM IN AND ZOOM OUT: REFLECTIONS AND EVERYDAY ROUTINES OF THE
CHILD PROTECTION PROFESSIONALS 17

LIHUI LIN AND HUIRU WU

WEATHER CONDITION AND ONLINE SHOPPING BEHAVIOR: AN EMPIRICAL
STUDY OF AN E-TRAILER 18

IFFET OYKU AKYOL AND AYPAR USLU

GASTRONOMY AS A DESTINATION ATTRACTION AND THE IMPACT OF eWOM:
CASE OF TURKEY 19

VALERIA COCCO

TOURISM ATTRACTIVENESS: DIGITAL, STORYTELLING AND GASTRONOMY... 20

NERTILA MARKU HAXHIA

THE CHALLENGES OF UNIVERSAL DECLARATION OF HUMAN RIGHTS IN THE
PROCESS OF GLOBALIZATION 21

FUNDA TUNCEL

THE EFFECTS OF ECONOMIC CRISES ON TAX LAWS AND TAX COLLECTION 22

PATHE SEINY

THE SOCIALISM OF THE 21st CENTURY IN LATIN AMERICA AND ITS EFFECT ON
THE SOCIAL BASES 23

EVANS TETTEH

AFRICA'S DEPENDENCY AMID THE SPREAD OF GLOBALIZATION: ADDRESSING
THE POLITICAL PARADOX IN THE INTERNATIONAL SYSTEM..... 24

MARIA ELENA ESPIN OLEAS

THE ECUADORIAN BANKING INDUSTRY FACING THE NEW FINTECH BUSINESS
MODELS 25

TAMER BUDAK AND KEMAL CEBECI

TAXATION OF CRYPTOCURRENCIES 26

MARTA MUQAJ

PERFORMANCE MANAGEMENT AND INFLUENCING FACTORS 27

CHENG TE CHENG

USING CUMULATIVE PROSPECT STOCHASTIC DOMINANCE METHOD TO
EXAMINE ANOMALIES OF BRIC STOCK MARKETS 28

MARTA MUQAJ

THE FACTOR THAT MOST INFLUENCES THE HRM MODEL IN HOSPITALS AND
UNIVERSITIES IN KOSOVO..... 29

MIRDEC-12th, International Academic Conference on
Multidisciplinary and Interdisciplinary Studies on Social Sciences
(Global Meeting of Social Science Community)
02-04 April 2019, University of Washington Rome Center, Rome, Italy.
Masters International Research & Development Center

www.mirdec.com

BOOK of ABSTRACTS - ROME 2019

ISBN: 978-605-81247-6-9

MASTERS INTERNATIONAL

Research & Development Center

MIRDEC-2019

ROME 2019

ANTONIO FOCACCI¹

A MULTIBREAKPOINT ANALYSIS OF CRUDE OIL PRICES

Abstract

Investigation of economic data is often a posterior analysis. Clearly, among applied techniques the main difference is between methods able to (reasonably) capture past issues in inherent modeling approach or not. In the present contribution, a quite recent multibreakpoint analysis of time series is proposed with the aim to overcome traditional constraints the researcher has to face. As a matter of fact, common applied methods are able to identify one (or at best two) structural break(s) in time series. By investigating oil crude prices, we propose a quite different approach applying a not (at the moment) widespread econometric technique to detect more than a single structural break in empirical data analysis. Hence, a brief discussion is developed to compare resulting outcomes with real historical facts. The aim is to test endogenous capability of the technique in pairing changes in statistical properties of oil price time series with salient chronological events.

Keywords: Multibreakpoint analysis, oil prices, structural change, time series, Bellman principle

JEL Codes: C01, C13, C22

¹ University of Bologna, Italy, antonio.focacci@unibo.it.

TORBEN HANSEN¹, NINNA A. ANDERSEN² AND CHRISTIE NIELSEN³

UNDERSTANDING THE INTERPLAY BETWEEN CONSUMERS' PREFERENCE FOR ETHICAL ATTRIBUTES, CHOICE OF BRAND, AND QUALITY SHOPPING FREQUENCY

Abstract

Retail owned private label brands (PLBs) have in recent years gained an increased interest in food retailing at the expense of national brands (NBs). PLBs are consumer products that are distributed exclusively by a retailer and carry the retailer's name, whereas NBs are brands of consumer products that are owned and marketed by manufacturers. This research sheds light on the moderating influence of consumers' quality shopping frequency (QSF) (i.e., the frequency with which consumers patronage low vs. high quality stores) on the interplay between ethical attributes preference, economic value preference, and NB vs. PLB buying propensity. Based on a survey with representativeness of the studied marketplace we found that QSF positively moderated the relationship between ethical attributes preference and PLB and NB buying propensity. This indicates that high quality retailers benefit to a greater extent from targeting consumers with high ethical attributes preferences. For consumers with high QSF, we found that the indirect effect of ethical attributes preference on PLB buying propensity through value preference was negative, whereas no significant effect was detected for NB buying propensity. Hence, high quality store managers focusing on attracting consumers with high levels of ethical preferences may consider reducing the proportion of low cost PLBs in the stores.

Keywords: Ethical attributes, national brands, private labels brands, quality shopping frequency

JEL Codes: M31

¹ Copenhagen Business School, Denmark, th.marktg@cbs.dk.

² Jacob Douwe Egberts, Denmark.

