

***ISTANBUL***

**Book of Abstracts**



**Masters International  
R&D Center**

**MIRDEC 2025**

**MIRDEC 24th  
International Academic Conference  
Economics, Business and Contemporary Discussions in Social Science**

**CONFERENCE PROCEEDINGS  
Istanbul 2025, Türkiye**

**Book of Abstracts**

**Editors**

**John Marangos  
Irina Ana Drobot  
Jesus Gomez Velazquez**

**24-25 April 2025  
Nippon Hotel  
Istanbul, Türkiye**

MIRDEC 24th -Istanbul 2025  
International Academic Conference on  
Economics, Business and Contemporary Discussions in Social Science  
24-25 April 2025, Istanbul, Türkiye  
Masters International Research & Development Center

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CONFERENCE PROCEEDINGS: BOOK OF ABSTRACTS

ISBN: 978-625-94138-6-0

# Masters International Research & Development Center

## **MIRDEC International Academic Conference**

MIRDEC 24th  
International Academic Conference  
Economics, Business and Contemporary Discussions in Social Science

# CONFERENCE PROCEEDINGS

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### John Marangos

#### University of Macedonia, Greece

John Marangos is a Professor of Comparative Economic Systems at the Department of Balkan, Slavic and Oriental Studies at the University of Macedonia, Greece. Focal points of research include International Development, the transition processes in Russia, Eastern Europe and the former Soviet Union and Asia, and innovative methodologies for teaching economics.

- I am among the top 5% of authors in the world according to these five criteria (<http://ideas.repec.org/f/pma340.html>):
  - o Number of distinct works. Ranked: 2379
  - o Number of distinct works weighted by number of authors. Ranked: 1256
  - o Number of journal pages. Ranked: 1256
  - o Number of journal pages, weighted by number of authors. Ranked: 396
  - o Number of Abstract Views in RePEc Services over the past 12 months, Weighted by Number of Authors. Ranked: 2000
- May 2023-May 2024 Economic Consultant, Critical Materials Crossroads, Missouri Institute of Defense and Energy, University of Missouri Kansas City.
- May 2020–Dec 2021: Director, African Political Economy Lab, The Africa Center for Strategic Progress, Voluntary position.
- 12th book published July 17, 2020: International Development and the Washington Consensus: A Pluralist Perspective, Routledge.
- March 5, 2018–March 20, 2019: Chief Economist, Attica Bank, Athens, Greece
- Publications (see below): 12 books, 22 book chapters, 80 refereed journal articles.
- 2018 Clarence E. Ayres Scholar Award—Association for Evolutionary Economics.
- 2017-August 2023: Associate Editor, International Journal of Social Economics.
- 2006-11: Editor, Forum for Social Economics, a refereed journal published by the Association of Social Economics.

### Irina Ana Drobot

#### Technical University of Civil Engineering Bucharest, Romania

Irina-Ana Drobot, lecturer, PhD, was born in 1983 in Bucharest, Romania, and graduated from the University of Bucharest in 2006. She was awarded a PhD from the University of Bucharest in 2014 with a thesis titled Virginia Woolf and Graham Swift: The Lyrical Novel. She has been teaching English language seminars at the Technical University of Civil Engineering Bucharest, Faculty of Engineering in Foreign Languages, Department of Foreign Languages and Communication, since October 2007. This academic year she teaches a Culture and Civilization seminar for engineering students and a course in the EU and its Institutions for the students of the Translation and Interpretation section.

### Jesus Gomez Velazquez

#### Escuela Superior de Turismo of National Polytechnic Institute (IPN) Mexico

Jesus Gomez Velazquez is a posgraduate intern and associate professor at Escuela Superior de Turismo of National Polytechnic Institute (IPN) Mexico. He is Ph. D. And MSc in natural resources with research lines in agroecology and tourism sustainability. He has presented research papers in conferences in more than 20 countries and has more than 30 published papers. He has developed collaborative research with the University of Mumbai, Lusofona University of Lisbon, University of Puerto Rico and New York University

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## **MIRDEC 24th, Istanbul 2025 Conference, Türkiye**

### **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.

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

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

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

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

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

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

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

**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 24th, Istanbul 2025 Conference, Türkiye**

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

**Prof. Slagjana Stojanovska**  
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**Prof. John Marangos**  
*University of Macedonia, Greece*

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Research & Development Center**



**MIRDEC 24th- ISTANBUL 2025 Conference Program**

**MIRDEC-24th International Academic Conference  
Economics, Business and Contemporary Discussions in Social Science  
(Global Meeting of Social Science Community)**

**24-25 April 2025  
Nippon Hotel  
Istanbul, Türkiye**

**OPENING SESSION – 24 April 2025 – THURSDAY**  
**SESSION 1 – 24 April 2025–Thursday–09.00-10.45 (Türkiye time zone)**  
**15 min. for each presentation- 15 min. Discussions**  
**Session Chair: Kemal Cebeci**

