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Assoc. Prof. M. Veysel Kaya Dr. Patrycja Chodnicka-Jaworska

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Book of Abstracts

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M. Veysel Kaya Patrycja Chodnicka - Jaworska

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Business Education: Faculty Tips to Guide International and Domestic Student Interaction to Benefit Classroom Learning

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Abstract

In the past few years, several countries have become global economic powerhouses by vastly increasing the number of middle-class populations. Because of the increase in middle-class populations, earning a college degree has become more attainable. A large number of international college aged students have acquired enough personal wealth thus creating a strong expansion in global higher education. As an example, China opened its economic doors in 1979 and since then has been undergoing westernization in culture and education. China is now experiencing growth in study abroad and these students tend to come over to the U.S. in large numbers (Barclay, Weinandt, & Barclay, 2017). Due to the sizable number of students coming over in groups, Chinese and other international students are spending the majority of their time abroad with each other and missing out on the full experience of studying in a foreign culture. The question we focus on in this paper is how to integrate international students to bring out the best for every student in the classroom.

Chinese students, along with many other students studying abroad, live with, hang out with, go to class with, and eat with only students from their home countries. Although this is very common with many students who study abroad, this paper intends to provide guidance for faculty to help international students participate within the larger group in the classroom. Faculty do not have much control over what international students do outside the classroom, however there is plenty that can be done in the classroom to help international and domestic students support each other, thus maximizing the students' cultural experiences. The authors explore the benefits to all students studying at U.S. universities – international students studying abroad in the U.S. and domestic students studying in their home country. This paper intends to address and identify steps, or tips, to best engage students from all over the world with students from the host country.

Keywords: Business Education, Faculty/Student Interaction, Study Abroad, Teaching

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What Happens Behind Police Doors with regard to Violence against Women in Algeria? Raising Awareness among Young Females about their Rights

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Abstract

Besides exploring the reasons behind violence against women in Algeria, this investigation intends to direct a limelight on unveiling the fact of impunity which leaves crimes such as 'honour killing' as accepted and tolerated. Impunity for violence against women in Algeria intensifies the fact that male violence is acceptable and inevitable. Activists try to stop violence against women by raising awareness of their human rights and encouraging them to speak out. Yet, we are more inclined to allow space in this research to find out answers to questions such as 'Who will assure that when the victim of violence files a police report will receive justice by penalizing the perpetuator? We intend to scrutinize to what extent does the Algerian government ensure that the penalties for domestic violence will be consistent and strict. An ethnographic approach was exerted to dissect issues of violence against Algerian women (23 females in the centre of women's rights protection in Algeria) via interviewing them and assembling their narratives. We exert crime victimization survey to display crimes that have not been reported to the police and to explore attitudes towards gender violence and criminal justice in case of deeming abuse against them a crime. We also examine police intervention in intimate partner violence cases. We measure the impact of violence against women and the steps taken after victimization to seek for help. Unexpectedly, 17 victims of this inquiry report that they were unlikely to receive meaningful assistance by police staff when reporting an offence, particularly rape and domestic violence. The act of fighting for social justice is the fight for reducing the lack of knowledge among women about their rights and the fear of exacerbating the aggression by their abusers. This is per se to guide them how to cope with judicial procedures.

Keywords: Gender-police reports-Violence- Women.

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A Study on the Influence of School Climate on Self Concept

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Abstract

A Study on the Influences of the School Climate on Self concept Education plays a vital role in development of an individual, the main source of which is the schooling system. It aims at improvement and there are many factors affecting education including the climate provided by the school. The factors collectively affect the selfconcept which is a collection of beliefs about oneself. Self-concept is an important aspect of self-image which in turn is a vital element of self-worth. School, which is often termed as a second home, is the first phase where not only the concept of self-image is curated but also challenged in terms of marks, physical activities etc. thus the school climate plays a key role because it is the teachers and the peers who tag one through positive and negative reinforcements as good or bad which is then absorbed and reflected in a person's reality. Once an individual comes to a clear understanding of one's reality, their lives become much more complacent. Another factor that plays a key role in building a student's self-worth is their intellectual capacity which is directly proportional to the quality of education a student gets. This research aims to establish the relationship between the effects of climate of the school and the self-concept developed by an individual under the influences of the traditional school system. For this purpose four Ahmedabad based schools have been chosen from which a total of 600 middle school students will be surveyed. The chosen sample population would consist of students from the 6th, 7th and 8th grades, with a limited sample of 50 from each grade which would result in a total of 150 students from each of the four schools. The selection of students will be done on the basis of random sampling. To assess the school climate, 'Community school climate self-assessment tool' has been chosen and will be employed on the students and to measure the aspect of self-concept, 'Self Rating Concept Test' by Dr. (Mrs.) Pratibha Deo will be employed. Data analysis using tests such as the Pearson Correlation test will further be used to examine the relationship between school climate and self-concept.