³ Havas, Denmark.

MAHA ALSEJARI¹

FACTORS AND ATTITUDES TOWARD BARIATRIC SURGERY AMONG POST OPERATIVE KUWAITI PATIENTS: A SOCIOCULTURAL STUDY

Abstract

Bariatric surgery has become a common method that obese patients seek in Kuwaiti society to reduce their weight in a short period of time. From the perspective of medical anthropology, this study aims to examine the reasons that obese patients elect to have laparoscopic sleeve gastrectomy (LSG), a new form of bariatric surgery. The study also aims to detect post-operative Kuwaiti participants' lifestyle behavior, sources of information, social support, whether they reach their ideal weight, and any post-operative complications they may have with LSG. A questionnaire was distributed among 293 Kuwaitis who underwent LSG surgery to collect information about the participants' socio-demographic characteristics, reasons for electing LSG surgery, attitudes toward LSG surgery, and healthy (or not) lifestyle of the participants. A statistical significance was found between the participants' gender and socio-cultural variables, lifestyle behaviors, attitudes towards LSG surgery, numbers of kilograms lost after LSG, and sources of information ($p < 0.05$); between the participants' ethnic group and socio-cultural variables, lifestyle behaviors, and reaching their ultimate weight ($p = 0.00$); between sources of getting social support and reaching their ideal weight ($p < 0.05$); and between religious affiliation and participating in social activities before LSG surgery and reaching their ideal weight. Among females, the main reason for undergoing LSG was affordable cost; and among males, the reason was losing weight quickly without exercising. Post-operative side effects of LSG surgery among females included hair loss and anemia.

Keywords: LSG surgery, factors, attitudes, Kuwaiti patients, medical anthropology

JEL Codes: I19

¹ Kuwait University, Kuwait, huna1973@hotmail.com.

SHIRLEY JOSEPH¹

ACHIEVING HIGHER LEVELS OF STUDENT ENGAGEMENT IN THE CLASSROOM THROUGH THINKING ROUTINES

Abstract

Research has shown that the teacher's ability to structure the classroom through relevant activities that stimulate thinking is one of strongest predictors of student engagement. Student engagement refers to a "student's willingness, need, desire and compulsion to participate in, and be successful in, the learning process promoting higher level thinking for enduring understanding" (Bomia, Beluzo, Demeester, Elander, Johnson, & Sheldon, 1997, p. 294). Visible Thinking may be described as clearness and transparency in one's thinking processes (Hull, Balka & Miles, 2011). This clarity is made possible through Thinking Routines, which focus on the setting up of structures that integrate thinking into classroom activities (Perkins, 2003). These routines also act as tools to activate thinking and are useful to both teachers and students (Ritchhart, Church & Morrison, 2011). Thinking Routines, which are a linchpin for promoting greater student engagement and participation in classroom activities, were used to create a student-driven curriculum for the subject, Organizational Communication. This subject is designed for second-year engineering students to prepare for workplace communication challenges.

Ninety second-year students participated in a pilot study to determine whether the use of Thinking Routines increased their engagement in the learning process. Thinking routines were incorporated for the first time in the following modules: Email Writing, Meeting Skills and Minutes Writing, in addition to Interpersonal and Intercultural Communication Skills. Classroom observations were conducted, and student and tutor surveys administered to elicit students' feedback on the use of the Thinking Routines, levels of engagement, and teaching effectiveness.

Results show that the students were enthusiastically engaged in the learning process. The online teaching effectiveness feedback summary, indicate that the activities stimulated thinking and created greater awareness of the relevance of the subject. Moreover, the use of the Thinking Routines in the classroom, made it easier for the tutor to address misconceptions in understanding of content taught, and give meaningful feedback; it also provided the tutor with a platform to evaluate the students' reasoning ability and comprehension of the subject content (Ritchhart, et al., 2011).

Keywords: Student-driven pedagogy, thinking routines, visible thinking, student engagement

JEL Codes: I00, I20, I21

¹ Temasek Polytechnic, Singapore, josephs@tp.edu.sg.

ROSA MARIA V. SANCHEZ¹, JESUS GOMEZ V. SANCHEZ², ALARCON ALCANTARA RICARDO³ AND JOAO GABRIEL BOTO DE MATOS CAIRO⁴

THE COMMUNITY WORLDVIEW AND THE HERITAGE PRESERVATION IN THE TOURIST DESTINATIONS DEVELOPMENT

Abstract

Mexico ranks 6th as the most visited country according to the World Tourism Organization (2018). The Mexican tourist destinations are diverse due to their natural and cultural attractions. Sun and beach tourism and alternative tourism in all its variants, make up the great variety of tourist destinations. Particularly, community tourism is an alternative that stands in the southeastern region of the country and mainly in the State of Oaxaca, worldwide recognized for its cultural richness with 14 indigenous groups distributed in 8 regions. In the Northern Highlands region, there are indigenous groups with a common pre-Hispanic worldview based on the relationship with the earth and where the largest number of “community” tourist projects are integrated. Community tourism is attractive for the appreciation of the natural environment in coexistence with the culture of the inhabitants. However, the Mexican tourism policy has oriented the growth of tourism in indigenous communities with a homogeneous model based on the construction of cabins with modern elements and without considering the community worldview. In this research, the elements of the community worldview related with the conservation of cultural heritage in the development of tourist destinations were analyzed qualitatively with the use of in-depth interviews with key informants. The results proved that the development of tourist destinations that considered the community's worldview showed more preservation of the cultural heritage in the indigenous communities of the Northern Highlands region of Oaxaca, Mexico. The results provide community worldview indicators to explain the preservation of the culture and could contribute to establish the bases for the development of tourist destinations in indigenous communities.