**Kemal Cebeci**  
*Opening Speech*  
**Marmara University, Türkiye**

**John Marangos (Keynote speaker)**  
*Does Troikonomics Work? Myths and Realities of the Greek Financial Crisis and Lessons for Economies in Crisis*  
**University of Macedonia, Thessaloniki, Greece**

**Anna Skorska**  
*How to Reach Work Life Balance? Challenges and Opportunities*  
**University of Economics in Katowice, Poland**

**Urszula Grzega**  
*The Use of Consumption Measures in Studies of the Standard of Living*  
**University of Economics in Katowice, Poland**

**Alisher Mansurov**  
*Diversity Through the Lens: A Comparative Analysis of Methods for Analyzing Student Perceptions of Recruitment Photography*  
**Nipissing University, Canada**

**24 April 2025 – THURSDAY**

**SESSION 2 – 24 April 2025–Thursday –11.15-13.15 (Türkiye time zone)**

**15 min. for each presentation- 15 min. Discussions**

**Session Chair: Chaimaa Bendahou**

**Turhan Çetin**

*Developing an Activity for Disaster Education in Fourth Grade Social Studies Course*

**Gazi University, Türkiye**

**Chaimaa Bendahou, Ilham Assiad and Lahoucine Berbou**

*Scroll, Like, Travel: The Power of Social Media in Choosing a Travel Destination*

**Hassan 1st University - Ecole Nationale De Commerce Et De Gestion De Settat, Morocco**

**Madina Abaidullayeva**

*"5+1" Cooperation Formats in Central Asia: Main Initiatives and Regional Impact*

**Turan University, Kazakhstan**

**Ruzita Azmi and Noraziah Abu Bakar**

*Legal Viability and Stakeholder Perspectives on the Private Lease Scheme (PLS) in Malaysia's Housing Sector*

**University Utara Malaysia, Malaysia**

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*Motivation of Workforce in Russian and Chinese Organizations, Using Hofstede's Dimensions*

**Eszterházy Károly Catholic University, Hungary**

**Eyüp Kağmıcı, Cemil Şenel and Muhammed Veysel Kaya**

*Analysis of Operating, Financial and Total Leverage Degrees of Insurance Companies Traded in Bist 100*

**Ankara Hacı Bayram Veli Üniversitesi, Türkiye**

**24 April 2025 – THURSDAY**

**SESSION 3 – 24 April 2025–Thursday –14.15-15.45 (Türkiye time zone)**

**15 min. for each presentation- 15 min. Discussions**

**Session Chair: Irina-Ana Drobot**

**Asmahan Majed Altaher**

*Green Practises for Sustainable Development*

**Savoir Faire, Jordan**

**Carmen-Nora Lazar**

*Comparison between Directive 33/2013/EU and 1346/2024/EU laying down standards for the reception of applicants for international protection*

**University Babes-Bolyai of Cluj-Napoca, Romania**

**Eyayu Tesfaye Mulugeta**

*Estimating Labor Demand using Dynamic Framework: Evidence from Manufacturing Firms in Ethiopia*

**Addis Ababa University, Ethiopia**

**Irina-Ana Drobot**

*The Present Moment, Enlightenment and the Imperfection of Life in Virginia Woolf's Works: Similarities with Zen Buddhism*

**Technical University of Civil Engineering Bucharest, Romania**

**Jorge Hernando Cunado**

*Smart Organizations in the 21st Century*

**Nabrija University, Spain**

**24 April 2025 – THURSDAY**

**SESSION 4 – 24 April 2025–Thursday –16.15-17.45 (Türkiye time zone)**

**15 min. for each presentation- 15 min. Discussions**

**Session Chair: Tamer Budak**

**Valeria Cocco**

*The Geography of Wine. Taste, History, Certification: The Italian Case Study*  
**University of Sapienza Università di Roma, Italy**

**Maria Liashenko**

*Mediation Activities in Language Learning: Students' Perspectives on Challenges and Opportunities of Using Wiki Sites*

**(Assoc. Prof.) Minin University of Nizhny Novgorod, Russia**

**(Phd Cand.) Lanchaster University, United Kingdom**

**Tamer Budak & Serkan Benk**

*Health Tourism in Economic and Financial Terms: Threats and Opportunities for Türkiye*  
**Alanya Alaaddin Keykubat Üniversitesi, Türkiye**

**Huda Al Hajjaj**

*The Role of the Social Worker in Supporting Children with Autism*  
**University of Jordan, Jordan**

**Tanu M. Goyal**

*Role of Digitalisation in Enterprise Developments: Insights from a Survey of over 2000 MSMEs in India*  
**Indian Council for Research on International Economic Relations (ICRIER), India**

