



Masters International R&D Center

MIRDEC 2020

MIRDEC – 16th
International Academic Conference
Multidisciplinary Issues and Contemporary Discussions in Social Science
(Global Meeting of Social Science Community)
(Virtual/Online conference)

CONFERENCE PROCEEDINGS

ROME 2020, ITALY

Book of Abstracts

Rome, Italy
5-7 April 2020

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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.

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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.

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SANDRA RIBEIRO¹ AND BRUNO MENDES²

AIR POLLUTION: AN ANALYSIS OF STATE INTERVENTION

Abstract

The world has undergone many changes in recent decades, changes mainly derived from globalization, which takes business management and even the governance of the country to another level. Globalization and the growing development felt worldwide lead to the economic and social development of states, increasingly concerned and focused on the good environmental practices of an economy. The main objective of this study is to present how the state became the main actor in the treatment of air pollution. To this end, firstly, the field of public economy is briefly characterized and historically contextualized, followed by what constitutes a market failure and common methods of correcting it. There is an emphasis on negative externalities, as this fits in with the central theme of the work. We delve into the case of air pollution by presenting the reason why it is considered an economic problem, analysing how environmental policies can affect GDP and presenting what has been done to combat this problem, both in the European Union and in Portugal.

Keywords: Pollution, environment, state intervention

JEL Codes: F64, H23, N50, O13

¹ OBSERVARE – Observatory of Foreign Relations, Universidade Autónoma de Lisboa Portugal, sribeiro@autonoma.pt.

² Universidade Autónoma de Lisboa, Portugal.

VALERIA COCCO¹ AND MARCO BROGNA²

THE TOURIST DESTINATION DEVELOPING PROCESS: SEVILLE CASE STUDY

Abstract

According to the World Tourism Organization, the sustainable tourism meets the needs of tourists and inhabitants of an area; and, at the same time, it protects and improves opportunities for the future. The sustainable tourism, in fact, could be considered as a mile stone and a guiding principle for territorial resources management and as a tool to satisfy the economic, social and aesthetic needs of the people. At the same time, the management of sustainable tourism guarantee the cultural integrity of the areas, the fundamental balance of nature and the biodiversity, supporting and improving the quality of the life of residents and tourists.

The relationship between tourism and territory is complex and dynamic. In fact, in the current international economic situation, tourism is one of the main engines of the global economy, since it is configured as a sector in continuous expansion and whose effects both in terms of flows and turnover are continuously increasing (around + 4% every year).

However, the contribution that tourism offers to the territories is not only economic, but also social. A welcoming place for tourists is a place where the quality of life is high, first of all for the residents; in fact, investing in infrastructure, services, healthy and public security is an advantage for both residents and tourists. Indeed, the easy movement of goods and people and the introduction of a tool like the internet in everyday life contributed to shorten the distances.

The research is focused on the Seville case study, that from the last 2 years displayed a national and international growth of the tourists' flows. In fact, the Spanish city of Seville is one of the most touristic destination of the Andalusia and has been characterized by an interesting development in the sustainable tourism sector, and, in particular, it is considered an important destination for both cultural and MICE tourism in the national and international market.

The research analyses the tourism developing strategy of the Andalusian destination, through a mixed methodology (qualitative and quantitative methodology), including the study of the main data of the Seville region and the strategic and organizational elements proposed by the government and involved into the tourist destination developing process.

Keywords: Sustainability, competitiveness, tourism

JEL Codes: Z30, Z38, Z39

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

² Sapienza University, Economia, Italy, marco.brogna@uniroma1.it.

ZHUGUANG XIE¹ AND QIAN ZHOU²

HAS THE WESTERN DEVELOPMENT POLICY PROMOTED THE UPGRADING OF THE INDUSTRIAL STRUCTURE IN WESTERN CHINA?

Abstract

The Western Development Policy has been implemented for 20 years and has effectively promoted economic growth in the western region. To measure the impact of the Western Development Policy on the upgrading of industrial structure, a difference-in-difference panel regression model was constructed using data from 1995 to 2017 from 31 provinces and cities in China with Eviews10 software. The result shows that the Western Development Policy significantly transfers the primary industry to the secondary industry but not to the tertiary industry. China should increase its support of the western region, seek new economic growth points for the tertiary industry to break through the bottleneck in developing processes, cultivate and introduce talent, control the quality of foreign direct investment, rationalize the process of urbanization, and expand domestic demand to optimize the industrial structure in the western region of China.