Keywords: Tourism, sustainable tourism destinations, cultural heritage, community tourism

JEL Codes: Z30, Z32, Z38, Z39

¹ Universidad Autónoma “Benito Juárez” de Oaxaca, Mexico.

² Instituto Politécnico Nacional, Mexico, agame_velasquez@hotmail.com.

³ Universidad Autónoma “Benito Juárez” de Oaxaca, Mexico.

⁴ Universidad Autónoma “Benito Juárez” de Oaxaca, Mexico.

AJAYEB ABU DAABES¹, AMEERA ALLULU², SHEIKHA MOHAMMED³ AND MEERA SAEED ALKHAMIRI⁴

THE IMPACT OF SOCIAL MEDIA IN ACTIVATING DIRECT MARKETING AMONG BUSINESS ORGANIZATIONS: CASE STUDY FROM UAE

Abstract

It is imperative that UAE business organizations enter the arena of social media to be able to conduct their operations in international markets and to conduct their business through modern channels of communication. This research aims to identify the impact of social media in the direct marketing process between business organizations within 12 companies in UAE through conducting interviews and distributing related questionnaires. The general manifestations of the problem of study in UAE companies are as follows:

- Lack of awareness and readiness of most corporate officials about social media, their impact on the volume of activity, and the benefits of using the network.
- The decrease in the use of social media in marketing in the UAE compared to the countries of the world.
- Formulation of certain concepts by corporate officials on the trade pitch and its usual tools. The researchers conclude the following findings:
 - The study highlighted that the Internet has positive and tangible effects by the business organizations regarding their direct marketing practices in the fields of communication, speed, ease and follow up of global and local events.
 - The study also highlighted the use of social media in direct marketing among business organizations, which are generally legal or technical.
 - The study shows that the Internet plays a vital role in direct marketing activities among business organizations, whether it relates to marketing research, marketing mix components, after sales services and customer relationship management.

Keywords: Social media, UAE, direct marketing

JEL Codes: M31

¹ Emirates College of Technology, United Arab Emirates, ajayeb.daabes@ect.ac.ae.

² Emirates College of Technology, United Arab Emirates.

³ Emirates College of Technology, United Arab Emirates.

⁴ Emirates College of Technology, United Arab Emirates.

KAMILA TUREČKOVÁ¹ AND JAN NEVIMA²

SMART APPROACH IN REGIONAL DEVELOPMENT

Abstract

SMART is typical for its highly sophisticated analytical methods, attitudes, communications and technologies used for projecting the aims, procedures and planning, and it applies to the entire discipline of transfer of smart solutions into the material and immaterial innovations. In the context of the regional development, the word SMART in its narrow sense is usually connected with the word City, i.e. Smart City, which represents a concept of the developed city based on a sustainable economic development and a quality of life based on efficient utilization of human and social capital and modern information and communication technologies. In this article, the SMART concept will be presented in its broad sense from the perspective of the regional development, the objective being to delimit and identify the regions, elements and processes in which the SMART concept can be appropriately applied and developed in such a way that it promotes a general development in the regions in a positive sense and at the same time, it contributes to the increase of the standards and the quality of life of its population.

Keywords: Business environment, civil society, development, public administration, region, SMART

JEL Codes: O31, P25, P48, R11

¹ Silesian University, Czech Republic, tureckova@opf.slu.cz.

² Silesian University, Czech Republic.

MOTASEM ABU DAWAS¹ AND WAHEEB ABU DAWWAS²

USING FRAME-BASED EXPERT SYSTEM TO CONSTRUCT INTELLIGENT TUTORING SYSTEMS

Abstract

During the last decade, many of the Intelligent Tutoring Systems (ITS) have been developed in different domains. ITS deliver important learning gains outside classroom environments. Expert systems have been extensively used to implement ITS in education. Frames are widely used as a knowledge representation for the expert systems. This paper discusses the construction of ITS using a frame-based expert system that can adapt to the students' cognitive characteristics.

Keywords: Intelligent tutoring systems, expert system, frame-based expert system, adaptive

JEL Codes: C80

¹ Irdib National University, Jordan, motasem_dawas@inu.edu.jo.

² Irdib National University, Jordan.

ABDELHAMID NECHAD¹, TARIK KASBAOUT² AND MOHAMMED EZZNATI³

INVESTMENT IN HUMAN CAPITAL AND GROWTH: SUPPORT FOR THE MOROCCAN

Abstract

Access to knowledge-based economies is still very limited and there are large disparities between countries and also between social categories. The economy of the immaterial is set up in the world without we can master all the processes. At the forefront of this revolution, the West is not the only one aware of this problem. Developing countries are equally concerned. This article proposes to elucidate the role of human capital in economic development. The experience is that of the Moroccan economy. Morocco is faced with the demand for the creation of a national potential for scientific research capable of synergizing with companies. The crucial problem of this country is that its specialization in activities that are not intensive in human capital will not only encourage economic actors not to invest in education, but also encourage skilled workers to migrate to developed countries.

