



# Masters International R&D Center

MIRDEC 2018

MIRDEC – 10th  
International Academic Conference  
Global and Contemporary Trends in Social Science  
(Global Meeting of Social Science Community)

CONFERENCE PROCEEDINGS

BARCELONA, SPAIN

Book of Abstracts

Hotel HCC St. Moritz  
Barcelona, Spain  
06-08 November 2018

MIRDEC-10th, International Academic Conference on  
Global and Contemporary Trends in Social Science  
(Global Meeting of Social Science Community)  
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Masters International Research & Development Center

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**BOOK of ABSTRACTS**

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Barcelona, Spain

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## MIRDEC-10th, Barcelona, Spain

### 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-10th**, Barcelona, Spain

## **KEYNOTE SPEAKERS and PAPERS**

**Catalina Mitra Crisan**

*Factors Driving Refugees to Become Active Members of Host Communities*  
**Babes-Bolyai University, Romania**

**Huson Joher Ali Ahmed, Ikm Mokhtarul Wadud and Xuelli Tang**

*What Determines Delinquency of Household Credit? Panel Evidence from  
US States*

**Deakin University, Australia**

**Nazgul Jenish**

*A Model of R&D Spillovers Across Firms*  
**OSCE Academy in Bishkek, Kyrgyzstan**

**Irene Brunetti, Valeria Cirillo and Valentina Ferri**

*Wage Differentials Among Italian Graduates. Short-term Versus  
Permanent Contracts*

**INAPP - National Institute for the Analysis of Public Policy, Italy**

**Marta Mas Machuca and Frederic Marimon Viadiu**

*What Really Matters for Collaborative Consumers: the Measurement of  
Quality in Sharing Economy*

**Universitat Internacional de Catalunya, Spain**

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**Ikm Mokhtarul Wadud**  
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**Nazgul Jenish**  
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# MASTERS INTERNATIONAL

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# MIRDEC-2018

BARCELONA 2018

MARTA MAS MACHUCA<sup>1</sup> AND FREDERIC MARIMON VIADIU<sup>2</sup>

**WHAT REALLY MATTERS FOR COLLABORATIVE CONSUMERS: THE MEASUREMENT OF QUALITY IN SHARING ECONOMY**

**Abstract**

The paper provides a scale to assess the quality of services that are provided through a Collaborative Consumption (CC) model. The scale is termed CC-QUAL.

Based on previous research on CC, authors borrowed from literature a set of items. A focus group consisting in seven selected practitioners assisted in debugging the initial set of items.

A scale of 38 items gathered under 8 dimensions is proposed. Five dimensions are related to the website: site organization, platform responsiveness, legal protection, trustfulness and hedonics. The remaining three are related to the peer provider: tangibles, interaction with the peer provider and social interaction. This study provides a measure to assess the CC perceived quality. At the same time, the instrument also is useful for benchmarking purposes.

The paper provides a scale addressed to assess the quality of services provided in CC model, regardless the particular setting.

**Keywords:** Collaborative consumption, quality, service, e-commerce, share economy

**JEL Codes:** M13, M31

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HUSON JOHER ALI AHMED<sup>1</sup>, IKM MOKHTARUL WADUD<sup>2</sup> AND XUELLI TANG<sup>3</sup>

**WHAT DETERMINES DELINQUENCY OF HOUSEHOLD CREDIT? PANEL EVIDENCE FROM US STATES**

**Abstract**

In this study, we provide both theoretical and empirical evidence as to what determine household loan delinquency for home ownership, credit card and auto loans respectively for the US states in a panel framework over a period from 2003 through 2017. In particular, we examine the impact of consumer sentiments and other income related shocks on loan delinquency rates. We propose that when consumer sentiment improves about current and future household financial condition, the ability to pay the arrears of payments are likely to lower delinquency rates. However, over-optimism about the economy and household financial condition might encourage more consumers to take-up more credits beyond their capacity, thereby raising the likelihood of a negative impact on household credit delinquency rates, if income growth is not commensurate with the rosy economic outlook. The results provide some compelling evidence which suggest that, level of consumer confidence explains a lot about household credit delinquency rates across various states in the US. Besides, we also find that the lending rates for mortgage, credit card and auto loans; as well as personal income, unemployment and house prices are some additional determinants of delinquency rates for US states. Findings are robust to different measures of sentiment indicators, income and mortgage rates.

**Keywords:** Consumer sentiment, mortgage delinquency

**JEL Codes:** D12, G10, G40

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**NAZGUL JENISH<sup>1</sup>**

**A MODEL OF R&D SPILLOVERS ACROSS FIRMS**

**Abstract**

In this paper, we develop a new model of a static game of incomplete information with a large number of players, which can be used to study spatial spillovers and strategic complementarities in firms' R&D investments. The model has two key novel features. First, the strategies are subject to threshold effects, and can be interpreted as dependent censored random variables. Second, the asymptotic statistical theory relies on a large number of players, rather than a large number of independent repetitions of the same game. We establish existence and uniqueness of the pure strategy equilibrium, and prove that the censored equilibrium strategies satisfy a weak dependence property. We then show that the normal maximum likelihood and least squares estimators of this censored model are consistent and asymptotically normal. In addition to R&D, our model can be useful in a wide variety of applications, including firms' investment, labor supply, and social interactions.

**Keywords:** Static games of incomplete information, Tobit

**JEL Codes:** C13, C14, C21

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**IRENE BRUNETTI<sup>1</sup>, VALERIA CIRILLO<sup>2</sup> AND VALENTINA FERRI<sup>3</sup>**

**WAGE DIFFERENTIALS AMONG ITALIAN GRADUATES: SHORT-TERM VERSUS PERMANENT CONTRACTS**

**Abstract**

This paper studies the temporary-permanent wage gap on graduate workers using data on job placement of graduates from the 2015 Inserimento Professionale dei Laureati survey conducted by the Italian National Institute of Statistics (ISTAT). We find that the log monthly wage of graduate workers employed under such contracts is approximately 18% lower than that of their 'permanent' counterparts, even after controlling for a plethora of personal and job characteristics. The Oaxaca-Blinder decomposition indicates that more than 25% of this differential is due to contract effects which may reflect discrimination on the part of the employer. The Recentered influence function regression (RIF) approach, proposed by Firpo et al. (2009) is applied to estimate the wage differential along the different percentiles of the wage distribution. It shows that, among low paid jobs, fixed term graduates are paid less than permanent ones (26%), while, among high paid jobs, this differential decreases substantially (9%).

**Keywords:** Wage differentials, contract type, higher education

**JEL Codes:** J31, J41, I23

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CATALINA MITRA CRISAN<sup>1</sup>

**REFUGEES ACTIVE MEMBERS OF HOST COMMUNITIES: THE CASE OF RESTART NETWORK**

**Abstract**

Usually, people leave their country because of compelling reasons as persecution, conflicts, hunger, etc. During the last years, significant population movements were registered, demanding extensive measures to address poverty alleviation among refugees. Having access to best practices enable social organizations to adjust programs to better address their target's needs. The article highlights the case of Restart Network a non-profit organization that uses the crowdsourced-school model as a way to facilitate refugee integration on labour market. The boot camp program addresses refugees, giving them the opportunity to learn programming language during twelve months of intense training and then connect them with potential employers. This case study provides insights of successful practices and the evolution of organization's approach due to the challenges faced over time.