**Listeners:**

**Slagjana Stojanovska**

**Emeritus, IBF, North Macedonia**

**Haşim Özüdoğru**

**Ankara Hacı Bayram Veli Üniversitesi, Türkiye**

**25 April 2025 – FRIDAY**

**SESSION 5 – 25 April 2025–Friday –11.00**

**Meeting of MIRDEC Organizing Committee: Evaluations & future perspectives**

**ZOOM DETAILS**

**MIRDEC ISTANBUL 2025**

Zoom Link

<https://us02web.zoom.us/j/84989094484?pwd=x9almhMSbMXAgSc7H62Xd9th2hmTFA.1>

Meeting ID: 849 8909 4484

Password: 2025

We are very pleased to introduce the Conference Proceedings (Book of Abstracts) of the **MIRDEC 24th Istanbul 2025 Conference International Academic Conference on Economics, Business and Contemporary Discussions in Social Science, 24-25 April 2025, Istanbul, Türkiye.**

Thanks to all our participants for their academic and social contributions.

### **MIRDEC 24th Istanbul 2025 Conference Proceedings: Book of Abstracts**

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#### **Editors:**

**John Marangos**

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24-25 April 2025  
Nippon Hotel  
Istanbul, Türkiye

**JOHN MARANGOS<sup>1</sup>**

**DOES TROIKONOMICS WORK? MYTHS AND REALITIES OF THE GREEK FINANCIAL CRISIS AND LESSONS FOR ECONOMIES IN CRISIS**

**Abstract**

The impact of the crisis and the Economic Adjustment Programs upon Greece was catastrophic. The policy measures implemented to achieve fiscal consolidation, reduce public debt, and provide a framework to improve economic stability and growth were all ineffective in restoring market confidence to the Greek economy. Currently, worldwide there is no real room for culturally different economic policies beyond Troikonomics-austerity. There is a benefit in pushing the frontiers of such thinking regarding Troikonomics-austerity in line with historical experience and pluralism that increases the appreciation of the offerings of diverse approaches. This paper offers an alternative perspective to the Greek financial crisis that emphasizes the deep-seated differences in embracing the Troika's imposed austerity and provides lessons for economies in crisis. The theme of the paper is rather urgent because of an incomplete understanding of the nature of the crisis in Greece and the immense consequences for governance in the eurozone.

**Keywords:** Troikoeconomics, Greek Financial Crisis, Global Financial Crisis, European Financial Crisis, IMF

**JEL Codes:** E00, H00, G00, G01

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**RUZITA AZMI<sup>1</sup> AND NORAZIAH ABU BAKAR<sup>2</sup>**

**LEGAL VIABILITY AND STAKEHOLDER PERSPECTIVES ON THE PRIVATE LEASE SCHEME (PLS) IN MALAYSIA'S HOUSING SECTOR**

**Abstract**

The Private Lease Scheme (PLS) offers an alternative to traditional property ownership by providing purchasers with a 99-year leasehold interest instead of full ownership. This study explores the legal viability of the PLS within Malaysia's existing property laws, including the National Land Code (NLC) 1965 and Housing Development (Control and Licensing) Act (HDA) 1966. The problem statement addresses concerns regarding the compatibility of the PLS with the current legal framework and the potential risks it poses to purchasers, who may be unaware of the distinctions between leasehold and ownership. The research objectives are to evaluate the compatibility of the PLS with existing laws, assess the perceptions of key stakeholders including policymakers, lawyers, and developers and identify the legal reforms required to integrate the PLS into the market. The methodology employs a qualitative approach, using semi-structured interviews with stakeholders such as policymakers from the Department of the Director General of Lands and Mines (DGLM), the Ministry of Housing and Local Government (KPKT), conveyancing lawyers, and property developers. These interviews were analyzed to gather insights into the legal, financial, and practical implications of the PLS. The findings reveal significant challenges in the implementation of the PLS, including its incompatibility with existing laws, the potential for buyer confusion, and concerns about the depreciation of property value over time. Legal professionals and policymakers emphasized the need for statutory reforms to provide clearer guidelines on the rights of lessees, lease renewal conditions, and protections for purchasers. Developers acknowledged the market potential for the PLS in niche sectors, such as retirement housing, but raised concerns about the broader market's acceptance due to the perceived financial risks. The study concludes that while the PLS offers potential flexibility for certain market segments, comprehensive legal reforms and buyer education are critical to its successful integration into Malaysia's housing market.