Keywords: Human capital, growth, immaterial capital

JEL Codes: O10, O15

¹ Abdelmalek Essaadi University, Morocco, nechad22@yahoo.fr.

² Hassan II University, Morocco.

³ Abdelmalek Essaadi University, Morocco.

KENNY CROSSAN¹, MILES WEAVER² AND HOCK TAN³

TOWARDS A COLLABORATIVE MODEL TO CREATE JOINT VALUE

Abstract

We are now in the era of the rise of the ‘purpose-driven’ organisation, where firm performance will not be solely based on ‘profit’. The case for focusing on ‘purpose’ and by doing so achieving extraordinary ‘profits’ has gained widespread acceptance. Even Governments, such as in Scotland, are adopting ‘inclusive capitalist’ approaches that seek both business growth and to allow communities to thrive. How to define ‘purpose’ and for who’s benefit is inherently complex, with multiple competing priorities and requires strong facilitation to structure the issues and challenges an organisation wishes to address, in making value and boundary judgements, evaluating potential impact and in building meaningful engagement between communities. A number of authors have developed frameworks to demonstrate how business models are developed/work. These business model frameworks are more complex than economic theory’s answer to the distribution of resources, namely that the profit motive will solve any issues, but they still focus on a narrow range of stakeholders (e.g., customers, suppliers and the firm) and are underpinned purely by the profit motive. There have been a number of sustainable business models developed and some work has been developed looking at cross-sector partnership. However these frameworks do not address how value is created, delivered and captured from cross-sector collaboration shared among agents from business and society, the conceptual model forwarded in this paper will address this issue. We propose a more holistic approach utilising system thinking process to build a meaningful engagement between stakeholders for systemic intervention.

Keywords: Business model, co-creation, share value

JEL Codes: L10, L20

¹ Edinburgh Napier University, United Kingdom, k.crossan@napier.ac.uk.

² Edinburgh Napier University, United Kingdom.

³ Edinburgh Napier University, United Kingdom.

ADAM MODU ABBAS¹, KOLAWALE SAID², BIBI UMAR MOHAMMED³ AND AYENI BASHIR⁴

AN ASSESSMENT OF THE SOCIO-ECONOMIC AND ENVIRONMENTAL IMPACTS OF FUEL WOOD EXPLOITATION ON THE SUPPLY AREAS AND LOCAL VICINITY IN GOMBE STATE, NIGERIA

Abstract

Fuel wood extraction and its implication for the environment and development have been on increase worldwide. It is a known fact that the utilization of fuel wood in Nigeria contributes greatly to desertification, deforestation and consequently has implications with regard to climate change. Very little is however known on the situation in Gombe State, more especially the extent of the impact. This study focuses on the assessment of socio-economic and environmental impacts of fuel wood exploitation in Gombe state. This was achieved through examining the patterns, levels and temporal variation of fuel wood supply between seasons; the empirical estimate of daily harvest and supply of fuel wood to various parts of the country from the sources in Gombe state, Nigeria. Two forest reserves were selected and five sites and communities in each of them were picked based on a checklist. Determinants of fuel wood such as quantity of fuel wood per kilogram per week were observed. Interview, focus group discussions (FGD) and questionnaire surveys were used to generate data from the respondents on the impacts of the exploitation on the socio-economy settings of the source areas. The environmental impact was assessed by conducting time-series analyses of satellite imageries such as LANDSATS over a period of ten years (2016-2017). The results show that there are more negative impacts and the destruction was caused more by land clearing for agricultural production. Recommendations were made at the end of the study, based on the findings. Keywords: Environment, Forest reserve, Fuel wood, Satellite Imageries.

Keywords: Environment, forest reserve, fuel wood, satellite imageries

JEL Codes: A10

¹ Federal University Kashere, Gombe State, Nigeria, dradamabbas28@gmail.com.

² Federal University Kashere, Gombe State, Nigeria.

³ Federal University Kashere, Gombe State, Nigeria.

⁴ Federal University Kashere, Gombe State, Nigeria.

TAMER BUDAK¹, SERKAN BENK² AND BAHAR OCAL APAYDIN³

RELIGIOSITY AND PUBLIC PERCEPTION OF CRIMES SERIOUSNESS IN TURKEY

Abstract

The relationship between religiosity and crime has been a topic of research for social scientists and religious practitioners for more than 50 years. This study presents the results of a study that investigated the roles of both individual level of religiosity and religiosity dimensions play in perceptions of seriousness of different types of crime (violent, property, white-collar, and moral) in Turkey. A questionnaire survey was administrated to 545 Turkish respondents. In this paper two dimensions of religiosity, namely interpersonal and intrapersonal religiosity, were studied. Ordinary least squares regression methods were used for data analyses. The results of the study illustrate that individual level of religiosity has a statistically positive impact on perception of crimes severity. When we consider the dimensions of religiosity, only intrapersonal religiosity appears to be a significant contributor of perceptions of seriousness of all types of crime. Nevertheless, interpersonal religiosity has a statistically negative effect on perceptions of seriousness of moral crimes. Violent crimes have been seen as most serious, and moral crimes least serious. Religious values held by respondents have a positive significant influence in all groups of crimes. This study showed that females were perceived the violent crimes more serious than males. At the same time, low education level people have perceived moral crimes more serious than respondents with the high education level people in Turkey.