Keywords: Western development policy, industrial structure optimization, difference in difference

JEL Codes: L60, L70, L80

¹ School of International Pharmaceutical Business, China Pharmaceutical University, rosemie@126.com.

² School of International Pharmaceutical Business, China Pharmaceutical University, zhouqiancat@126.com.

ATSIYA PIUS AMOS¹

OVER EXPLAINING SSA CHILD MORTALITY DECLINE IN THE MDG ERA: THE ROLE OF PRO-POOR ECONOMIC GROWTH

Abstract

The attainment of the Millennium Development Goals (MDGs) targets for developing countries were partly conditioned on achieving sustained economic growth target of 7 percent in the development strategy of the United Nations. The economic growth advocated in the MDGs is pro-poor which is expected to occur through output expansion in sectors with high concentration of the poor. In this study, we investigate to what extent the pro-poor economic growth trends influence under-five mortality reduction in the MDGs era for the SSA region. Put differently, is there a structural break in the effect of pro-poor economic growth on child mortality? Controlling for country-specific and time effects, we investigate the above research question through series of hypotheses using data from the World Bank poverty initiative catalogue. Our findings suggest a weak structural break effect of pro-poor growth following the introduction of the MDGs. However, under-five mortality falls with income with an elasticity of -0.26 implying that 2 under-five deaths per 1000 live births can be averted if income per head were higher by 1 percent. The economic growth elasticity was robust to varied model specifications and, alternative definitions of child mortality. Also, among other health-related MDGs, safe-water provision contributes more in term of relative significance to under-five mortality reduction in the SSA region. Thus, prioritizing safe water intervention in the on-going Sustainable Development Goals have potentials of fast-tracking progress to attain child health targets.

Keywords: Pro-poor economic growth, child mortality, MDGs, SDGs, SSA

JEL Codes: O10, O20

¹ University of York, United Kingdom, aap517@york.ac.uksignificant.

NARMIN MIRIYEVA¹

SECURITY IN ELECTRONIC COMMERCE AND ONLINE PAYMENTS

Abstract

The Internet has fundamentally changed the way of doing business. E-commerce in many of its forms uses technology to bring users together and make business easier. Another understanding of how e-commerce is changing the business environment is that e-commerce transactions are expected to grow in all retail stores over the next years. During the rapid growth of e-commerce, security risks have increased in volume and extent.

The security of our computers, mobile devices, and all systems that users interact with depends on the security of online transactions and payments. This is why it is important to ensure reliable security that meets the needs of users and protects against problems on the Internet. So in one world, e-commerce user systems must be safe and secure to use.

Why security is important in e-commerce? The visible answer will be the e-commerce is the purchase and sale of goods and services through the Internet. This is a trade matter because there is a user who, in order to receive the corresponding product on the Internet, must disclose his/her identity and credit card numbers. Thus, it is at this point that it is important that the user is protected by electronic commerce, both credit card numbers and goods ordered by the user. Otherwise, the user may receive financial, social or other damage from an unauthorized person who has access to them.

That's why this article will be structured: after the introduction will come the first part, which the goal is to find out why security in e-commerce matters. The second part will focus on security issues in e-commerce. The final part will be on how to secure online payments. This article will end with some conclusions about the main topic.

Keywords: Electronic commerce, electronic commerce security, e-commerce security issues, online payment security

JEL Codes: L80, L81

¹ University of Szeged, Hungary, mir-nermin@hotmail.com.