**Keywords:** Private Lease Scheme, legal viability, qualitative approach, legal reform

**JEL Codes:** O10, O20, O30, O40

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**TAMER BUDAK<sup>1</sup> AND SERKAN BENK<sup>2</sup>**

## **HEALTH TOURISM IN ECONOMIC AND FISCAL ASPECTS: THREATS AND OPPORTUNITIES FOR TÜRKİYE**

### **Abstract**

Due to the global pandemic in 2020, 435,691 health tourists preferred Turkey to receive health services. In this context, revenues of 1.37 billion USD were obtained in 2020. In 2024, a total of 1,506,442 people came to Turkey to receive health services and purchased health services worth 3.02 billion USD. In terms of health tourism, Turkey aims to increase the contribution of this sector to GDP by standing out with low-cost but high-quality health services (e.g. aesthetic surgery, cardiology, oncology). Health tourism has a strategic role in the economy by increasing its share in tourism revenues. When Turkey's basic opportunities in health are considered, Turkey's position as a bridge between Europe, the Middle East and Asia, and its support for health tourism, when combined with its four-season tourism infrastructure, constitute its geographical advantages. In addition, treatment costs in Türkiye are significantly lower than in the EU and other countries, and the fact that JCI-accredited hospitals guarantee quality is a significant advantage. Despite the opportunities, increasing competition, lack of promotion and bureaucratic obstacles can be listed as threats. In this context, countries such as India, Thailand and Mexico entering the market with similar strategies may threaten Türkiye's market share. However, the inadequacy of international marketing efforts of health facilities limits the awareness of potential patients. In addition, the complexity of visa processes and insurance partnerships for health tourists may slow down the flow of patients. It can be stated that significant taxes and incentives are given for health tourism in Turkey. An example of this situation is the VAT exemption. Health tourism services provided to foreign patients by health institutions with an International Health Tourism Authorisation Certificate are exempt from VAT. In addition, health institutions with a health tourism authorisation certificate are granted an 80% discount on net income/corporate profit during the taxation phase due to the income obtained within the scope of the services they provide to foreign patients. As a result, Turkey has the potential to become a global centre in health tourism. To achieve this, increasing promotional activities, simplifying legal regulations, and developing and diversifying marketing strategies are of critical importance.

**Keywords:** Health tourism, economic growth, tax policies, international competition

**JEL Codes:** L83, O10, H25, F60

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**ALISHER MANSUROV<sup>1</sup>**

**DIVERSITY THROUGH THE LENS: A COMPARATIVE ANALYSIS OF METHODS FOR ANALYZING STUDENT PERCEPTIONS OF RECRUITMENT PHOTOGRAPHY**

**Abstract**

Textual analysis in management sciences has evolved from dictionary-based methods to advanced natural language processing (NLP) algorithms, including deep learning models that better capture semantic and syntactic meanings. This paper evaluates the effectiveness of three methodological approaches - textual analysis with Python, prompt engineering with a generative large language model (GLLM), and manual interpretation - to analyze student survey responses regarding diversity and inclusion in recruitment photographs from a Canadian Big Four accounting firm. The survey tasked participants to describe and interpret photographs through denotative and connotative lenses, as they recorded their observations and interpretations. I investigate the strengths and limitations of each analytical method in addressing three research questions related to identifying thematic content, detecting diversity-related perceptions, and evaluating sentiment in responses. The findings highlight the unique contributions of each approach and demonstrate the comparative utility of computational and manual methods for studying visual rhetoric, participant reception, and diversity and inclusion in professional contexts.

**Keywords:** Connotative meaning, student perceptions, analytical methods, NLP, GLLM, Python

**JEL Codes:** M41, M31, M37, M00, M10

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**URSZULA GRZEGA<sup>1</sup>**

## **THE USE OF CONSUMPTION MEASURES IN STUDIES OF THE STANDARD OF LIVING**

### **Abstract**

The theoretical objective of this study is to present basic consumption indicators used in research on the standard of living. Additionally, the study aims to demonstrate the practical application of the food index in assessing the standard of living in the European Union between 2010 and 2022. The research is based on secondary sources of information (Eurostat).

The use of consumption indicators in studies on the standard of living allows for an analysis of the pace and direction of income distribution across different categories of needs. As a derivative of income, expenditures—along with their level, structure, and changes over time offer a relatively accurate reflection of how well specific needs are met, thereby providing a more comprehensive picture of living standards. One of the oldest consumption measures used to assess the standard of living of households is the food index. A thorough analysis of this index enables comparisons across time and geographical regions. The analysis of the food index, based on Eurostat data, revealed significant spatial disparities in living standards within the European Union. In 2022, Ireland, Luxembourg, and Austria ranked as the countries with the highest standard of living according to the food index, whereas Romania, Bulgaria, and the Baltic states recorded the lowest standard of living.