Keywords: Religiosity, interpersonal religiosity, intrapersonal religiosity, perceptions, crimes, seriousness

JEL Codes: K14, C92, K34

¹ Inonu University, Turkey, tamer.budak@inonu.edu.tr.

² Inonu University, Turkey, serkan.benk@inonu.edu.tr.

³ Inonu University, Turkey, bahar.apaydin@inonu.edu.tr.

* This work was supported by Research Fund of the Inonu University. Project Number: SCD-2018-1260.

ANDREA RÁCZ¹

ZOOM IN AND ZOOM OUT: REFLECTIONS AND EVERYDAY ROUTINES OF THE CHILD PROTECTION PROFESSIONALS

Abstract

The research examines how the routines of child protection professionals in child welfare services and centers, institutions and foster care system reflect on professional work. What kind of dysfunctions are identified in the field work of child protection, how social work training and child protection (territorial work) can be solved to satisfy the needs of families with complex problems and enforce children's rights. In general, how do professionals zoom in into casework? How and when do they zoom out from the whole profession? From the client system on the level of the child protection system, what kind of development is expected from the system criticisms?

In this presentation, I try to find the answer to these questions: how the pervasive nature of social work can be interpreted in the practice of the Hungarian child protection. Also, I try to find out how it can be interpreted along professional treatments, reflections and everyday routines. I investigate what constitutes the barrier and ground for the fulfillment of the social profession's value system and knowledge base.

Keywords: Child protection, professional mentality, children's rights, system criticism, social work training

JEL Codes: I31, I38, I23

¹ Eötvös Loránd University, Department of Social Work, Hungary, raczrubeus@gmail.com.

"This research was supported by the János Bolyai Research Scholarship of the Hungarian Academy of Sciences, by the ÚNKP18-4 New National Excellence Program of the Ministry of Human Capacities and by the Hungarian Academy of Sciences Excellence Cooperation Program Mobility Research Center project titled "Mobility and Immobility in the Hungarian Society".

LIHUI LIN¹ AND HUIRU WU²

WEATHER CONDITION AND ONLINE SHOPPING BEHAVIOR: AN EMPIRICAL STUDY OF AN E-TRAILER

Abstract

The prevalence of the Internet has led to the rapid development of electronic commerce, which has transformed the retail industry as well as people's shopping behavior, and patterns in offline commerce may not readily apply in cyberspace. It is well known that for brick-and-mortar stores, weather conditions may significantly influence sales. Is this still true in ecommerce? In this research, we focus on how online purchases change with weather conditions. We obtain sales data from a leading etailer in fashion and beauty products and daily atmospheric data for the city of Beijing from official weather services. We study how factors such as temperature, wind speed power, humidity, air pressure, and visibility affect online orders and sales revenue each day for online shoppers living in Beijing. We find that temperature, air pressure, and humidity significantly influence online sales, and that these effects also depend on the seasons, while sunny/rain, wind, and visibility (a proxy for air quality) do not have a significant effect. We also find that the effects of weather conditions do not carry over to the next day. Control variables include the day of the week, holidays, and seasons. Our results are robust for both the etailer overall and individual departments such as cosmetics. Our research has interesting implications for the practitioners in ecommerce.

Keywords: Electronic commerce, retailing, weather

JEL Codes: D12, L81

¹ Tsinghua University, China, linlh@sem.tsinghua.edu.cn.

² Tsinghua University, China.

IFFET OYKU AKYOL¹ AND AYPAR USLU²

GASTRONOMY AS A DESTINATION ATTRACTION AND THE IMPACT OF eWOM: CASE OF TURKEY

Abstract

Gastronomy tourism is a rising trend in travel since local food experience is a path to discover the culture and traditions of a destination (Long, 2004). With the increased interest in local food by tourists, many destinations started focusing on gastronomy as their core tourism product (Miryala, Gade, 2016). Thus, it is vital to set the attributes gastronomic identity in the means of creating a distinctive and attractive destination image (Lai, Khoo-Lattimore, & Wang, 2018, p.68). While communicating the gastronomic image, electronic word-of-mouth (eWOM) is one of the effective tools for tourists to evaluate an unfamiliar destination. While the relationship between gastronomy image and intention to visit has been investigated by some researchers the impact of involvement mostly discarded (Jalilvand & Samiei, 2012; Khoo & Badarulzaman, 2014; Tsai & Wang, 2017). The purpose of this study focuses on the extent to which eWOM and the image of Turkey's gastronomy influences tourists' intentions with the moderating effect of involvement. The case of Turkey has been chosen since UNESCO selected two cities from Turkey in the gastronomy field of Creative Cities Network; Gaziantep and Hatay (UNESCO, 2016). A quantitative research method has been adopted, and online questionnaires were distributed to those participants who lives in Europe and has not been visited Turkey before. The findings attempted to provide evidence for the Turkish Government Tourism Office and website operators to efficiently promote the image of gastronomy tourism in Turkey by using eWOM and also contribute to the tourism and marketing literature.

Keywords: Destination marketing, tourism, eWOM, Gastronomy image, involvement, intention to visit

JEL Codes: M31, Z32, Z33

¹ Marmara University, Turkey, oykuakyol@gmail.com.

² Marmara University, Turkey.