**Keywords:** Refugees, integration process, learning, humane engineering

**JEL Codes:** L26, J15, J60, O15, F22

---

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**ANTONIO FOCACCI<sup>1</sup>**

**CROSS-CORRELATION ANALYSIS OF FINANCIALIZATION WITHIN INTERNATIONAL  
MAIN AGRICULTURAL COMMODITIES MARKETS**

**Abstract**

The financialization process involving commodity markets fueled controversial issues among policy-makers, practitioners and scholars about spillover effects on the price levels, and inherent consequences on the whole economy. Within such a context, agricultural commodities markets are not an exception. This paper is the third “episode” of a wider proposed analysis, wherein a cross-correlation function (ccf) is applied to investigate the potential lead-lag relationship between traditional financial assets (Stocks) and commodities (entered about over the past twenty years as a popular asset class within international portfolio investors). Data pertaining some industrialized Countries (Germany, United Kingdom and United States) as well as some important developing Countries (Brazil, China and India) are processed to understand if financial management strategies involving agricultural index investments could really have affected commodities price dynamics.

**Keywords:** Financialization, agricultural commodities markets, cross-correlation function

**JEL Codes:** C01, G15, Q31

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**VALENTINA FERRI<sup>1</sup>**

**INTERNATIONAL STUDENT MOBILITY, EMPLOYMENT OPPORTUNITY AND WAGES**

**Abstract**

In recent decades, in Europe the number of students who spend time abroad has increased. In particular, since the launch of Erasmus program in 1987, many students have been able to study abroad thanks to Erasmus grant. The paper investigates the hypotheses that international students mobility favors employment, increases wages and affects the probability of working in a foreign country. The analysis is based on “University graduates’ vocational integration” survey, conducted by Italian National Institute of Statistics. The survey, aiming at detecting graduates’ employment conditions about four years after graduation, includes information about mobility programs. The regressions includes socio-economic background, educational attainment of parents, field of study, employment characteristics as covariates. The results confirm that participation in mobility programs affect wages and the individual’s probability of working in a foreign country.

**Keywords:** Student mobility, employment wages

**JEL Codes:** I20, J24, J31

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**CLAUDIU MEREUTA<sup>1</sup>**

**STUDY ON INCREASING THE QUALITY OF EDUCATION THROUGH PROFESSIONAL  
CONVERSION PROGRAM**

**Abstract**

The paper presents the teachers professional conversion program and the impact of this activity on the quality of education. Conversion programs have the ultimate goal of acquiring new skills for primary, secondary and high schools teachers'. The conversion programs are offered by Technological Transfer and Continuous Learning Department which provides university education for new specializations in order enlarge the teachers' initial training. Graduates of the professional conversion program who have passed the graduation exam are awarded the professional conversion diploma, which gives the holder the right to teach according with the new specialization. The professional conversion aims to cover the vacant teaching positions with qualified staff. Thus, a quality education is ensured and the immediate effect translates into reducing school abandonment. The paper presents the professional conversion program in physical education and sport, compared to the bachelor program. Comparing the disciplines studied in terms of the quality indicators established by the national agency for quality assurance in higher education, the paper reveals the similarity between the competences of the two categories of graduates. The evolution of the number of graduates over the last three years for this conversion program is also analyzed, related to the impact on the labor market.

**Keywords:** Conversion program, quality assurance, competencies

**JEL Codes:** I21

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**FOUAD TOUZANI<sup>1</sup>**

**CONGRESS AND US FOREIGN POLICY IN THE MIDDLE EAST AND NORTH AFRICA:  
TOP PRIORITIES AND INFLUENCING FACTORS**

**Abstract**

This paper examines the role of Congress in initiating foreign policies in the Middle East and North Africa; more particularly, the Congress top priorities in the region and the factors that influence Congress legislations about the MENA area. We conducted a content analysis of 126 laws enacted between 1973 and 2017 as well as their sponsor's biographies. Our analyses of these laws and their sponsors' biographies reveal that Congress has clear priorities in the MENA area which mainly revolve around national security and economic interests. These priorities are prompted by various internal and external factors. The external factors include external threats, protecting and strengthening US allies in the region, the region's population negative perceptions of the US, and economic interests. The internal factors include but not limited to domestic lobbying groups, religion, institutional affiliation, ethnic background, public opinion, and the sponsors' personal interests.

**Keywords:** Congress, foreign policy, Middle East, North Africa

**JEL Codes:** F50, F51, F52

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**CHIARA CURCIO<sup>1</sup>**

**CHEATING ON PARIS AGREEMENT: AN EMPIRICAL APPROACH**

**Abstract**

The Paris Agreement is the largest coalition in the history of Environmental Governance and with the greater number of countries with binding emission-reduction commitments. Anyway, some issues put some criticism on the effective cooperative nature of the agreement. The aim of this paper is twofold: from one hand, I exploit the game-theoretic nature of the Paris Agreement, from the other hand, I investigate the socio-economic determinants of potential cheaters to the Agreement. I proceed with a two-steps analysis. First, I assess the cooperative nature of the Paris Agreement by applying the methodology suggested by Murdoch and Sandler (1997) to the Nationally Determined Contributions (NDCs). In the second step, I give a definition of cheating for what concern the Paris Agreement and I run a Probit model on the variable in order to identify the socio-economic drivers of cheating.

**Keywords:** Climate change, international environmental agreements, paris agreement

**JEL Codes:** Q50

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**HAYDHAR MUHAMMAD BACHTIAR<sup>1</sup>**

**THE REPRODUCTION OF YOUTH ENTREPRENEUR IN CREATIVE ECONOMY (A STUDY CASE OF PHOTOGRAPHER IN MAKASSAR)**

**Abstract**

The government of Indonesia have decided that the creative economy as one of the priority sectors by creating a National Bureau of Creative Economy in 2015 and prioritise five provinces. Not only by the central government, but the local government of Makassar also create a Tourism and Creative Economy Office to intervene the growth and emerge of the entrepreneur in Makassar. Out of all 16 sub-sector of creative industries, sub-sector photography is not a prioritise sub-sector by both central government and local government in Makassar. The purposes of this study are to identify the factors that contributed to the emergence and growth of a young entrepreneur. When the study is being held, there is no intervention from the government, and this is to know the true nature of how a young entrepreneur emerges and grow in the creative economy. The study uses qualitative data from interviewing 8 photographers under 30 years old. Also, the results are the young entrepreneur in photography emerge and growth because of the changes in market structures and social capital. Moreover, there are 3 phases of the young entrepreneur in the creative economy. Firstly, the period of interest where the young entrepreneur learns about the photography and develop their raw skill. Secondly, the period where they began to work under a production house or freelancing to polishing their skill, learn about management, and saving their capital. Lastly, the time when they begin their own production house.