TSONEVA STEFANIYA TSONEVA¹

STUDY OF THE INFLUENCE FACTORS OF THE ATTRACTION OF FDI IN THE ECONOMY OF THE RECIPIENT STATE: EXAMPLE OF RUSSIA

Abstract

This article focusses on the formation of new scientific decisions regarding the study of factors that influence the attraction of FDI in the economy of the host state using Russia as an example. The study focuses on the need of stimulating FDI in the Russian economic system in order to overcome the recession and the impact of economic sanctions. Based on the analysis of the dynamics of FDI per capita, inflows, outflows, FDI balances in Russia, as well as a three-year forecast, a conclusion about the critical state of attracting such investments to the economy of the recipient country is made. Separately, on the basis of critical literary analysis, the concept of identifying the factors influencing the attraction of FDI in the host economy are selected, and seventeen main factors of such influence for the Russian Federation are identified. Based on a quantitative analysis of the identified factors influencing the attraction of FDI in the Russian economy, the directions of their influence (positive or negative) are identified. Also, based on the use of a comparative assessment significant differences between the factors influencing the attraction of FDI in developed and developing countries is proved.

Keywords: FDI, host economy, influence factors, recipient country

JEL Codes: F20, F21, P45

¹ Shanghai University, School of Economics, People`s Republic of China. stefaniya.tsoneva@yahoo.com.

ANDRES DAVID OROZCO RODRIGUEZ¹

THE TRANSITION FROM PHYSICAL FORMAT TO DIGITAL FORMAT IN VIDEO GAMES: AN ANALYSIS FROM THE TRADITIONAL RETAILER

Abstract

To analyze the development, distribution and sales trends of videogame software from Microsoft, Sony, Take Two Interactive and Electronic Arts. An exploratory quantitative study was carried out under the method of time series and correlational analysis from the method of ordinary least squares MCO. It was found that videogame developed companies strategically lean their actions to the development of digital content and direct distribution of them to their different clients. the results indicate a constant increase in net revenues per digital distribution channel, which exceeds revenues from traditional physical distribution. At the time of reaching multiple linear regression, it is evident that the net income, by distribution channel, has a significant increase in the concept of sales of digital content, which has an inverse relationship with the income from physical content, which has a significant impact Direct and negative with the commercial activity of retailers.

Keywords: Supply and demand, online commerce, organizational change, data processing

JEL Codes: M00

¹ Universidad Nacional de Colombia sede Manizales, adorozcor@unal.edu.co.

SERKAN BENK¹ AND TAMER BUDAK²

THE RELIGIOUS COMMITMENT INVENTORY—10 (RCI-10): AN ADAPTATION TO TURKISH, RELIABILITY AND VALIDITY STUDY

Abstract

The aim of this study is to investigate Reliability and Validity of the Turkish version of the Religious Commitment Inventory-10 (RCI-10) in a Turkish sample (545 participants). The survey were translated into Turkish from the original English version. The Adoption of Turkish version of the RCI-10 has acceptable reliability (Cronbach $\alpha = .879$). In Addition, the two factor structure of the original scale is confirmed. This study has showed that, Turkish version of RCI-10 is an avialable scale that should be used more academic purposes.

Keywords: RCI-10, Turkish adaptation, religiosity, reliability, validity

JEL Codes: E60, C10, C50, Z12

¹ Inonu University, Turkey, serkan.benk@inonu.edu.tr.

² Alanya Alaaddin Keykubat University, Turkey, tamerbudak@yahoo.com.

TAMER BUDAK¹ AND SERKAN BENK²

THE THEORETICAL PERSPECTIVE OF TAX COMPLEXITY INDEXES

Abstract

Tax complexity is not a new phenomenon, though it has reached new heights in the last few decades. When the income tax was enacted for the first time it was aimed to apply to minority of people, and tax rates were modest, complexity was not a problem. Afterwards, excessive complexity has been a constant complaint of taxpayers as well as being a favourite theme of reformers. Problems of tax complexity have attracted criticism from all reformers, politicians and economists for years. The reason for complexity can be stated as a public policy, fiscal incentives, avoidance, structural, tax neutrality, tax capacity, miscellaneous and etc. Defining ‘complexity’ is not easy. Typically, writers do not define the tax complexity but they have listed and categorised some factors that contribute to complexity. Measuring tax complexity involves a range of difficulties but, although it is not easy, it is possible. As it is known that tax systems are becoming very complex. Nevertheless, there are some institutional and scholars’ initiatives such as The Progressive Policy Institute, The World Bank/PwC, The OTS, and some scholars. They have studied to measure of complexity in specific countries and around the world. These studies have made important progress in improving methods of calculating complexity in order to make comparative analyses but much remains to be done. The Complexity Indexes can be utilized to produce useful international comparisons but it would be even better if all indicators were clear and objective. There is a vital requirement for an effective complexity index to be used in international comparisons between the countries under consideration.