VALERIA COCCO¹

TOURISM ATTRACTIVENESS: DIGITAL, STORYTELLING AND GASTRONOMY

Abstract

It is not necessary to start from the Grand Tour and the genesis of tourism to remember the economic and cultural importance that the sector still has today for our country. Tourism, in fact, involves the economic and territorial actors who offer products and services strictly linked to travel, but agriculture, architecture, music, sport, thus generating unexpected flows of people and capital and creating alternative, innovative and diversified products compared to the traditional tourist offer.

The tourist system travels on a fast speed. For this reason, Italy survives but it risks a slow and inexorable decline. Culture, history, sun, sea and food alone are no longer enough to attract and retain tourists in Italian places. The research aims to focus on the enhancement of the territory and rediscover the most hidden aspects of tourism, involving some tools such as digital, communication and storytelling and integration with food and wine tradition.

Keywords: Tourism attractiveness, Gastronomy, storytelling, digital

JEL Codes: Z30, Z32, Z38, Z39

¹ La Sapienza University, Italy, valeria.cocco@uniroma1.it.

NERTILA MARKU HAXHIA¹

**THE CHALLENGES OF UNIVERSAL DECLARATION OF HUMAN RIGHTS IN THE
PROCESS OF GLOBALIZATION**

Abstract

Actually, human rights are confronting with some crises from the process of Globalization. We see these problems regarding to politic, security, economy, social aspects, environment etc. The promoters of globalization pretend that this process does not involve only economy, but also affect in other fields, especially international law and human rights. Sure that globalization is going to change everyday the world, and is pretending new challenges to protect human rights.

Regarding also to the studies of Amnesty International, economic players gain everyday unprecedented power and influence around the world. In this meaning injustice is incorporated in the life of people, as abuses, or forcibly relocating communities from their lands. If we start to speak with facts, we will find examples in Albania with some companies as Qenarsan Company, in Mirdita Restrict, or Bankers Petroleum in Patos, Fier. These Companies are not only destroying the environment without proceeding and without conviction, but also having a process that transparency is inconsistent. Regarding to Kosovo, from the War with Serbia we see often that Serbian organization for human rights, especially that take funds for globalization, to protect victims don't want to know the sexual Kosovo victims. So in this view we see that the process of globalization has problems with the rights that companies and governments decide to govern the world, and even they don't care for victims in the system of justice, especially for women.

Some organisations, especially Amnesty International offered some solutions to control companies that "don't care" about human rights, especially for economic, health and women rights.

Regarding to a general solution, a collaboration between human right organizations should be really necessary to monitor the activity of companies and government, national systems of justice for specific issues, and so, the process of globalization can be focused more in the human rights as first value in the world.

Keywords: Human rights, globalization

JEL Codes: F01, F60, K38, Z10

¹ University of Tirana, Albania, tila_cesku@live.com.

FUNDA TUNCEL¹

THE EFFECTS OF ECONOMIC CRISES ON TAX LAWS AND TAX COLLECTION

Abstract

Economic crisis, arising as a result of market volatility, may be considered as a situation in which economic activities slow down and future expectations turn into negative. During economic crisis, market mechanism lose its efficiency and frequent public intervention is required to exit from the crises. At this point, public policy that includes monetary policy applications as well as tax policy is exercised.

Tax policy that are exercised to solve the slow-down in economic activity include reductions in value added tax and excise tax in industries that are most widely impacted by the crisis. In this manner, taxes that are influential in all areas of economic and social life seem to be a significant tool in dealing with economic crises. Taxes appear to have a significant influence on investments, savings and balance of supply and demand. Tax policy is a significant determinant of the major economic goals of the state such as fair income distribution, efficiency in resource distribution, economic stability and economic growth. In order to reduce the impact of crises and render efficiency in the markets during economic crisis periods, it is inevitable for countries to resort to tax policies.

In this study, we investigate the impact of taxes, changes in tax laws and tax collection status during crisis periods.

Keywords: Economic crises, tax policy, tax laws, tax collection

JEL Codes: K34, E62, G01

¹ Marmara University, Turkey, tuncelfunda@marmara.edu.tr.

PATHE SEINY¹

THE SOCIALISM OF THE 21st CENTURY IN LATIN AMERICA AND ITS EFFECT ON THE SOCIAL BASES

Abstract

In the last decade, socialism has become stronger all over Latin America as a need to look at the dynamics that run through our societies and the uncertainty of facing a great geopolitical transition and the ways in which our society and its forms of work have been organized where capitalism has prevailed until now. Social movements that will deepen in the presence of changing scenarios between the emphasis on a global economy in which capital will increasingly have fewer impediments to circulating around the world and reactions and resistances that it generates. Socialism terminology facing a capitalist economic globalization has revived not only expressions of ethnic and local identities, but has resurrected the great subject of equality, through which socialism has developed its strategies throughout the 20th century to be constituted power of the State. To better understand or perform in a more objective way the effect of socialism on the Latin American population, it will be necessary to take into account the conceptions of Marx, Engels and Lenin, or simply focus on Martínez Heredia (2008), Tomás Moulian (2000), Marta Harnecker, considered as a socialists of this time. In this research I would not like to be spokesman of any of these tendencies, neither of the parents of socialism, nor of the defenders of socialism, I only try to demonstrate the perception of the ordinary citizen, and his preference of that man who works every day.

Keywords: Uncertainty, geopolitics, ethnics, local

JEL Codes: P20, P25, P30, F50

¹ Higher University of San Andrés, Bolivia, thepa_07_12@hotmail.com.