**Keywords:** Creative economy, entrepreneurship

**JEL Codes:** L26

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**TEREZA REKOVÁ<sup>1</sup>**

**RADIO DOCUMENTARIES IN THE REFLECTION OF THE INTERNATIONAL FEATURE CONFERENCE**

**Abstract**

Some say that radio is the theatre for the blind. But is this true? Why do people tend to tell stories using sound alone? Can you capture your life on a tape? If so, is it a documentary for the blind then? And is it possible to create an epic, yet very intimate and emotional tale when your only tool is the spoken word and sounds from the everyday life? The author of this thesis regularly visits the International Feature Conference (IFC), one of the biggest worldwide meetings of documentary producers, to find out more about publicly seldomly known genre of radio documentary. IFC is a unique platform where you can listen to productions from all over the world and discuss the tools, topics and rules of broadcasting and share inspirational ideas about recording. The founder of IFC is Peter Leonhard Braun - the first man who used the stereo technique in his documentary production during the 60s. Based on interviews with Braun (and other relevant speakers) the study deals with the phenomenon of radio documentary and its detailed characteristics. The aim of the work is to explicate certain specifics and dissimilarities in the radio production worldwide, to describe how different countries use the basic tools of documentary making and to show the importance of this kind of production. The author demonstrates the development of radio documentary worldwide on the model of IFC.

**Keywords:** Radio documentary, feature, reportage, radio, International Feature Conference, IFC, stereophony, specifics of radio production

**JEL Codes:** Y40

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**AISHA MANSOURI<sup>1</sup>**

**THE CAUSALITY BETWEEN THE CAC30 MASI AND THE EXCHANGE RATE**

**Abstract**

Morocco has passed through different development stages, followed different exchange rate regime at each, ranging from fixed to floating. On January 15th, 2018, it implemented a new exchange rate regime. According to the Moroccan Ministry of Economy and Finance, the parity of the dirham will now be determined within a band of fluctuation of +/- 2.5% against 0.3% currently. Actually, the value of dirham's is determined from a central rate set by Bank Al-Maghreb, based on a basket of currencies made up from euro and dollar (respectively at 60% and 40%). The aim of this paper is to investigate the relationship between stock market development and the value of each currency composing the dirham before and after the application of the new regime exchange rate. The data studied is from March 2010 to March 2018 excluding holidays. For our study, we choose the Morocco All Shares Index (MASI) as major stock index which tracks performance of the major Moroccan companies, more specifically, we use stock returns in MASI and the exchange rate. Our study aims to observe how the MASI reacts to exchange rate adjustments. The econometric evidence is based on model of VAR and VECM, additionally, is used unit root test, Johansen co-integration test, and Granger causality test and impulse response functions. The results indicated that the exchange rate and the Moroccan emerging stock market have the significant influence on each other, and the fluctuation in trading volumes within the MASI is linked to the fluctuation of each currency composing the dirham.

**Keywords:** Stock market, exchange rate, causality and cointegration

**JEL Codes:** F00, F30, F31

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**LEVINSON JERONIMO MARTINS<sup>1</sup>**

**INSTITUTIONAL MECHANISM AND REQUIREMENT OF HUMAN RESOURCE FOR SOLID WASTE MANAGEMENT IN GOA**

**Abstract**

The objective of this paper is to understand the initiatives and practices of Waste Management sector in the State of Goa, India along with emphasis on human well-being of the employed sector in the Waste Management. The State of Goa is home to approximately 17 lakh people with over 50 lakh floating population. With the ascent in population, both resident and floating, rapid industrialization, modernization and betterment of the living standard has resulted in a tremendous increment in waste generation. This paper depends on primary and secondary research and data, existing reports and data identified with waste management sector from the Government offices/key industry experts and regulator. It offers profound information about the proactiveness of the State on Waste Management initiatives in Goa and discovers the extension for development in the management of waste for the welfare of the society. The paper helps in understanding the key processes in the setting up of the first Integrated Solid Waste Management Facility in India. This work is unique as it lays down the requirements in terms of legal framework, the prevailing rules and regulations in setting up of an Integrated Waste Management facility besides selection of right type of technology for Solid Waste Management and to setup such a facility on an existing waste dump. The project study also includes the setting up of the in-situ facility by remediation of existing dump. The approach was top to down, being led by the top political executive, that is the Chief minister of the state of Goa. The human aspect in the management of waste, besides the institutional mechanism is the key focus in this study.

**Keywords:** India, Goa, Solid waste management facility (SWMF)

**JEL Codes:** Q53

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**SOUMAYA CHEIKHROUHOU<sup>1</sup>, DENY BÉLISLE<sup>2</sup> AND SARA-MAUDE POIRIER<sup>3</sup>**

**THE USE OF TRANSPARENCY IN PACKAGE DESIGN**

**Abstract**

Product package represents a crucial communication tool manufacturers and producers use to convey product characteristics and generate consumer inferences (Bloch, 1995). A package design is the result of an important number of decisions in terms of colors, shapes, images, logos, and transparency, among other attributes. A recent interest in package transparency has led researchers to start investigating its effects on consumers product judgment (e.g., Billeter, Zhu, & Inman, 2012; Chandran, Batra, & Lawrence, 2009; Vilnai-Yavetz & Koren, 2013) and consumption (e.g., Batra, Lawrence, & Chandran, 2010). However, very little is known about both the extent and the way in which manufacturers and producers use transparency in package design. This paper aims at filling this gap with an extensive field study that explores the food industry's use of package transparency. Through a package analysis for all the products offered in main food categories at a major Canadian supermarkets chain, our results demonstrated the prevalence of this practice and showed the variety of ways it is implemented by food producers and manufacturers. This study allowed for a better understanding of the industry's practices and highlight product categories specificities with regard to package transparency. Research avenues in terms of the impact of the package level of transparency and the relevance of use of a photo as a complement to package transparency have been formulated. From a managerial standpoint, this research offers an overview of packaging decisions pertaining to transparency by various competitors that food producers and manufacturers can use as a benchmark.

**Keywords:** Package design, package transparency, food, field study

**JEL Codes:** M30, M31

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MARTIN BRUNCLIK<sup>1</sup> AND LUKAS VOGAL<sup>2</sup>

**COMPUTER MODELLING AND SIMULATION OF THE MATERIAL SUPPLY CHAIN IN FOREIGN MILITARY OPERATION**

**Abstract**

Success of any current military operation is strongly related to the level of its logistic support and supply of all crucial resources such as water, food, spare parts, fuel etc. Some of these resources can be obtained from the local market, some from neighbouring countries or just from the homeland. The aim of this paper is to show the possibility of computer modelling and simulation for the military logistics support of the material from the neighbouring country to the place of unit deployment. The article deals with the application of the computing modelling and simulation theory, estimation and verification and validation of the designed model. There is the final experiment with in order to bring possible scenarios for the decision makers about the structure of the logistics chain and frequency of material delivery.