Keywords: School climate, Self-concept, Middle school

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Impact Of Social Media On Political Campaigns

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Abstract

In this new digital era, each tweet counts. Every read may be broadcast to the general public at the press of a button. Social media has modified the means individuals think, write, and react. The will for fast gratification has created voracious digital hunger. Social media is outlined precisely as you'd think—a media for the society; for people to get more social and begin a conversation. Everybody from politicians to actors, editors to opinionators—a fatal combination of opinion crafters and opinion terminators—are virtually present and much lot accessible than in reality. Regardless of political campaign and hash tag wars, the necessary impact of technology has been in sensitizing and popularizing elector registration among the youth. Politicians who are on social media have a more robust affiliation to their potential or existing audience than people who aren't. Social media grants the ability to steer and to follow. It even has the ability to give birth to change. Social media has become a pervasive force of impact and influence. However, a post, pin, or tweet doesn't essentially translate into a vote. That the question is what proportion sway will social media truly hold in politics? What proportion influence do the social media wear voters' opinions, analysis, and ideas exchange? This research paper explores the impact social media has not solely to influence communication however, the means politicians are victimizing specific tools to succeed in intent on their voters.

Keywords: Communication; digital; public; technology; vote

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The Impacts of Book Cover Graphics on Impulse Buying Decisions

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Abstract

With all the hustle and busy schedule of this era, people don't stop by at a bookstore with a plan of spending hours finding a good book and reading it. It is almost an impulse buying decision, by just taking a glance of the book cover and flipping the book for an overview of the blurb. The customer also buys a book with a preconceived notion or sometimes by reading reviews about the book or sometimes buying decision can solely depend on one's interest. Kathleen C.O' Connell (2010) in the research states that an image on a cover is "never just a picture". The research shows that the book cover reflects visual conventions and how the readers consider the elements (text, visual image and bindings) to articulate individuality and body images that are propagated in young adult culture. This thesis adds value to Kathleen's research by studying the impact of graphical elements of a book cover on impulsive buying decision of a customer. Cover of the book and the graphics on it and the summary blurb are one of the variables of an impulsive buying decision. A book cover is the first thing a potential buyer sees and it makes a lasting impression as our brains process image faster than words. Even in the era of e-books, consumers are browsing thumbnails of a book in the same way they browsed books in the bookshelves. For this thesis, I have conducted a qualitative method where I have interviewed the shop owners and the floor managers about the buying pattern of the customer and I also have conducted a quantitative survey method where a self-developed questionnaire is distributed among the ones who have purchased the book. I have also studied the buying pattern of a reader by an observational method. This thesis also studies how the physical presentation of a piece of literature gives essential clues about how we are intended to read it, by analyzing different graphical elements of the cover.

Keywords: Book cover, graphical elements, impulsive buying decision

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The Relation between Curiosity and Exploration, Personal Growth Initiative, and Identity Processing Styles: A Comparative Study on Indian Youths