EVANS TETTEH¹

AFRICA'S DEPENDENCY AMID THE SPREAD OF GLOBALIZATION: ADDRESSING THE POLITICAL PARADOX IN THE INTERNATIONAL SYSTEM

Abstract

Although, globalization commenced many centuries back, it gained political prominence since the end of WW1, and a surge after the Cold War. Globalization has over the years been advanced as a tool of neoliberal institutionalism; however, such foundation faces criticisms from some neorealist scholars who consider it a creation by powerful states to control the international system. Capitalism is glaringly, amassing more wealth for countries in control of international trade, international finance, and multinational corporations. The dependency of peripheral nations on core nations remains a political norm, and poverty gap between the rich and the poor keeps widening. The study analyzes Africa's dependency owing to the fact that the region arguably, include the most peripheral and underdeveloped states. It also examines the political interaction between African states and developed states within the world system. In applying the world system theory and the dependency theory, the study indicates power asymmetry in the political relations between African states and dominating states, with the former being exploited for labor, natural resources and skills. The findings prove that, power politics and domination tend to be the force behind globalization despite being promoted as a neoliberal institution. The study recommends IR research focus on development politics and other alternative theories beyond power politics and the traditional theories. In addition, Africans ought to take up their destiny by practicing homebred governance and policies for their image and development. Lastly, the international system should embrace more, a Kantian culture and tradition.

Keywords: Globalisation, Africa, dependency, development

JEL Codes: F60, F62, F50

¹ Hong Kong Baptist University, Hong Kong SAR, 18481221@life.hkbu.edu.hk.

MARIA ELENA ESPIN OLEAS¹

THE ECUADORIAN BANKING INDUSTRY FACING THE NEW FINTECH BUSINESS MODELS

Abstract

The banking sector is in a continuous process of transformation that does not cease to be a reflection of the profound changes that occur continuously in society as a consequence of new technologies. Today banks are fighting for the client not only with other banks, but with all kinds of non-traditional financing companies such as the Fintech business models. These startups form the so-called "Fintech" sector, and are playing an exciting challenge to the established power of banking. Fintech are those financial technology startups that propose competing in a product or service with traditional banking. Fintech have been successful, being faster than banks when it comes to taking advantage of technological innovation to develop more user-focused banking products, at a lower cost or with a better customer experience, taking into account that potential customers they mostly belong to the Z and millennials generation, so digital channels are always optimized. Among the most important characteristics of this industry is that each of them has focused on a specific product or banking service. Its value proposal has been to radically improve the proposal of traditional banks in a given vertical, either in their costs, or in the user experience, or both at the same time. These new companies have been much faster than banks in taking advantage of the advances of digital technology to develop banking products that were more user-friendly, cost much less and were optimized for digital channels. For this reason, this research is aimed at the development of the Fintech industry in Ecuador, determining its risk and the potential actions of traditional banking against this disruption.

Keywords: Finance, technology, Fintech, finance system

JEL Codes: G20, G28, G29

¹ Escuela Superior Politécnica De Chimborazo, Ecuador, helenmaryesp@yahoo.es.

TAMER BUDAK¹ AND KEMAL CEBECI²

TAXATION OF CRYPTOCURRENCIES

Abstract

The term cryptocurrency is commonly used to define a digital asset. Cryptocurrency mostly operates independently of a central bank, central authority, or government. Cryptocurrency uses encryption techniques. Indifferently cash transactions, no bank or government authority confirms the transfer of funds. Bitcoin and different forms of cryptocurrency, Bitcoin, Ethereum, and Ripple, have been experienced record-breaking growth so far. Bitcoin that is the first cryptocurrency was introduced in 2009 and keeps the most widely used. Today, the total market capitalization of all cryptocurrencies reaches nearly \$129 billion. Taxation of cryptocurrency has long been debated within the countries and international organizations. Although various international meetings and debates, there is no accepted definition of what cryptocurrencies are, and also how countries can improve a general policy for taxing them. There is no common rule for classification of cryptocurrencies revenues. So every countries classify the revenue such as property revenue, private money, foreign currency, property, and etc. The countries in Europe are not following a common approach to cryptocurrency regulation.

In all EU countries and Switzerland and Liechtenstein, cryptocurrency sales are exempt from the VAT. The UK treats Bitcoin like a foreign currency. While each country is implying its own method, the differing taxation methods may be divided into three basic classifications that include Income Tax, Capital Gains Tax, and Mixed Tax Approach. Taxation of cryptocurrency is one of the on-going main problems for tax authorities and international organizations.

Keywords: Taxation, cryptocurrency, digital economy, international tax regime

JEL Codes: H2, H87, K34, F38

¹ Inonu University, Turkey, tamer.budak@inonu.edu.tr.

² Marmara University, Turkey, kcebeci@marmara.edu.tr.

MARTA MUQAJ¹

PERFORMANCE MANAGEMENT AND INFLUENCING FACTORS

Abstract

Performance management intends to promote and improve the efficiency and productivity of employees. This is a process that deals with co-ordination between managers and employees in planning, monitoring and designing employees' work objectives, in harmonizing the goals and contribution of each, in favor of both, the organization and the employees as well.

This paper analyzes the functioning of the management system and the structured control of the most important issues of management systems, where the main objective is the management of organizational performance.

Most of the major contemporary organizations give importance to the performance management system of their organizations as the only way to achieve the highest levels of performance. For this reason, a new and more powerful approach is required in the overall management process and performance management in particular.