**Keywords:** Computing modelling and simulation, verification and validation of mode, military logistic chain

**JEL Codes:** C63

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LUKAS VOGAL<sup>1</sup> AND MARTIN BRUNCLIK<sup>2</sup>

**MODELLING AND SIMULATION OF HUMANITARIAN AID DISTRIBUTION DURING FLOODS**

**Abstract**

This paper deals with the use of modeling and simulation method for the humanitarian aid distribution planning. It builds on the previous author's article on modeling and simulation in the logistics environment of humanitarian operations. Based on experience with the flood situation on the territory of the Czech Republic, it deals with the distribution of humanitarian aid to evacuation centers. There is a distribution model for the supply of evacuation centers designed in simulation software, which specifies the geographical location of the material stores, the evacuation centers, the shortest supply routes, and the alternatives to these routes in case of disturbance. Subsequently, model simulation is run over time to determine the optimum amount of vehicles for different levels of demand for humanitarian aid during the ongoing crisis.

**Keywords:** Distribution, humanitarian aid, modeling, simulation

**JEL Codes:** C63

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**BLANCA ZULUAGA<sup>1</sup> AND ANTHONY GARCES<sup>2</sup>**

**TAX INCENTIVES AND LABOR INCLUSION OF DISABLED WOMEN IN COLOMBIA**

**Abstract**

This paper aims to analyze the potential effects of tax incentives on the disabled women's employment level and labor market participation in Colombia. Particularly, we will focus on the potential effects of Law 361 issued in 1997. We estimate difference in differences models, using the Demography and Health Surveys from 1995 and 2005. We found that, although the law had a positive effect in the disabled people's employment probability, the impact is not significant in the case of disabled women. These results show that the existing tax incentives have not been effective to reduce the double vulnerability condition of disabled women, regarding their gender and their physical or mental limitations.

**Keywords:** Disabilities, tax incentives, disabled women, labor market

**JEL Codes:** J71, J78, J20

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**BASAK BOGDAY SAYGILI<sup>1</sup> AND BUKET ERTUGRUL AKYOL<sup>2</sup>**

**TO SIMPLIFY IN FASHION**

**Abstract**

According to Maslow's hierarchy of needs, which is the necessity of the security need, clothing that protects and protects your body, the development of the economy over time, and the perception of aesthetic as a sign of the desire for adornment emerges emerging fashion. Fashion, again, belongs and respect, respectability stage and be able to survive in society, aesthetic perception, and the need for self-fulfillment at the top of the hierarchy is an important factor in human life in order to distinguish oneself from others. Fashion is one of the main topics of consumption because it serves many stages of the hierarchy of needs. However, at the time of depletion of resources, this study has been carried out in order to reduce consumption in our fashion in order to use our brain power and time more efficiently. In this study, a case study method was used. Observation form and interview form were used to obtain data. In this case study, a working woman who closely followed the fashion wore the same garment for 40 days, combining the basic selected clothes with different details In this study; the results of the interview form about how the basic clothes used can be put together and how the working woman who closely follows the fashion affects the psychological state of wearing the same clothes for 40 days and effective time management is revealed.

**Keywords:** Fashion, simplify, fashion economy

**JEL Codes:** Z00, Z10, Y90

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UGUR BUYUK<sup>1</sup> AND BUKET ERTUGRUL AKYOL<sup>2</sup>

**DETERMINING THE CONCEPT LEARNING OF CONCEPTS BY ROBOTIC ACTIVITIES  
BY THE CONCEPT NETWORK IN SCIENCE EDUCATION**

**Abstract**

In this research, it is aimed to determine concept learning of robotics activities in science education through concept network. For this purpose, opinions of 4th grade teacher candidates of Erciyes University Faculty of Education Science Teacher Education were taken. A qualitative approach is preferred in the research. In this context, many concepts related to robotics are given to prospective teachers in a scattered way. It has been desired to form concept networks within the framework of a certain systematic framework of the concepts that are distributed from teacher candidates. When the results of the research were examined, it was determined that the teacher candidates were more difficult to establish the concept network at first, and that they produced more successful concept networks in a shorter period of time in the last week. This shows that concept nets are more successful in the training process over time and as frequent repetitions. This work is supported by the project with the code of SDK-2018-7890 belonging to Erciyes University BAP Board.

**Keywords:** Robotics, concept network, science education

**JEL Codes:** I21

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**ESZTER LUKÁCS<sup>1</sup> AND KATALIN VÖLGYI<sup>2</sup>**

**EVOLVING INTERCONNECTEDNESS BETWEEN CHINA'S OBOR INITIATIVE AND HUNGARY'S EASTERN OPENING POLICY IN A BILATERAL POLITICAL FRAMEWORK**

**Abstract**

The main aim of our paper is to investigate how successful Hungary has been in aligning its Eastern Opening policy with China's OBOR Initiative. The 2008 financial turmoil with the subsequent global economic downturn and the 2010-2011 European sovereign debt crisis spurred the Hungarian government to launch the Eastern Opening strategy as a cornerstone of its new foreign economic policy strategy in 2012 with the aim of decreasing the country's massive commercial and FDI dependence on the EU-15 and at the same time diversifying its economic relations towards East (mainly Asia), especially China. To realize the Eastern Opening goals, the Hungarian government has established several tools and institutions. In our paper we would like to evaluate the development of Hungarian-Chinese economic relations since the launch of the Eastern Opening policy in 2012 and how the aims of this policy can be widened beyond (delete the) trade and investment according to the broader perspective represented by the OBOR Initiative e.g. in the field of infrastructure connectivity or financial cooperation. Our investigation to map initial results is based on a bilateral political framework approach.

**Keywords:** OBOR, Eastern opening policy, China, Hungary

**JEL Codes:** F13, F15, F21

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**EDMUNDO LIZARZABURU<sup>1</sup> AND JESUS DEL BRIO<sup>2</sup>**

**ARE EMPLOYEES WELL VALUED IN THEIR CSR ACTIONS? THE PERCEPTION OF MANAGERS IN AN EMERGING COUNTRY**

**Abstract**

This paper tests the influence of employees' involvement in CSR activities on the manager's perception about the business confidence. The role of employees has been considered a necessary element for the success of CSR practices. However, research on this topic is generally conducted within the context of developed countries and focused on the productive sector of the economy, overlooking the context of emerging countries and other sectors, which represents a gap in the research. In this context, it has not been able to be validated that managers perceive the employees' involvement in CSR activities influences on the improvement of business confidence. This lack of significance can be explained because either the state of implementation of CSR in emerging countries is still embryonic and managers should be convinced to make more efforts to convey to their workers the need to be involved in CSR issues, or because unlike developed countries, managers have a well-founded opinion that the success of CSR depends on their own actions and not on those of the rest of employees who are actually considered an obstacle in the implementation of CSR in the company.

**Keywords:** Corporate social responsibility; employee's involvement, bank, emergent country, business confidence

**JEL Codes:** M12, M14, J20

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**EDMUNDO LIZARZABURU<sup>1</sup>, KURT BURNEO<sup>2</sup> AND GABRIELA BARRIGA<sup>3</sup>**

**CORPORATE GOVERNANCE IN THE BANKING SECTOR LISTED IN THE STOCK MARKET: APPLICATION TO THE PERUVIAN MARKET 2011-2016**

**Abstract**

The purpose of the research document is to measure the relationship between corporate governance practices in relation to the economic value of the banking sector companies listed on the Lima Stock Exchange; This study can be used to analyze possible investments in banking and financial companies. Currently there are not many studies on companies in the banking sector, some of them highlight how the corporate governance relates to various financial components and this time it will seek to relate corporate governance, the return of assets and debt with the value economic development of banking sector companies. The main dependent variable that will be taken into account will be the economic value of the companies in the banking sector, and the independent variables that will be taken are the leverage ratio, portfolio quality, efficiency ratio, return on assets (ROA), portfolio performance and finally the index of good corporate governance (IBGC) which will indicate whether or not companies have corporate governance.