**Keywords:** Consumption expenditure, consumption indicator, standard of living

**JEL Codes:** E21, O10, O57

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**CARMEN LAZAR<sup>1</sup>**

**COMPARISON BETWEEN DIRECTIVE 33/2013/EU AND 1346/2024/EU LAYING DOWN STANDARDS FOR THE RECEPTION OF APPLICANTS FOR INTERNATIONAL PROTECTION**

**Abstract**

Within the immigration policy of the European Union, the directives laying down standards for the reception of the applicants for a form of international protection (especially the asylum) play a key role, because it is about the welfare of the people who are in need and come in the European Union for non-economic reasons. So, at the European level the necessity was felt to unify the standards of life or at least to establish a minimum for all the States, on one hand in order for the Union not to risk condemnations from the European Court of Human Rights for inhuman or degrading treatments (because the bad conditions of life were considered as such), on the other hand in order for the States who offer better conditions not to be overflowed by the asylum applicants, which is not equitable. Thus, each State must offer the minimum established by the European legal acts, even if for this it must be helped by the Union. Initially there was the Directive 9/2003/EU, repealed later by the Directive 33/2013, which in turn was repealed by the Directive 1346/2024 but is still in force, because the last directive applies only from June 2026. We intend to compare the two last directives, in order to see if the adoption of the last one constitutes or not a progress.

**Keywords:** Directive, immigration policy, standards, asylum, applicants

**JEL Codes:** K37

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**VALERIA COCCO<sup>1</sup>**

**THE GEOGRAPHY OF WINE. TASTE, HISTORY, CERTIFICATION: THE ITALIAN CASE STUDY**

**Abstract**

The Italian wine market represents a complex interplay of geographical diversity, stringent quality assurance, and international trade dynamics. Italy's varied terroir, from the Alpine foothills to the volcanic slopes of the south, yields a remarkable spectrum of grape varieties and wine styles, each deeply rooted in regional traditions. This inherent territoriality is further codified through a sophisticated system of certifications, most notably the Denominazione di Origine Controllata (DOC) and Denominazione di Origine Controllata e Garantita (DOCG), which delineate production zones, permitted grape varieties, and winemaking regulations, safeguarding quality and authenticity. However, the market also faces the influence of international trade policies, (i.e. tariffs imposed by key importing nations), which can significantly impact the competitiveness and export strategies of Italian wineries. Understanding the intricate relationship between Italy's diverse wine regions, its robust certification framework, and the evolving landscape of global tariffs is crucial for navigating and analyzing this vital sector of the Italian economy.

**Keywords:** Geography of wine, Italy, wine regions, tourism

**JEL Codes:** Z30, Z32, Z38, Z39

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**ANNA SKORSKA<sup>1</sup>**

## **HOW TO REACH WORK LIFE BALANCE? CHALLENGES AND OPPORTUNITIES**

### **Abstract**

This article presents the essence and importance of work-life balance, focusing on potential sources of conflict in different areas of human functioning. It analysis the relationship between working hours and the ability to maintain harmony across professional and personal domains Its aim was to assess satisfaction with selected aspects of life related to professional and non-professional responsibilities of Poles. The objective was realized through a diagnostic survey conducted in October 2024 among 1,067 working adults in Poland. The findings reveal that nearly half of respondents work 40 hours weekly, aligning with standard norms, but a substantial proportion report working over 50 hours, leading to increased risk of burnout, health problems, and strained family relations. Based on the results obtained, conclusions and recommendations addressed to employers were formulated.

**Keywords:** Work-life balance, working hours, family duties

**JEL Codes:** J21, J11, J81, I31

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**JORGE HERNANDO CUÑADO<sup>1</sup>**

**SMART ORGANIZATIONS IN THE 21st CENTURY**

**Abstract**

In the dynamic and complex landscape of the 21st century, smart organizations are redefining the principles of adaptability, innovation, and resilience. This paper explores the defining characteristics of smart organizations, including their use of advanced technologies, data-driven decision-making, agile structures, and human-centric cultures. Emphasizing continuous learning, decentralized leadership, and strategic foresight, these organizations leverage digital tools and artificial intelligence to remain competitive and responsive to global challenges. By integrating sustainability, inclusivity, and ethical governance into their operational models, smart organizations are not only achieving superior performance but also contributing to broader societal and environmental goals.

**Keywords:** Smart organizations, artificial intelligence, human-centric cultures, technology

**JEL Codes:** M00, M10, M15, M19

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**ISTVÁN JUHÁSZ<sup>1</sup>**

**MOTIVATION OF WORKFORCE IN RUSSIAN AND CHINESE ORGANIZATIONS, USING HOFSTEDÉ'S DIMENSIONS**

**Abstract**

In response to this fact, many Western companies are now expanding and establishing subsidiaries in China and Russia. Adapting to local values is a consideration for foreign managers (and other employees) when entering foreign markets and cultures. An important aspect is how to motivate employees. Due to cultural differences, how to motivate employees varies widely from country to country. Hofstede analyzed a large database of employee value scores for more than 70 countries collected by IBM between 1967 and 1973; Hofstede's work since 2001 has included scores for 74 countries and regions, replicating and this is an extension of the study. In addition, employees in China and Russia are examined from all angles based on Hofstede's dimensions. In each category of power distance, individualism, masculinity, uncertainty avoidance, and long-term orientation, it is shown how much Chinese and Russian employees scored on each dimension, and based on these values, employee culture, attitudes toward work, and motivation can be characterized. Using Hofstede's five dimensions, we would like to present an interesting study of employee motivation in Chinese and Russian organizations to understand the differences between these two countries and their employees.