Keywords: Taxation, tax simplification, tax complexity, index, tax policy

JEL Codes: H20, H21, H29, C43

¹ Alanya Alaaddin Keykubat University, Turkey, tamerbudak@yahoo.com.

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

NATALIA AMAT LEFORT¹, MARTA MAS MACHUCA² AND FREDERIC MARIMON³

ASSESSING AND MANAGING QUALITY WHEN CUSTOMERS AND PROVIDERS COLLABORATE

Abstract

Collaborative Consumption as a new business model is becoming popular in many activity sectors, particularly in transport of people, which was one of the first activities where the model spread. The model is based on interactions in which a platform is required. An empirical study based on a questionnaire completed in February 2020 shows perceived quality is deployed in three dimensions: Trust and social interaction, site organization and comfort. The first relates to the feeling of confidence and trust with both the platform and the peer-driver that actually provides the service. The second assesses the way how the information is showed in the website or App. The third and last deals with the tangible aspects of the vehicle.

Keywords: Collaborative consumption, perceived quality, transport

JEL Codes: M15, M31

¹ Universitat Internacional de Catalunya. namat@uic.es.

² Universitat Internacional de Catalunya, Barcelona, Spain, mmas@uic.es.

³ Universitat Internacional de Catalunya. fmarimon@uic.es.

ARMINE CHOBANYAN¹, ARTAK YERGENYAN² AND SHUSHANIK ISAHAKYAN³

THE EFFECT OF TECHNOLOGY ON ECONOMIC GROWTH AND GLOBAL COMPETITIVENESS: KEYS FOR ARMENIAN CASE

Abstract

This research capitalizes on the possible effects of technology on the economy and global competitiveness. It is introduced the current situation and gives policy recommendations based on succeeding cases and pro-growth agenda. As pointed, the world economy is transforming from an industrial age to an informational/knowledge-based age, where the role of new technology and know-how is becoming ever more dominant and essential than labor force and capital. Economy growth and poverty reduction proper strategies must develop by every country for having competitiveness in the global market. The total economic impact of Software across European Union data shows that software contributed €1 trillion to total EU GDP in 2016. The mentioned fact means that the economic impact of software is impressive, which in its turn contributes to stable economic growth and creation of jobs in Europe.

Therefore, the role of bringing know-how and new technology will allow the country to enter global markets. Nowadays, productivity sometimes correlated with automation, and here, of course, technological innovation is an essential part of it. Innovation and knowledge are primary driven tools for the next decades. The research emphasizes the possible impact of new technology, and technological change is considered as a part of the economic process. It plays an important role in fueling economic growth and country competitiveness. The development of the high tech sector is a vital factor for achieving the country's social and economic development goals. It is pointed out that the national growth agenda should involve all three side parties: universities, Government, and entrepreneurs in the sector. The Republic of Armenia should develop its innovation potentials focusing on technology skill development and science. This is a future wave. Nobel Prize-winning economist Robert Solow said: "You can see the computer age everywhere but in the productivity statistics."

Keywords: The high technology sector, innovation management, innovation development, innovation introduction, know-hows, knowledge-based economy, digital economy, the competitiveness of the country, export competitiveness, economic growth

JEL Codes: N10, O10, O40

¹ European University, Armenia, armine.chobanyan@gmail.com.

² Union of Young Economists, Armenia.

³ Yerevan State University, Yerevan, Armenia.

SLAGJANA STOJANOVSKA¹ AND ADRIJANA BULEVSKA ZARIKI²

FEMALE SELF-PERCEPTION FOR MACEDONIAN WOMEN ENTREPRENEURS

Abstract

It is difficult for women to start a new business and be entrepreneurs in a male-dominated business environment, with obstacles in the form of acquiring finances, entering new markets and working in a competitive environment. The purpose of this paper is to explore the framework of female perception of entrepreneurship in Macedonia as women entrepreneurship is a very neglected and overlooked issue worldwide. Doing so, we will analyze Global Entrepreneurship Monitor's (GEM) indicators for Macedonian entrepreneurship and compare them to female self-perception averages in middle income countries and globally. Also the paper will demonstrate what it takes to promote and improve women entrepreneurship, for women to run strong and viable enterprises.