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Abstract

Formation of Identity can be theorised as an ongoing psychosocial process during which several characteristics of the self are internalized, labeled, valued, and organized. Adolescence and emerging adulthood are crucial periods for identity development. A coherent and stable sense of identity provides one with a frame using which one can interpret one's experience and self-relevant information. Out of the various models proposed to operationalize some of Erikson's ideas on identity formation this study uses Berzonsky's social-cognitive perspective. Curiosity and Personal Growth Initiative play an important role in identity exploration and formation. Curiosity plays an elemental role in motivation, learning, and well-being. Curiosity motivates a person to explore and become engaged in activities in order to gain new experiences or information. This paper explores the difference in the degree of curiosity displayed by each identity processing styles(informational, normative, diffuse-avoidant). Robitschek (1998) defines personal growth initiative (PGI) as an active and intentional engagement in the process of personal growth. This study examines (PGI) as a potential predictor of core identity processes. PGI-II scale has four subscales-readiness for change, planfulness, using resources, and intentional behavior. The relationship of each of these subscales with respect to identity processing styles will be examined. The data will be collected from undergraduate students, coming from various academic background, using Revised Identity Style Inventory (ISI-5), Curiosity and Exploration Inventory-II, and Personal Growth Initiative Scale-II. A vast number of contributions have been made to explain which factors facilitate optimal identity development. This study was designed to investigate whether individual differences in young adults' identity processing styles predict aspects of curiosity and exploration as well as the degree of personal growth initiative. Limitations will be discussed and suggestions for future research will be provided.

Keywords: Identity styles, Curiosity/Exploration, Personal Growth Initiative

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Analyzing the Perception of Mental Illness among Gen X, Gen Y and Gen Z

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Abstract

According to World Health Organization, 7.5% of Indians that is around 100 million people suffered from Mental illness in the year of 2017. Mental health literacy is the belief and knowledge about mental health issues and their remedies. Attitudes and beliefs of individuals about mental illness are shaped by personal knowledge about mental illness, knowing and interacting with someone living with mental illness, and cultural stereotypes. Mental health issues are increasing and are alarming in almost every part of the world, and hence compiling this review provides an opportunity to understand the different views regarding mental health issues. This study examines perceptions of mental illness among the Generation X, Generation Y (including the subsection of psychology students and non-psychology students) and Generation Z (including the subsection of students studying psychology and those not studying psychology). The research includes the age group of 19-50 years. It focuses on the 'emotions', 'self-stigma' and 'public stigma' of the people. The researcher developed a quantitative (semi-structured) survey consisting of 45 questions from pre-existing surveys, as well as the researcher's own pilot questions, to measure different types of stigma associated with mental illness. Three major themes were analysed: level of education, personal experience, and professional experience, along with how they related to possible stigma towards mental illness. The survey consists of 300 samples, 100 samples from each group of Gen X, Gen Y and Gen Z. Every The objective of this research are: (1) Analysis of perception of mental health in Generation X, (2) Analysis of perception of mental health in Generation Y with psychology background.(3) Analysis of perception of mental health in Generation Y with non-psychology background.(4) Analysis of perception of mental health in Generation Z with psychology background.(5) Analysis of perception of mental health in Generation Z with non-psychology background. A combination of frequency distributions, Chi Square, Pearson Correlation, and Independent T-test would be applied to analyse the

esults.	
Keywords: Self Stigma, Public Stigma, emotions, mental illness, stereotypes	

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A Study of the Effects of ASMR (Autonomous Sensory Meridian Response) Stimuli in Advertising Campaigns

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Abstract

ASMR or Autonomous Sensory Meridian Response is a phenomenon that has been under the scientific and psychological radar in the recent years. The phenomenon results in a tingling sensation which is felt at the back of the neck or head, resulting in a calming effect and a feeling of relaxation. In the recent years there has been a growing trend of ASMR artists who create visual and audio stimuli in YouTube videos in an attempt to trigger 'braingasms' in their viewers which is a result of ASMR. Common ASMR stimuli include whispering sounds, crunches, personal attention, sounds of smoothening sheets, etc. People with depression ad stress have used ASMR videos created by Youtube artists for temporary relaxation. A growing trend of ASMR has shifted from solely a YouTube following to Marketing and Advertising strategists who are now utilizing the feel-good element of the ASMR. Companies such as IKEA, Dove, KFC and many more have used the positive qualities of ASMR for their benefit creating advertisements with visual and auditory stimuli in an attempt to lure in a larger customer base. The primary objective of this research was to analyze the effects of audio and visual ASMR stimuli on the customer base within the age category 17-23 and consequently understand whether the usage of ASMR advertising could result in better sales. This paper shall assess the effects of the use of ASMR stimuli in advertising and attempt to analyze if there is a significant difference between the effects of normal/traditional advertising as compared to ASMR induced advertising. For the study, a sample population of 150 was taken at random, and they were assessed using a qualitative questionnaires post exposure to ASMR stimuli which included both visual and auditory stimuli. The questionnaire shall contain questions curated by the researcher and from pre-existing surveys. The research aims at providing data to advertising and marketing agencies and companies, as the growing trend is currently facing a dearth of psychological and scientific evidence while providing statistical data regarding the effects of ASMR in the advertising sphere.