**Keywords:** Chinese, Russian, Hofstede's dimensions, motivation

**JEL Codes:** A13, M14

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**MADINA ABAIDULLAYEVA<sup>1</sup>**

**“5+1” COOPERATION FORMATS IN CENTRAL ASIA: MAIN INITIATIVES AND REGIONAL IMPACT**

**Abstract**

The “5+1” cooperation formats are an important aspect of international cooperation in Central Asia, uniting the five states of the region (Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan) with external partners such as the United States, the European Union, Russia, China, Japan, South Korea and etc. The article provides an overview of these formats, characterizes the main areas and initiatives, and notes their importance for regional development. The article examines the diversity of approaches to cooperation used by each external partner, including security issues, sustainable development, infrastructure projects and technology exchange. The role of these formats in stimulating economic growth, expanding regional and international ties, and strengthening stability in Central Asia is emphasized. The purpose of the article is to introduce readers to existing cooperation formats and outline their role in regional dynamics and international relations. The material is oriented towards a wide audience and is aimed at forming a common understanding of the role and potential of the “5+1” formats in the development of Central Asia.

**Keywords:** Central Asia, "5+1" format, economic integration, regional development, international economic relations

**JEL Codes:** F02, F15, F63

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**MEDIATION ACTIVITIES IN LANGUAGE LEARNING: STUDENTS' PERSPECTIVES ON CHALLENGES AND OPPORTUNITIES OF USING WIKI SITES**

**Abstract**

The paper addresses the issues of deployment of wiki technology for mediation activities in English learning at university. The research design used a mixed methods methodology to explore students' perceptions quantitatively and qualitatively. The quantitative stage was aimed at investigating the degree of students' acceptance of Google wiki sites for language learning. It showed students' readiness and willingness to use wiki for studies. Wiki sites were reported to be easy to accept from students' perspectives. The findings informed a further design and actual deployment of the sites for different teaching purposes to teach mediation activities. In the study mediation was viewed through the lens of the Common European Framework of References for languages (the CEFR). Mediation activities were presented by three scales: mediating a text, mediating concepts, mediating communication. The research described three cycles of wiki deployment for different teaching purposes: academic English, general English and English for specific purposes. The author designed the tasks to be shared on the sites to involve students in mediation activities. The students were then interviewed about their experiences of using wiki sites for mediation activities. Overall, 25 students participated in semi structured interviews after the wiki deployment. The data was analyzed using thematic analysis which resulted in presenting three thematic maps that described mediation descriptors from each scale. The study findings revealed the advantage and disadvantages of using wiki for mediation activities. The main benefits are the following: free access to other works, ease of creating and editing content, flexibility and open nature of wiki sites. On the other hand, there are some barriers to consider, such as security issues, problems of synchronous editing, delays and misunderstanding as a result of asynchronous format of communication. In general, benefits outweighed the challenges. In addition, the study resulted in identifying the factors affecting wiki-mediated learning which include technological, psychological and educational aspects. The further research can be directed towards exploring the interplay between educational psychology and technology and deployment of wiki sites to train particular mediation activities taking into account the research findings.

**Keywords:** English teaching and learning, mediation activities, the CEFR, mixed methods approach, technology enhanced learning

**JEL Codes:** Z00, Z10

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**IRINA ANA DROBOT<sup>1</sup>**

**THE PRESENT MOMENT ENLIGHTENMENT AND THE IMPERFECTION OF LIFE IN VIRGINIA WOOLF'S WORKS: SIMILARITIES WITH ZEN BUDDHISM**

**Abstract**

The purpose of the present paper is to analyse the way in which Virginia Woolf considers that the meaning of life and happiness lie in the present moment. We can notice how she deals with the transient nature of life in her works, in a similar way in which Japanese Zen Buddhism does. The present paper deals, among other examples, with the way in which Woolf considers in the essay *A Room of One's Own* that "The beauty of the world which is so soon to perish, has two edges, one of laughter, one of anguish, cutting the heart asunder," and the similarities with the Japanese wabi-sabi, referring to accepting the imperfections of life. It is striking how we can connect the two visions, of Virginia Woolf and of the Japanese Zen Buddhist philosophy, showing how Western and Eastern cultures may not, in fact, be that different. Woolf refers to moments of being, which are moments of revelation, or of enlightenment, and which have to do with everyday life, in a manner which is strikingly similar with the Zen Buddhist enlightenment.