**Keywords:** Banking sector, Lima Stock Exchange, BVL, finance, corporate governance, good corporate governance index (IBGC)

**JEL Codes:** G11, G12, G15

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IMELDA LORENA VAZQUEZ JIMENEZ<sup>1</sup>, ROBERTO RUIZ PEREZ<sup>2</sup> AND RODOLFO VALENZUELA REYNAGA<sup>3</sup>

THE SUSTAINABILITY OF THE NONPROFIT ORGANIZATIONS IN SOUTHERN SONORA, MEXICO

**Abstract**

The Non Profit Organizations are organized by a group of people with the same interests, which are fundamental for the promotion of some initiatives, especially with a social impact. The main objective of this group of people is that the activities they carry out are aimed at improving the quality of life of unprotected people such as disintegrated families, women and children suffering from abuse, the youth population with addictions and delinquency among others. It is because of the above that the concern arises to know how many organizations in this sector exist in Sonora, Mexico, what they do, how they survive and above all how is the professionalization of their managers. Firstly, a valid, reliable questionnaire must be available, with a relationship between its variables so this study aims to provide an instrument with a validity, internal consistency, reliability as well as a correlation analysis to determine whether the fundraising and professionalization of the members influence on the sustainability of this type of organizations of the third sector, considering a method of empirical form, cross-sectional and using the statistical software SPSS version 21. The research result shows to verify that the questionnaire presents internal consistency between the designing questions, reliability and has a significant effect between the variables through the exploratory factor analysis test, Cronbach's alpha, KMO and Barlett's test, confirming the reliability as well as the dependency of the sustainability variable was measured against the independent variables of fundraising and professionalization of their managers.

**Keywords:** Sustainability, nonprofit organizations, fundraising, professionalization, questionnaire, validity, internal consistency, reliability, correlation analysis

**JEL Codes:** L31, D64, C52, P33, M53

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**ELENA MEREUTA<sup>1</sup> AND MONICA NOVETSCHI<sup>2</sup>**

**STUDY ON THE ENTREPRENEURIAL SKILLS OF ECONOMICAL ENGINEERING GRADUATES**

**Abstract**

The paper presents the an analysis of the particularities of economic engineering bachelor programs in terms of entrepreneurial skills and quality standards established at national level by specialized agencies. The analysis is based on the curricula and on the on the graduates' opinions. A questionnaire which emphasize if the graduates have proper information about entrepreneurship and business was developed. The questionnaire highlights the ability of graduates to identify the knowledge and skills they have or can obtain, identify the personal motivational factors that could determine the business start-up, the types of skills, abilities and experience, as well as the connection to different fields of activity. On the basis of the answers, the main directions to which the training of these students should be directed are highlighted, in order to ensure those entrepreneurial skills that enable them to start and develop a business.

**Keywords:** Entrepreneurship, economical engineering, business

**JEL Codes:** I21

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MITHAT DURAK<sup>1</sup>, EMRE SENOL DURAK<sup>2</sup> AND MEHMET SAKIROGLU<sup>3</sup>

**THE FACTORS ASSOCIATED WITH LIFE SATISFACTION AND DEPRESSION AMONG OLDER ADULTS SUFFERING FORCED MIGRATION**

**Abstract**

The enduring effects of trauma especially among older adults are not adequately examined. Aim of the present study is to scrutinize factors associated with life satisfaction and depression among older adults suffering forced migration. The role of trauma related variables (i.e. loss during deportation), and post-migration related variables (i.e. citizenship, economical problems) on life satisfaction and depression are examined. The sample composed of 384 participants, 165 women (43%) and 219 men (57%). Participants completed questionnaire about trauma related variables (i.e. loss during deportation), post-migration status (i.e. citizenship, economical problems), Satisfaction with Life Scale and Geriatric Depression Scale-Short Form. Women participants, participants who do not have serious medical problems and having sufficient monthly income had higher scores of life satisfaction. Participants having loss of any relatives during forced migration had lower life-satisfaction than their counterparts. Regarding trauma related variables about post forced migration, women participants, participants not having citizenship, participants not having sufficient monthly income and participants having serious medical health problems had higher depression scores than their counterparts. Also, participants having experienced 1944 deportation and having loss of any relatives had higher depression than their counterparts. The obtained results are discussed together with relevant literature.

**Keywords:** Forced migration, life satisfaction, depression, older adults, trauma, post traumatic life

**JEL Codes:** I31, I30, I12, I18

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**MITHAT DURAK<sup>1</sup>, EMRE SENOL DURAK<sup>2</sup>, MEHMET SAKIROGLU<sup>3</sup> AND ORKHAN FAIGOV<sup>4</sup>**

**FORCED MIGRATION EXPERIENCE AMONG OLDER ADULTS AND ITS TRAUMATIC FEATURES**

**Abstract**

Forced migration is a disturbing experience that has challenged the lives of individuals. Nevertheless, the longstanding properties of the forced migration have been less examined in the literature. The aim of the research is to explore the nature of traumatic experiences among individuals exposed to forced migration. By considering the phenomenological approach, the common traumatic features among the older adults who have forced migration experiences are investigated. A total of 61 forced migrated victims were included in the present study. Semi-structured interviews analyzed through MAXQDA 12+ program and the data coding process was conducted. The findings reveal that the experience of forced migration does not only involve the elimination of the land, but also the traumatic loss of the loved ones. The findings will be discussed with the literature with some clinical implications.

**Keywords:** Forced migration, trauma, older adults, loss of loved one

**JEL Codes:** I12, I18, I31, I30

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**CONSIDERATIONS ABOUT TEACHING ECONOMIC DISCIPLINES IN ROMANIA**

**Abstract**

Romanian education system suffers from many critical issues, such as the demographic decline, the inequalities regarding the access to different education levels, the limited financing resources which are allocated for the educational system and especially for the investments etc. One of the key component of the education in order to build specific competencies among young people is the economic education. Unfortunately, economic and entrepreneurial education has a very limited incidence, both as number of students beneficiating of economic modules within the curriculum, as number and qualification of teachers, and as content and quality of invested resources. We are approaching in this paper several issues regarding how economic and entrepreneurial education is performed in Romanian pre-university education, by using a survey among teachers of economic disciplines.