The capacity of an organization depends on its competitive capabilities in developing performance management, and creating an environment for learning and developing. Being a difficult and complex process, the opportunities and ways to approach do not have a model that is based on a particular study or researchers, it changes day - to - day, from situation to situation, where group communication regarding the objectives and goals is an opportunity and facilitation for managers.

Keywords: Management, performance, system, organization, process

JEL Codes: L10, L20

¹ European University of Tirana, Albania, mmuqaj@hotmail.com.

CHENG TE CHENG¹

USING CUMULATIVE PROSPECT STOCHASTIC DOMINANCE METHOD TO EXAMINE ANOMALIES OF BRIC STOCK MARKETS

Abstract

For the study of market efficiency is generally use the Mean-Variance model to explore. In recent years, some scholars have all the assets of the portfolio risk as the research object, the use of stochastic dominance criteria to test anomalies stock market rate of return. In this study, the China stock markets as the research object, and incorporate risk-free assets to a portfolio, using the cumulative prospect stochastic dominance criteria to verify monthly effect and size effect on stock market rate of return. The results show that the China stock markets monthly effect and size effect widespread phenomenon. The study also compares the present study, with the Mean-Variance model, and the general stochastic dominance model of difference of the results, the findings as market investors as a reference for investment decision.

Keywords: Stochastic dominance, Cumulative prospect theory, Cumulative prospect stochastic Dominance criteria, monthly effect

JEL Codes: G11

¹ Far East University, Taiwan, nike@mail.feue.edu.tw.

MARTA MUQAJ¹

THE FACTOR THAT MOST INFLUENCES THE HRM MODEL IN HOSPITALS AND UNIVERSITIES IN KOSOVO

Abstract

Human resources management is a process that needs constantly to be modified and reviewed; it includes all areas of an organization's function to achieve organizational objectives in serving the strategy and meeting the strategic planning and management of the organization.

Based on the abovementioned points, in this paper have been analyzed hospitals and universities in Kosovo, both public and private institutions, and it attempts to shed light on the human resources management model applied to these institutions. Through data analysis has also been answered a number of questions about the model applied to hospitals and universities in Kosovo: whether HRM features are similar to one of the models, or have features of all major models; whether the degree of similarity with a model is large or small; and whether the HRM model is same or different when comparing hospitals with universities and public and private entities.

The regressive data analysis has showed that differences between the HRM model and the factors affecting the applied model between hospitals and universities exist. In the case of hospitals, the HRM model is more influenced and determined by factors of an organizational nature. In the case of public hospitals, private hospitals and public universities, the HRM model is also significantly affected by HRM practices. Analysis of influencing factors has also showed the existence of a correlation between the HRM Model and the Political Factor in both hospitals and universities. Thus, both institutions, regardless of the nature of the service, or the public or private character, have showed that HRMs are exposed to them and are also influenced by factors of a political nature. Finally, the analysis also showed that the role of internal factors has a greater impact than the role of external factors.

Keywords: HRM model, regressive analysis, Kosovo hospitals, Kosovo universities.

JEL Codes: L10, L20, O15, J24

¹ European University of Tirana, Albania, mmuqaj@hotmail.com.

We are very pleased to introduce the proceedings (**Book of Abstracts**) of the **MIRDEC-12th, International Academic Conference on Multidisciplinary and Interdisciplinary Studies on Social Sciences (Global Meeting of Social Science Community), 02-04 April 2019**, University of Washington Rome Center, Rome, Italy.

MIRDEC thanks to all our participants for their academic and social contributions.

Mirdec-12th Rome 2019 Conference Proceedings, Book of Abstracts

Masters International Danismanlik Arastirma Yayincilik
Masters International Consultancy Research and Publishing

ISBN: 978-605-81247-6-9

MIRDEC Publishing

Editor:
Kemal Cebeci

Copyright © 2019 Masters International Danismanlik Arastirma Yayincilik, editors and the authors. All rights reserved. No part of the material protected by this copyright may be reproduced or utilized in any form or by any means, without the prior written permission of the copyright owners, unless the use is a fair dealing for the purpose of private study, research or review. The authors and editors reserve the right that their material can be used for purely educational, scientific and research purposes.

Publisher: Masters International Danismanlik Arastirma Yayincilik
Masters International Consultancy Research and Publishing

ISBN: 978-605-81247-6-9

MIRDEC Publishing

Address: Cinarlicesme sk. No: 21/13 PK: 34303 Kucukcekmece
Istanbul Turkey
Tel: +90 532 525 23 95

Publisher certificate no: 35822

Publication date: 30 April 2019

www.mirdec.com
info@mirdec.com

MIRDEC-12th, International Academic Conference on
Multidisciplinary and Interdisciplinary Studies on Social Sciences
(Global Meeting of Social Science Community)
02-04April 2019, University of Washington Rome Center, Rome, Italy.
Masters International Research & Development Center

www.mirdec.com

BOOK of ABSTRACTS - ROME 2019

ISBN: 978-605-81247-6-9

MASTERS INTERNATIONAL
Research & Development Center

MIRDEC-2019

ROME 2019

Conference Proceedings:
Book of Abstracts

ISBN: 978-605-81247-6-9

ROME 2019

MASTERS INTERNATIONAL
Research & Development Center

ISBN: 978-605-81247-6-9