Keywords: ASMR, Visual Stimuli, Auditory Stimuli, Advertising Strategies, Marketing Strategies

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Retaining Brand Value through Building Ecosystem: Studying Apple Inc.

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Abstract

Apple, headquartered in California, has turned into a multinational technological giant. With a current value of over \$1 Trillion, Apple has changed its brand perception from a simple computer and mobile manufacturing company to a leading competitor in its field. Established in 1976 by Steve Jobs, Steve Wozniak and Ronald Wayne Apple has transformed to be the only company to have reached the current brand value that it has acquired, making it a leading choice amongst its brand loyal customers. Working class, students and general public have well adapted themselves to the friendly AI Siri and the easy to use Apple interface. Apple stuck to its slogan, 'Think Differently' and launched the groundbreaking iPhones in 2007, that changed the perception towards smartphones all together. Keeping a steady schedule, Apple ensures that it launches new products such as the iPad, iPhone, iWatch, Airpods and many more once a year. With better versions of the existing product appearing every year in the market, the consumer is only tempted to upgrade their products to the improved versions. With a coverage of over 1.3 billion products being used worldwide, it is crucial for Apple to innovate not just their products but also their marketing strategies. The Ecosystem is one of apples many innovations which is intended to expand its customer base and also to keep the exclusivity factor intact. The ecosystem permits the users to loop in all their Apple products for a much smoother and improved experience. The primary objective of this research is to analyze the importance of the Apple Ecosystem with respect to its brand value and also to understand how the Ecosystem not only caters to a larger audience but also how it encourages the production of better products and services. A careful analysis of existing literature, reviews and market surveys will provide a deeper understanding to market analysts and emerging tech firms to comprehend the techniques being utilized by Apple.

Keywords: Apple, Ecosystem, Marketing Strategies, Innovation

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Impact of Extracurricular Activities on a Youth's State of Happiness and Mindfulness'

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Abstract

Research in positive psychology has flourished over the last decade. Two factor components were taken from positive psychology for the research, happiness and mindfulness. The research aims to look at the impact of extracurricular activities on an individual's state of happiness and mindfulness. Extracurricular activities can help foster positive mind-sets and benefit a child by improving self-esteem, self-identity, social skills and other skill development. Happiness and mindfulness helps a young person prepare to meet challenges and achieve their full potential. A youth at this stage of life often finds themselves stressed out with identity crisis. Due to social, economical and substance abuses the youth often loses their mindfulness and calmness while spiraling in negativity. It is a primary intrinsic drive for every individual to attain homeostasis; according to the researcher's daily practice of mindfulness and happiness helps achieve internal homeostasis. To study the effectiveness of extracurricular activities on the youth, 120 college students from India were taken as the sample group. Experimental group has youth who participate in extracurricular activities throughout the year, while the control group has youth who do not participate in any kind of activities. Extracurricular activities include sports, art, dance, music, theatre and other activities. Happiness and mindfulness will be measured through 'Oxford Happiness questionnaire' and 'Cognitive and Affective Mindfulness Scale-Revised' respectively. The predictive findings suggest that extracurricular positively impacts on the happiness and mindfulness level of a youth. The research also aims to answer which activity is more impactful in delivering happiness and mindfulness and which gender is most impacted. Hence college and school facilitators are advised to encourage their students to participate in organised extracurricular activities.