This paper strives to send a message to decision makers for designing better and improved policy strategies for women entrepreneurship environment for enhanced social perception and attitudes; better promotional strategies; support and access to finance for women entrepreneurs.

Keywords: Female entrepreneurship, GEM indicators, social perception

JEL Codes: L20, L26

¹ Integrated Business Faculty, Skopje, Macedonia, slagjana.stojanovska@fbe.edu.mk.

² Integrated Business Faculty, Skopje, Macedonia, adrijana.bulevska@fbe.edu.mk.

GERI PILACA¹

RADICAL DEMOCRACY IN THE MAKING: THE CASE OF ALBANIA

Abstract

Radical democracy is a theoretical paradigm that, among all, was widely used to explain the development and importance of social movements. Recently, due to technological advancements, such a paradigm has laid a specific focus on the importance of the media in social mobility. Like many other countries, even Albania has been affected by protests which gained momentum due to the use of media tools. This was even more evident during the 2018 student protest where social media and the internet culture among the young generation made it possible to provide a strong public engagement. Although the protest wasn't finalized with the desired results, its popularity managed to bring social issues at the centre of the political and public discourse.

Keywords: Radical democracy, Albania, protest, student, technology

JEL Codes: D71, D74, D79, F50, I28

¹ Epoka University, Albania, gpilaca18@epoka.edu.al.

ANA QUARESMA¹ AND SANDRA RIBEIRO²

COSTS OF AGENCY INDEX: THE NEED TO MEASURE AGENCY COSTS

Abstract

This study aims to make known the need to create an indicator that can measure the agency costs resulting from agency conflicts set out in the agency's theory.

The increasing complexity of the management of organizations, coupled with increased dimensions and geographical coverage, most often their scope is reflected on a global scale, leads to the costs resulting from monitoring management, by the of the "owners" of capital are increasingly relevant, having an impact on the financial and stock performance of these same organizations.

Thus, in the present study will be exposed the foundations that will lead the authors to the design and creation of a Composite Indicator that will allow, through variables identified in the reports of corporate governance and constructed proxies, to the creation of the Costs of Agency Index. The main dimensions for their future elaboration and described will be explained also the associated advantages.

Keywords: Agency theory, agency costs, corporate governance, composite indicators

JEL Codes: F60, M20

¹OBSERVARE - Observatório de Relações Exteriores da Universidade Autónoma de Lisboa, Portugal, aquaresma@autonoma.pt.

² OBSERVARE - Observatório de Relações Exteriores da Universidade Autónoma de Lisboa, Portugal, sribeiro@autonoma.pt.

IRINA ANA DROBOT¹

CULTURE CONTACT IN THE NOVEL PAVILION OF WOMEN BY PEARL S. BUCK

Abstract

The purpose of this paper is to look at culture contact of traditional Chinese culture and Western culture as presented for the characters: Madame Wu growing more interested in the teachings of an American missionary priest Andre, Linyi's attraction to the Western individualist culture, Fengmo's oscillation between his traditional culture and Western culture, as well as Rulan's and Tsemo's. Only Meng and Liangmo are a traditional couple, looking at marriage from a traditional, collectivist point of view. Other characters wonder about the Western point of view, and come to question marriage, including Madame Wu. The novel explores perspectives on happiness, be it individualist or collectivist, through traditional and modern, as well as from the perspective of Asian and Western cultures.

Keywords: Individualism, collectivism, culture, marriage, tradition

JEL Codes: Z00, Z10

¹ Technical University of Civil Engineering Bucharest, Romania, anadrobot@yahoo.com.

RICHARD BALDWIN¹, EDOARDO CHIAROTTI² AND DARIA TAGLIONI³

TRADING THROUGH PLATFORMS: EVIDENCE FROM ALIEXPRESS⁴

Abstract

We assess the link between the e-commerce platform AliExpress and trends in Chinese gross exports over the last decade. As AliExpress allows only non-Chinese consumers to buy goods on its platform, all visitors on AliExpress.com in countries outside of China are final buyers. We thus exploit the cross-sectional differences in the geographical distribution of AliExpress users and find that countries which use AliExpress more import more from China, specifically in those sectors that can be traded on AliExpress. We confirm these results by running robustness checks and controlling for alternate explanations. We also find some evidence that AliExpress contributes in reducing distance from China as a barrier to trade. The correlation between AliExpress and Chinese exports appears to be large enough to be detected in gross trade data.

