



**MIRDEC 2019**  
**Rome 2019 Conference**

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



**Conference Program**

Venue:

University of Washington Rome Center

02-04 April 2019

Rome, Italy

**02 April 2019 – TUESDAY**

**WELCOME COFFEE 10.00-11.00**

**REGISTRATION – 10.00-15.30**

**02 April 2019 – TUESDAY**

**SESSION 1–02 April 2019–TUESDAY–11.00 – 12.00**

**OPENING SESSION**

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

**Session Chair: Shirley Joseph**

**Kemal Cebeci**, Opening speech  
Marmara University, Turkey

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

**Torben Hansen, Ninna A Andersen and Christie Nielsen**  
*Understanding the interplay between consumers' preference for ethical attributes, choice of brand, and quality shopping frequency*  
Copenhagen Business School, Denmark

**Maha Alsejari**  
*Factors and attitudes toward bariatric surgery among post-operative Kuwaiti patients: A sociocultural study*  
Kuwait University, Kuwait

**Kamila Turečková and Jan Nevima**  
*Smart Approach in Regional Development*  
Silesian University, Czech Republic

**LUNCH – 12.15-13.15**

**SESSION 2–02 April 2019–TUESDAY –13.15 – 14.30**

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

**Session Chair: Andrea Rácz**

**Shirley Joseph**  
*Achieving Higher Levels of Student Engagement in the Classroom through Thinking Routines*  
Temasek Polytechnic, Singapore

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

**Kenny Crossan, Miles Weaver and Hock Tan**  
*Towards a collaborative model to create joint value*  
Edinburgh Napier University, United Kingdom

**Andrea Rácz**  
*Zoom in and Zoom out - Reflections and Everyday Routines of the Child Protection Professionals*  
Eötvös Loránd University, Department of Social Work, Hungary

**COFFE BREAK – 14.30-15.00**

**SESSION 3–02 April 2019–TUESDAY –15.00 – 16.30**

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

**Session Chair: Tamer Budak**

**Motasem Abu Dawas and Waheeb Abu-Dawwas**

*Using Frame-Based Expert System to Construct Intelligent Tutoring Systems*

**Irdib National University, Jordan**

**Iffet Oyku Akyol and Aypar Uslu**

*Gastronomy as a Destination Attraction and the Impact of eWOM: Case of Turkey*

**Marmara University, Turkey**

**Valeria Cocco**

*'Tourism attractiveness: digital, storytelling and gastronomy'*

**La Sapienza University, Italy**

**Nertila Marku Haxhia**

*Challenges of Universal Human Rights Declaration in the Process of Globalization*

**University of Tirana, Albania**

**03 April 2019 – WEDNESDAY**

**SESSION 4–03 April 2019–WEDNESDAY–09.00 – 10.30**

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

**Session Chair: Lihui Lin**

**Velázquez-Sánchez Rosa María, Gómez-Velázquez Jesús, Alarcón Alcántara Ricardo and Joao Gabriel Boto de Matos Cairo**

*The Community Worldview and the Heritage Preservation in the Tourist Destinations Development*

**Instituto Politécnico Nacional, Mexico**

**Ajayeb Abu Daabes, Ameera Allulu, Sheikha Mohammed and Meera Saeed Alkhamiri**

*The Impact of social media in activating direct marketing among business organizations: Case study from UAE*

**Emirates College of Technology, United Arab Emirates**

**Pathe Seiny**

*The Socialism of the 21st Century In Latin America and Its Effect On The Social Bases*

**Higher University of San Andrés, Bolivia**

**Evans Tetteh**

*Africa's Dependency amid the Spread of Globalization: Addressing the Political Paradox in the International System*

**Hong Kong Baptist University, Hong Kong SAR**

**Lihui Lin and Huiru Wu**

*Weather condition and online shopping behavior: An empirical study of an e-tailer*

**Tsinghua University, China**

**COFFE BREAK – 10.30-11.00**

**03 April 2019 – WEDNESDAY**

**SESSION 5–03 April 2019– WEDNESDAY –11.00 – 12.15**

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

**Session Chair: Ajayeb Abu Daabes**

**María Elena Espín Oleas**

*The Ecuadorian banking industry facing the new Fintech business models*

**Escuela Superior Politécnica De Chimborazo, Ecuador**

**Nabil Cheriet and Maaninou Amal**

*Distribution: Towards integration of environmental concerns*

**University Mohammed V Rabat, Morocco**

**Fatima Ouazzani Chahdi and Salma Badraoui**

*Logistics outsourcing: an instrument for the development of the performance of the SC shippers*

**University Mohammed V Rabat, Morocco**

**Abdelhamid Nechad, Tarik Kasbaoui and Mohammed Ezznati**

*Investment in human capital and growth: support for the Moroccan*

**Abdelmalek Essaadi University, Morocco**

**Tamer Budak and Kemal Cebeci**

*Taxation of Cryptocurrencies*

**Inonu University, Turkey**

**04 April 2019 – THURSDAY**

**CLOSING BREAKFAST : 10am**

Mirdec officers will give you information about the restaurant at the conference.

**OTHER CONFERENCE PAPERS**

**Cheng-Te Chen**

*Using Cumulative Prospect Stochastic Dominance Method to Examine Anomalies of BRIC Stock Markets*

**Far East University, Taiwan**

**Aytaç Aydın and Muhammed Veysel Kaya**

*From The Perspective Of Economic Growth: The Importance Of Improving Fixed Broadband Internet Network Of Turkey On 4.0 Industrial Way*

**Kirikkale University**

**Marta Muqaj**

*Performance Management and Influencing Factors*

**European University of Tirana, Albania**

**Marta Muqaj**

*The factor that most influences the HRM model in hospitals and universities in Kosovo*

**European University of Tirana, Albania**

**Collins Ngu Nji and Winifred Muthoni Gachigi**

*Analyzing the influence of organizational culture on strategic planning: the role of organizational structure. case of higher education institutions in Kumba, Cameroon*

**Girne American University, Cyprus**

**Ola Rafik Mansour Mohamed**

*“participation as listener”*

**Faculty of Economics and Political Science - Cairo University, Egypt**

**Angelina Faraone**

*“participation as listener”*

**Canada**