**Keywords:** Moments of revelation, wabi-sabi, transience

**JEL Codes:** Z10, Z11, Z13

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**EYAYU TESFAYE MULUGETA<sup>1</sup>**

**ESTIMATING LABOR DEMAND USING DYNAMIC FRAMEWORK: EVIDENCE FROM MANUFACTURING FIRMS IN ETHIOPIA**

**Abstract**

This paper provides quantitative evidence on labor demand for production and non-production workers using a dynamic framework applied to manufacturing firms in Ethiopia. Drawing on a nationally representative unbalanced panel dataset from 1996 to 2016 and employing the System GMM (SYS-GMM) estimation method, we find that firms face low adjustment costs for both categories of workers. Moreover, wage increases are associated with a decline in labor demand across both groups, with own-wage elasticity being more pronounced for production workers than for non-production workers. Consistent with theoretical expectations, short-run wage elasticities are smaller in absolute value than their long-run counterparts. Our results also show that an increase in capital stock boosts labor demand, indicating that capital is labor-augmenting in Ethiopia's manufacturing firms. This effect, together with gains in total factor productivity, increases demand for production workers more than for non-production workers. These findings highlight the need for labor market reforms, such as minimum wage policies, to account for firms' response to wage changes. The results are robust across alternative estimation strategies and consistent with existing literature.

**Keywords:** Labor demand, dynamic framework, wage elasticity, adjustment costs, panel data, manufacturing firms, Ethiopia

**JEL Codes:** C33, J23, J30, J31, O55

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**TURHAN CETIN<sup>1</sup>**

**DEVELOPING AN ACTIVITY FOR DISASTER EDUCATION IN FOURTH GRADE SOCIAL STUDIES COURSE**

**Abstract**

Education is the most fundamental element that enables people to live in harmony with others and the environment. The problems in any field in the world are based on wrong practices in education. This study aims to increase awareness of the concept of disaster among fourth-grade middle school students. Turkey is located in a place where natural disasters are frequently experienced due to its natural structure and geographical location. Surviving natural disasters with minimum damage can be ensured by providing disaster education effectively at all levels starting from the pre-school period and continuing with adult education. Disaster education can be given in all courses at the secondary school level. While the subject of disaster is being taught in the social studies course within the framework of the integrated curriculum, the simultaneous teaching of disaster subjects in visual arts, music, Turkish, science, physical education and sports, mathematics, foreign language, information technologies and religious culture and ethics courses will make a significant contribution to the comprehension of the subject of disaster. In this study, sample activities were developed to ensure students' active participation and permanent learning of the acquisitions related to disaster education in the social studies course.

**Keywords:** Disaster, disaster education, social studies, activity development

**JEL Codes:** I20, I21, I28, I29

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**EYUP KAGNICI<sup>1</sup>, CEMIL SENEL<sup>2</sup> AND MUHAMMED VEYSEL KAYA<sup>3</sup>**

**ANALYSIS OF OPERATING, FINANCIAL AND TOTAL LEVERAGE DEGREES OF INSURANCE COMPANIES TRADED IN BIST 100**

**Abstract**

This study presents the methodological framework of an ongoing research. The aim of this study is to determine the operating, financial and total leverage levels of insurance companies traded in BIST 100 and to examine the impact of the 6 February 2023 earthquakes in Turkey on the leverage levels of companies. In leverage analysis, three degrees of leverage are analysed. These are operating leverage (DOL), financial leverage (DFL) and total leverage (DTL). In this context, it is planned to analyze the DOL, DFL and DTL degrees of the companies by obtaining the financial statements of the insurance companies subject to the research for the period 2022-2023 from their official websites. In addition, it is planned to analyze whether the leverage levels of the companies differ according to the pre- and post-earthquake period with the difference test. It is estimated that the fact of earthquake will create an instinct to secure assets with the concern of similar losses and thus affect the demand for insurance policies. In this context, it is thought that the study will contribute to the literature in terms of measuring the effects of earthquake on the insurance sector.

**Keywords:** Operating leverage, financial leverage, total leverage, insurance companies, 6 February 2023 earthquakes

**JEL Codes:** G22, M10

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**SCROLL, LIKE, TRAVEL: THE POWER OF SOCIAL MEDIA IN CHOOSING A TRAVEL DESTINATION**

**Abstract**

Social media plays a particularly powerful role in evaluating experiential products, namely tourism products and services. They have fundamentally changed the way travellers and tourists search, find and share information. The intangibility of tourism products makes them quite difficult to verify or evaluate. Travellers therefore rely on information provided by other travellers to make their decisions. The aim of this ethnographic article is to understand the use of social media in the destination choice process, taking into account the complexity of the Moroccan socio-cultural context.