Keywords: Platforms, E-Commerce, AliExpress

JEL Codes: F10, F14, L81

¹ Center for Trade and Economic Integration (CTEI) at the Graduate Institute, Geneva, and Center for Economic Policy Research (CEPR), rbaldwin@cepr.org.

² Center for Trade and Economic Integration (CTEI) at the Graduate Institute, Geneva, edoardo.chiarotti@graduateinstitute.ch.

³ The World Bank, dtaglioni@worldbank.org.

⁴ The views expressed herein are those of the authors and not necessarily those of CTEI, CEPR, World Bank, or any other institution with which the authors are affiliated. This research project is funded by the Swiss National Science Foundation (SNSF).

ANDREA SBARILE¹

ENDOGENOUS MONETARY GROWTH MODELS: AN OVERVIEW

Abstract

Monetary growth theory includes many contributions connected to different approaches of monetary variables and growth dynamics. The basis of the theory was proposed in a neoclassical framework by Tobin(1965) but this approach has received many critics for instability of the equilibrium and for neoclassical assumption by keynesian economists. In the last 30 years, economic literature has added a monetary sector to the endogenous growth model based on R&D and human capital accumulation. In this paper I'll propose an overview regarding some monetary endogenous growth models: the basic model, social status and economic growth, search theoretic approach, the role of monetary policy and the Schumpeterian model.

Keywords: Monetary growth model, growth dynamics, endogenous growth model, monetary policy

JEL Codes: E50, E52, E60

¹ University of Genoa Italy, andrea.sbarile@economia.unige.it

AHMED MUSTAKOGLU¹

GLOBAL TRENDS ON TAXATION OF WEALTH: THE CASE OF OECD

Abstract

Wealth can be described as the sum of assets, real estates and securities held by individuals or legal entities at a given time, and covers all economic values that can be expressed in money. Wealth taxes are levies on all kinds of securities, real estate goods, money and receivables that are included in the assets that people and legal entities own, at a given time. First forms of wealth taxes can be found in the ancient Greek and Roman Empire. In early years, real estate was the main focus of wealth taxes. However, animal ownership, slaves ownership, and home and jewelery ownership also was levied under wealth taxation. After the 15th century, with the effect of increasing defense costs, the wealth tax has become a regular tax in almost all European countries. With the evolution of the principle of justice in taxation from the 17th century onwards and the increase in public services, the taxation process of general wealth has started not to meet the revenue need for states, alone. Thus, general wealth taxes were replaced by special wealth taxes. Beginning from the 19th century, income taxes became the basic tax in the world, with some exceptions. Afterwards, many countries have adopted the wealth tax as a complementary tax to the income tax. The importance of wealth taxes on the basis of central governments has diminished over time, but their importance in terms of municipal revenues continues to this day. In the period following the First and Second World Wars, once-and-for-all wealth taxes were introduced in many European countries to meet the large increases of public expenditures during the war and to levy welfare increases of certain segments. The main reasons for the existence can be arrayed as following: Wealth taxes are one of the most important tools that can be used to reduce inequality in income distribution; they have the potential to levy economic values which are a source of income; they can hardly be shifted to other people or institutions; they have historically been an important revenue source for local governments in most countries. In last decades, wealth tax revenues as a share of total taxation have been decreasing in OECD countries, whereas tax to GDP ratios have been increasing, in general. Many countries have abandoned to levy wealth taxes, recently. Nowadays, out of 35 OECD countries, ten implement non-recurrent taxes on immovable property and six implement net wealth taxes, only. There OECD countries don't implement estate, inheritance and gift taxes, whereas two OECD countries don't implement financial and capital transactions, only. Finally, all OECD countries implement property taxes.

Keywords: Wealth taxes, tax policy, OECD

JEL Codes: H20, H27, H29

¹ TIKA, Turkey, afmustakoglu@gmail.com.

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info@mirdec.com

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