**Keywords:** Economic education, entrepreneurial education, pre-university education, Romania

**JEL Codes:** I25, A21, N34

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**ERIDA ELMAZI<sup>1</sup> AND ALBA SKENDAJ<sup>2</sup>**

**PRINCIPAL'S IMPACT ON SCHOOL CLIMATE: A CASE STUDY FROM ALBANIA AND KOSOVO**

**Abstract**

Education leadership is a very important topic and decisively affects the effectiveness of school and learning. The climate of an organization even it is affected by several factors, initially it is determined by the perception that the employees have on leaders' beliefs, attitudes and knowledge on organizational goals. The scope of this study was to investigate the impact of principal's on school climate and how it relates with leadership. The objective was to describe the actions of principals from teachers' perspective. In order to describe the principal's role in impacting on school climate a quantitative approach was used. As a source of primary data, a questionnaire was borrowed from the Ciampini-Boccardo Institute of Higher Education. The sample consisted in 125 teachers from 25 high schools in Albania and Kosovo.

The findings of this research provided increased knowledge concerning the role of principal leadership in context of Albania and Kosovo, in regards to the impact on a positive school climate. Regression analysis showed that for a confidence level of 95%, leadership impacts positively on school climate.

**Keywords:** Principal, teacher, school, climate, leadership

**JEL Codes:** I20, M12

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NAZMI XHOMARA<sup>1</sup> AND NAZYKTERE HASANI<sup>2</sup>

AMOUNT OF STUDENTS' STUDY TIME AS AN IMPORTANT PREDICTOR OF  
ACADEMIC ACHIEVEMENTS OF STUDENTS

**Abstract**

The purpose of the paper is to investigate the relationships between amount of students' study time and academic achievements of students, as well as the influence of amount of students' study time on academic achievements of students. The mixed approach is the method used in the study. A random cluster sample of students and a purposive sample of lecturers, a structured questionnaire, and a semi-structured interview were selected to be used in the study. The paper demonstrated that amount of students' study time correlates positively with academic achievements of students. At the same time amount of students' study time influences strongly academic achievements of students. Keywords: amount of students' study time, lecturing, learning, academic achievements of students.

**Keywords:** Amount of students' study time, lecturing, learning, academic achievements of students

**JEL Codes:** I21, I23, I24

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SINIŠA HAJDAŠ DONČIĆ<sup>1</sup>, IVAN PAVELIĆ<sup>2</sup> AND MIHAEL ZMAJLOVIĆ<sup>3</sup>

**METHODOLOGY AND INDICATORS FOR ECOLOGICAL-SPATIAL SUSTAINABILITY:  
A CASE STUDY OF CROSS-BORDER TOURISM CO-OPERATION**

**Abstract**

The saturation of the best quality land, especially in the littoral regions; the expansive tourist traffic and its aggressive forms; the penetration of an increasing number of tourists in protected areas, especially in the strict natural reserves; destructive forms of tourist construction, which completely occupy and devour the natural space and destroy the landscape cause systematic environmental damage. Such condition requires changes in behaviour towards the natural and cultural environment and the new paradigm of sustainable tourism development. This paper decomposes into their key elements definitions of both sustainable development and sustainable tourism development. The paper critically reviews the ecological-spatial sustainability, in particular the consistency and coherence of its indicators. For the purpose of the survey on the concrete and measurable impact assessment of sustainability, the ecological-spatial sustainability is broken down into components and indicators which form the basis of the questionnaire. The survey of tourist actors in the observed area was carried out in response to the NUTS 3 region. Results of statistical tests show that if we consider three indicators that can be influenced by stakeholders (waste production-environmental pollution, use of renewable energy sources, and conservation of the ecosystem), we can see significant statistical differences in the influence. Furthermore, the tests show that there is a difference in approach of stakeholders on how to improve these indicators dependant on their activities, number of employees, salary level and the affiliation with formal associations (clusters), which can affect the increase of ecological-spatial sustainability through selected indicators.

**Keywords:** Sustainable tourism development, ecological-spatial sustainability, environmental pollution, use of renewable energy sources, conservation of the ecosystem

**JEL Codes:** Z32

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**OLUFISAYO AKOMOLAFE<sup>1</sup>**

**THE EFFECTS OF NON FINANCIAL HIDDEN COSTS ASSOCIATED WITH  
OUTSOURCING**

**Abstract**

Over the past two decades the concept of psychological contract has been deemed a powerful explanatory framework for understanding contemporary employment relationships, as well as the attitudes and behaviours of employees. In previous research, many aspects within the most dominant conceptualisation of psychological contracts have been either overlooked or underdeveloped, resulting in the failure to capture the complex nature of the employment relationship. This indicates that the general methods used to research psychological contracts may be limiting and overlook its semantic, or meaningful and dynamic nature. The aim of this study is to explore the effects of psychological contract on employee engagement after an outsourcing process. By applying content analysis Relational Cognitive Mapping Model (RCMM), the study seeks to better capture the complexity of the psychological contract and offer an in-depth understanding of what influences the psychological contract. This involves taking into consideration the norm of reciprocity (i.e., the key mechanism that underlies psychological contract), broader socio-cultural context in which the psychological contract is operating, and how this influences the individual level dynamics and hence the psychological contract. Furthermore, this study also aims to explore whether using a broader understanding that takes account of the relational, social and cultural context, can help explain the embeddedness of the psychological contract in the wider social and cultural contexts in which it operates. Within two organisations with the service industry, the unit of analysis is the employee, the relationship held by the employee and organisation based on the outsourcing process. Data about patterns of interactions between the employee and employer were gathered using in-depth interviews based on Relational Cognitive Mapping Model informed process. Key RCMM concepts and tools such as map analysis and mental models (in terms of texts etc) were used. Thirty in-depth interviews from two organisations in the estate service industry were conducted. Data obtained from these interviews were analysed based on content analysis Relational Cognitive Mapping to elicit the core relational dyads and their resulting coping procedures between employees and the organisation. Data indicated that adopting RCMM indeed enables a better understanding of what influences the psychological contract. The processes involved in the psychological contract are shown to be embedded in broader relationships based on social and cultural contexts indicating that the psychological contract is more multi-directional and multi-dimensional than currently defined. Through existing studies, we argued that an integration of research approaches is required in order to meet the task of enriching our understanding of the complex, multi-directional, multi-dimensional and fluid nature of the psychological contract, and that a more relational way of thinking about the psychological contract, one that is also able to capture the social and cultural embeddedness of the psychological contract, be adopted.

**Keywords:** Psychological contract, content analysis, relational cognitive mapping model, employee engagement, outsourcing

**JEL Codes:** M00

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**YESHIKA ALVERZIA<sup>1</sup> AND HANDAYANI DWIRIANTI<sup>2</sup>**

**IDENTIFYING ONLINE STORE PROMOTIONAL MIX IN INSTAGRAM AND ITS EFFECT ON PURCHASE INTENTION**

**Abstract**

The high number of internet users are now making social media as a way to communicate. Instagram is a social media with the seventh largest users in the world and has a significant growth in the past 12 months. Some of sellers also use social media as a medium to sell their products. Unfortunately to date, there is only a dearth of research which discuss the promotional mix using social media. The study aims to examine types of promotional mix used by online stores through Instagram by using qualitative research and quantitative research. Qualitative method is conducted using ethnography by joining the online shop community and Focus Group Discussion. Quantitative method data is collected through questionnaire to 212 respondents who are followers of fashion online store on Instagram. The data from quantitative method is analyzed with Structural Equation Modeling (SEM) to examine the effect of each promotion activity to attitude and purchase intention. Ethnographic and FGD results show some promotion activities done by fashion online store in Instagram are: Instagram advertising, Shout out For Shout out, Paid Promote, Paid "Keroyok", Spam Like, Spam Comment, Spam Follow, and Endorsement. The SEM result shows that Endorsement has the greatest influence to consumers attitude and also on purchase intention. Simple linear regression result shows the type of promotions that influence the non-heavy users' attitude is endorsement, and Instagram Advertising has an effect to non-heavy users' purchase intention.