**Keywords:** Social networks, destination choice, culture, consumer culture theory, netnography

**JEL Codes:** M31

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**TANU M. GOYAL<sup>1</sup>**

**ROLE OF DIGITALISATION IN ENTERPRISE DEVELOPMENTS: INSIGHTS FROM A SURVEY OF OVER 2000 MSMEs IN INDIA**

**Abstract**

MSMEs dominate the enterprise landscape in India. However, they struggle to scale up because of their low productivity levels. This is due to the sector's fragmented and largely informal nature. Enterprise development is, therefore, key for MSMEs to scale up, which is a necessary for a high and sustained growth rate and employment generation in India.

Limited access to finance, markets, information, and skilled human resources are some of the key challenges impeding enterprise development in India. Digitalisation offers a pathway to address these issues and accelerate enterprise development. Although

Internet usage is growing among MSMEs, they are unable to exploit its potential. This is because MSMEs, particularly micro-enterprises, cannot independently innovate or leverage the full potential of technology-based tools and platforms, and often need support from large enterprises and the government.

While some data on MSMEs' Internet usage exists, qualitative insights on digitalisation's impact on their growth and development are currently lacking. To examine the impact of digitalisation, specifically e-commerce platforms, on the growth and development of MSMEs, a survey of 2,365 Udyam-registered manufacturing sector firms was conducted in 2024. The survey's design facilitated both time series and cross-sectional data analysis, making it a key strength of the study.

The study found that contrary to the perception that the MSMEs sector is struggling and underperforming, the surveyed enterprises exhibit a robust growth trajectory. Importantly, it highlighted that e-commerce integrated firms outperform non-integrated ones. This study also presented evidence for interesting second-order effects of e-commerce integration, namely, improved access to finance and international markets, which can contribute significantly to enterprise development. It also found that while market access and financing are major hurdles for non-integrated firms, the primary challenges faced by integrated firms are notably distinct, necessitating a two-pronged approach to policy intervention. Going forward, it is essential for the government create a supportive digital ecosystem that empowers MSMEs to leverage e-commerce opportunities.

**Keywords:** Digitalisation, enterprise, business, MSME's

**JEL Codes:** M00, M10, M20

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**HUDA AL HAJJAJ<sup>1</sup>**

## **THE ROLE OF THE SOCIAL WORKER IN SUPPORTING CHILDREN WITH AUTISM**

### **Abstract**

The study aimed to understand the role played by social workers in improving the social communication skills of children with autism, the challenges faced by social workers in providing appropriate support, as well as identifying the most effective intervention strategies that can be used to enhance the social integration of children with autism.

The sample consisted of 35 social and psychological specialists working in autism centers, and the study was conducted at the Rehabilitation Services Center (Diagnosis Unit), Autism Department, and the Evaluation and Vocational Rehabilitation Center for Disabilities at the Ministry of Social Development in Dhofar Governorate, Oman. An instrument was developed to assess their cognitive, perceptual, and administrative skills, as well as the difficulties they face in dealing with the problems of children with autism.

The study results revealed that the social worker plays a vital role in providing psychological and social support to children with autism and their families. The social worker assesses the child's needs and provides guidance to families on how to cope with daily challenges. The social worker can also direct families to available resources, such as early intervention programs and educational support. The social worker significantly contributes to enhancing the academic performance of children with autism through various specialized strategies and practices, including psychological and social support, learning strategies, and early intervention.

The study concluded with a set of recommendations, the most important of which are: increasing support for social workers, improving communication channels between social workers and families, and providing continuous training programs for social workers. Additionally, the study focused on proposing a plan to activate the use of the directed group interaction principle and develop communication skills among groups of children with autism.

**Keywords:** Social worker, autism, social development

**JEL Codes:** Z00, Z10

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**ASMAHAN MAJED ALTAHER<sup>1</sup>**

## **GREEN PRACTISES FOR SUSTAINABLE DEVELOPMENT**

### **Abstract**

This study explores the concept of green businesses and their critical role in balancing economic development with environmental sustainability. In response to the growing need for environmental awareness among future generations, the researcher introduces the "Green Ambassador Program"—an action-oriented initiative designed for implementation in schools. The program equips participants with the knowledge, tools, and skills necessary to become effective advocates for environmental change. Complementing this initiative is the establishment of the Eco-Club, a collaborative platform where participants engage in dialogue and develop small-scale environmental projects. The core objective of the program is to instill sustainability values in students, promote environmentally responsible behaviors, and nurture a generation deeply committed to protecting the planet.

**Keywords:** Green practices, sustainability, Eco-club

**JEL Codes:** M00, M10, M20

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