**Keywords:** Promotional mix, purchase intention, online store, social media, Instagram

**JEL Codes:** M31

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WANG LI<sup>1</sup>

**A STUDY OF THE INFLUENCE OF FOLK MUSIC ON THE TOURIST FLOW NETWORK:  
ANALYSIS OF CRAWLING BASED ON GREAT DATA OF TRAVEL NOTES**

**Abstract**

As a business card of rural tourism, the model village of rural tourism has a window effect to guide and display the development of rural tourism. Taking 289 provincial-level rural tourism demonstration villages in Sichuan Province as samples, this paper analyzes the spatial representation of rural tourism demonstration villages in Sichuan Province by means of geographic spatial identification and location, Arcgis and mathematical distribution shows that the density distribution of the rural tourism demonstration villages in Sichuan Province shows four dense regions, namely, the area around Chengdu, the mountainous area in Western Sichuan, the hilly area in southern Sichuan and the parallel Valley and ridge area in northeastern Sichuan. The main influencing factors of the cloth are natural geographical factors such as topography, water distribution and social- economic factors such as transportation, policy guidance, radiation effect of central cities.

**Keywords:** Rural tourism, spatial distribution, geographical culture, policies

**JEL Codes:** L80, L83, Z30, Z32

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**KRISTÓF CZINDERI<sup>1</sup>, ANDREA HOMOKI<sup>2</sup> AND ANDREA RÁCZ<sup>3</sup>**

**PARENTAL QUALITY AND CHILD RESILIENCE: EXPERIENCE OF A HUNGARIAN MODEL PROGRAM**

**Abstract**

The study concludes the findings of a research on the efficiency of innovative, complex services aiming at preserving the family's unity, which were piloted by professionals of family and child welfare centres located in various settlements in Hungary (Szentes, Szekszárd, Budapest, Pécs, Sopron). By measuring parental skills and child resilience in deprived families included in the pilot programs aimed to develop parental skills, we assessed the results and impacts of the programs; in order to better understand their experiences, we conducted interviews with the target groups and the professionals. In the present study, following a short presentation of the pilot programs, we overview the main results of the research. Resilience - Experience of a Hungarian Model Program

**Keywords:** Child welfare service innovation, child resilience, parental skills

**JEL Codes:** J13

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**KAROLINA BALOGH<sup>1</sup>, PÉTER GREGORITS<sup>2</sup> AND ANDREA RÁCZ<sup>3</sup>**

**THE SITUATION OF THE CHILD WELFARE SYSTEM IN HUNGARY**

**Abstract**

The aim of the child protection system as stipulated by the law is to contribute to the prevailing of the rights and interests of children, and to the fulfilment of parental responsibilities, to prevent and put an end to risks threatening children, through services and interventions, by applying a gradual approach. The present study is an overview of the situation of child welfare services and of the child protection system, from the perspective of the theoretical framework grounded on the concept of child protection as a service. The study is based on the analysis of data collected in 2017 within the KSH OSAP (the National Data Collection Programme of the Hungarian Central Statistical Office).

**Keywords:** Hungarian child welfare system, OSAP statistical data of 2017

**JEL Codes:** J13

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**SHAIMAA AHMED HANAFY<sup>1</sup> AND KHADIGA MOHAMED EL-AASAR<sup>2</sup>**

**INVESTIGATING THE POTENTIAL IMPACTS OF CLIMATE CHANGE ON FOOD SECURITY IN EGYPT**

**Abstract**

This paper aims to investigate the impacts of climate change on food security in Egypt for the period 1961-2013. Accordingly, the study examines the relationship between specific climate variables and food security represented by two indicators namely food gap and food production index. In this regard, the study employs Autoregressive Distributed Lag (ARDL) bounds testing approach.

The main findings of the analysis reveal that the mean annual temperature has insignificant impact on both food gap and food production index. Regarding the other climatic variables, the empirical analysis shows that mean annual precipitation negatively affects food security, whereas, it has been found that CO<sub>2</sub> concentration in atmosphere has a positive and significant impact on food security, as it reduces the food gap and increases the food production index. In addition, the results indicate that GDP per capita, population growth, inflation rate, agricultural land and cereal yield are significant determinants of food security for Egypt.

**Keywords:** Food security, climate change, Egypt, ARDL

**JEL Codes:** O55, Q18, Q54

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**GHIZLANE SAAD<sup>1</sup> AND AHNYNE REDOUANE<sup>2</sup>**

**FRUGAL INNOVATION: AN OPPORTUNITY FOR THE DEVELOPING COUNTRIES**

**Abstract**

Developing countries, in terms of the knowledge and knowledge economy, they have difficulties in catching up with developed countries (Foray, 2009; El Mouhoud, 2011). The reasons which explain these difficulties are numerous (educational, institutional, structural...). One of them resides in the weakness of their National System of Innovation to absorb knowledge emanating of the developed countries, in order way to assimilate, adapt and develop them (Cohen, Levinthal, 1990; Nurbel, Ahamada, 2008; Ben Soltane, Zoukri, 2016). The frugal and reversed innovations offer offer them an opportunity to develop new skills with many projects, ensuring of the blow the creation of jobs, the spread of entrepreneurial spirit ... what is not without incidence on the development of the social economy and which could also impact the environmental protection positively. These innovations have are emerging in southern countries (China, India, Brésil, West Africa...). They have proven themselves. They are intended for populations with low or medium incomes. They give rise to products that are reliable, functional, and inexpensive and adapted to many needs (rubber foot prostheses, wood and viscose, terracotta fridges, washing machines that wash clothes as well as fruits and vegetables ...). The frugal innovations aim at the domestic markets, whereas the reversed innovations aim at the foreign markets, including those of the developed countries.

Based on a recent review of the literature (Woolridge 2010, Tiwari and Herstat 2014, Dou, Koné 2016, United Nations Economic Commission for Africa 2016, Haudeville Le Bas 2016, Laurens Le Bas, 2016), the purpose of this communication is: 1) to present these innovations which correspond to new functionalities at lower costs, 2) and their utility model (patent).

**Keywords:** Innovation, social economy, frugal innovation, reversed innovation, economy of knowledge

**JEL Codes:** O30, O31, 32, O33, O35

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SHAMILA AKRAM<sup>1</sup> AND BENJAMIN CHAN<sup>2</sup>

THE IMPACT LEVEL OF BRAND COMMUNICATION IN SOCIAL MEDIA ON  
CUSTOMER-BASED BRAND EQUITY DIMENSIONS IN KUALA LUMPUR, MALAYSIA

**Abstract**

This study is aimed at investigating the impact level of brand communication in social media on customer-based brand equity dimensions in Kuala Lumpur, Malaysia. A total of 196 respondents in Kuala Lumpur, Malaysia were collected through convenient non-probability random sampling method and self-administered questionnaires. The findings disclosed that there is a significant level of impact on three customer-based brand equity dimensions on brand communication in social media, which indicates that brand communication in social media is positively influenced by brand loyalty ( $p < 0.01$  and  $r = 0.540$ ), brand association ( $p < 0.01$  and  $r = 0.441$ ) and brand awareness ( $p < 0.01$  and  $r = 0.419$ ) variables where it negatively influenced by perceived quality ( $p > 0.01$  and  $r = 0.039$ ).

**Keywords:** Brand equity, brand communication, social media, brand loyalty, Brand Association, brand awareness, perceived quality

**JEL Codes:** M30, M31, M37

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**MABUYI GUMEDE<sup>1</sup>**

**LAND OWNERSHIP THROUGH RESTORATION AS A TOOL TO SUSTAIN LIVELIHOODS: MYTH OR REALITY**

**Abstract**

This paper investigates the extent to which the rural community of Nonoti in South Africa participates in coastal tourism. During the apartheid era, this community was forcibly removed to make way for tourism development. After 1994, the South African government prioritised restoring the displaced communities back to their land through land reform and redistribution, and this community received land through the land claims process. Fourteen years after the land settlement was made, but the government has not developed the promised coastal resort that was to sustain their livelihoods. The objective of this paper is to investigate the level of participation of the local community in coastal tourism and assess the strategies to assist them to live sustainably on restored land. The role of various stakeholders to ensure that land ownership through restoration results in sustainable livelihoods, is also assessed. This study is anchored on the sustainable livelihoods framework and the Stakeholder Theory. This study adopted a mixed methodology. Data was collected using in-depth interviews, focus groups and questionnaires and the participants were sampled from the local community, the government agencies and the tourism enterprises. The findings reveal that various stakeholders' interests are oftentimes conflicting, and it is recommended that stakeholders come out with a coordinated plan to balance their conflicting interests. This study proves that the level of understanding of coastal tourism and associated benefits amongst the local community is limited and they were not capacitated to live sustainably on restored land, which is all contradictory to sustaining livelihoods.

**Keywords:** Land ownership, land reform and redistribution, sustainable livelihoods, post-settlement support

**JEL Codes:** Z30, Z32

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**CORINA-IOANA PAICA<sup>1</sup>**

**STUDY ON THE DYNAMICS OF MOTHER INFANT RELATIONSHIP FROM PREGNANCY TO EARLY CHILDHOOD**

**Abstract**

The present study aims to investigate the relationship between mother and child in the prenatal and early years of life, pursuing essential elements in creating a healthy relationship, such as prenatal attachment, postnatal attachment, parent-child relationship, prenatal anxiety. The present study is a longitudinal study comprising three stages. In the first stage, 51 women were evaluated between 16 and 20 weeks of pregnancy. In the second step, 48 women were evaluated in 30 weeks of pregnancy. The assessment tools used in these stages were the Pregnancy-Related Anxiety Scale and the Maternal Antenatal Attachment Scale. In the last stage, 30 mothers, whose children are between 2 years and 2 and a half years old, were evaluated. The assessment tools used at this stage were the Maternal Postnatal Attachment Scale and the Postpartum Bonding Questionnaire. Following linear regression analysis, prenatal anxiety was a predictor of prenatal attachment ( $p = .010$ ). At the same time, the results indicate significant correlations between the prenatal attachment and the interaction with the child ( $r = .563$ ,  $p = .015$ ) and the correlations between the absence of hostility and the weak relationship between mother and child ( $r = -.729$ ,  $p = .001$ ) and absence of hostility and child rejection or pathological anger ( $r = -.776$ ,  $p = .000$ ). Therefore, knowing that prenatal anxiety influences how mother creates an emotional connection with the child from prenatal period can be useful in identifying mothers with high scores on the anxiety scale and including them in programs to reduce anxiety.

**Keywords:** Prenatal attachment, postnatal attachment, prenatal anxiety

**JEL Codes:** I12, I19, I39, J13

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**BRIAN KIM<sup>1</sup>**

**GROWTH OF THE DATA ECONOMY IN THE MEDICAL INDUSTRY: A LITERATURE REVIEW**

**Abstract**

This article is a study on the medical industry and how its transition into the data economy will both provide benefits for patients, physicians, and providers and carry unique challenges related to the use of patient data. Medical research will be able to take advantage of a new scale of health-based data that can be explored, while patients will benefit from the opportunity to review their own data and compare it to a wider sample. However, there is the danger of a data breach, which is particularly important with data this sensitive. There are also privacy concerns from individual patients and the costs that would be incurred by providers switching to electronic records. Companies can best take advantage of the opportunities provided through the creation of electronic health records and application programming interfaces that will allow third-party software developers to help users more effectively access and use their data. Legislative action should also be taken to establish safety guidelines on personal data and help providers meet the financial burden of the transition.

**Keywords:** Data economy, healthcare, digital economy, medical research, patient rights

**JEL Codes:** I11, I15, I18

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**TAMER BUDAK<sup>1</sup>**

**DIGITAL WORKPLACE IN TERMS OF BEPS ACTION PLAN: ACTION 1**

**Abstract**

The present paper aims to find features of the digital workplace in views of Base Erosion and Profit Shifting (BEPS) Action 1. BEPS refers to tax avoidance strategies that exploit gaps and mismatches in tax rules to artificially shift profits to low or no-tax locations. BEPS Action 1 addresses the tax challenges of the digital economy and identifies the main difficulties that the digital economy poses for the application of existing international tax rules. The digital workplace can provide staff with the right IT tools, services and platforms, and thus workers may work and collaborate anywhere, anytime with a fit-for-purpose security and optimizing their work experience and productivity. The concept of Digital workplace contains four important factors. These are mobility, data itself, cloud, and collaboration. The Digital Workplace has become the main element of a digital ecosystem. For taxation of digital workplaces, different tax approaches have been developed by different international authorities. One of the important them covers diverted profits tax, equalization levy, withholding tax on digital sales, and destination based corporate tax with global formulary apportionment.

**Keywords:** Digital workplace, international taxation, OECD, BEPS

**JEL Codes:** H20, H25, H87, F23, F38

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**KEMAL CEBEÇİ<sup>1</sup>**

**ANALYSIS ON SOCIAL GOALS OF FISCAL POLICY IN TURKEY**

**Abstract**

The redistribution of income within the framework of the social state principle constitutes one of the important functions of the state. With a basic approach, higher taxes are collected from higher income groups and the source derived from by these groups is transferred to low-income groups. Today, productivity-related concerns regarding the use of tax revenues, uncertainties about the redistribution function, and the function of income distribution of the state are discussed. In this study, we analyse the government tax and spending policies on income distribution in Turkey, with a statistical data based on the budget in historical content. In addition, the efficiency of the existing redistribution policies is addressed and the extent to which the state is able to achieve its purpose is evaluated.

**Keywords:** Income distribution, tax policy, budget policy

**JEL Codes:** D31, E62, E60

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