Keywords: Youth, mindfulness, happiness, extracurricular activities

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Demographic Analysis of the Rightist Vote

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Abstract

The global rise of the right wing is apparent in terms of not only its wide presence but also in its significant role as determinant of global politics. A very important characteristic of this contemporary trend is its populist, bottom – up nature. Thus, it becomes important to understand the civilian forces that guide this upsurge. After introducing the global trend and highlighting certain key features of the same, the research primarily analyses the fundamental drivers or the basic reasons that make particular sections of the demography sympathetic to the Right with reference to events that are mentioned further. These different undercurrents have been captured by formal democratic processes, the results of which have shaken the world. As representatives of the trend, I have taken the following examples from different parts of the globe for a demographic analysis: 1. Brexit in United Kingdom 2. Election of Donald Trump in United States of America 3. Election of Narendra Modi in India 4. Election of Rodrigo Duterte in Philippines Through determinants like age, economic status, race and educational qualification among others, the paper will elaborate upon parts of the population that voted in favour of the Right in the aforementioned events and why. Any trend as a phenomenon can only sustain itself when backed by common fortunes, miseries and solutions; the upsurge of the Right being no exception. So, after treating the examples as independent occurrences, focusing on the polity, the Rightist nature of the event and the demographic analysis; a comparative study will follow that would not only identify the commonalities of all the four incidents but also try to compare and contrast between the eastern and western manifestation of this global trend.

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Keywords: Demographic Analysis, Right wing, comparitive study**

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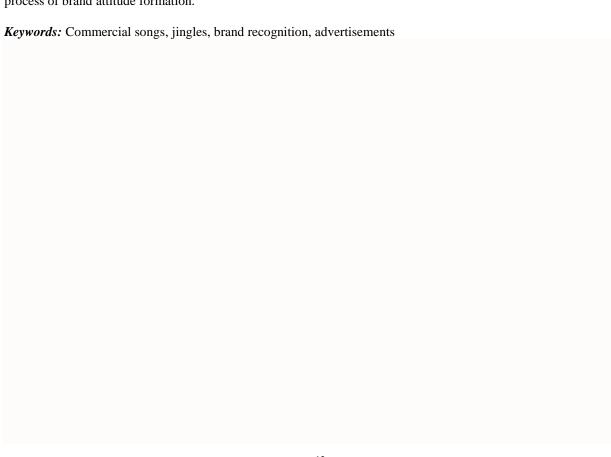
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Effectiveness of Jingles and Commercial Music: A Comparative Study on Adults

Part Zaveri

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Music is all around us. We hear it in the car, or playing in the background in the office and the stores where we shop, in the elevators we ride, during the commercial breaks of our favorite television programs, and many more places we go. With the astronomical amount of music that surrounds us daily, no wonder that companies use it as a median to advertise their services and products to us. "Advertising is the means by which one party attempts to convince or entice another into purchasing a particular product or service (Huron)." There are different types of advertising music to the audiences. This research particularly studies "jingles" and "commercial songs and their effects. A jingle is a tune used in advertising and for other commercial uses. Jingles are a form of sound branding. Commercial music is any music genre that is into the mainstream music industry. Music plays an important role to entertain the audiences; good music can make an advertisement more lively and attractive and directly making it an effective piece of a commercial. (David Huron, 1989). This research adds value to David's research by showing the importance of which kind of music leaves an impact on audiences and helps in "brand recognition." For this thesis, I have conducted qualitative research technique were I have taken an intensive interview of the audiences lying between the age groups of 18 to 45. This research is a comparative study of the effectiveness of jingles and the effectiveness of commercial songs in advertising and its impact on the audiences. "Brand recognition" This research also examines how which music (commercial songs or jingles), affects the process of brand attitude formation.



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A Cognitive-Pragmatic Pedagogical Grammar for Teaching Directive Speech Acts to Spanish Students of English as an L2

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Abstract

Directive speech acts are kaleidoscopic concepts, whose conceptual fabric includes a vast array of semantic and pragmatic information. This makes their teaching to students of English as a foreign language a rather complex process (Fujimori 2004, Houck & Tatsuki 2010). Memorization often plays a key role in their teaching, students being expected to memorize a limited number of conventional formulae which are often unmotivated as to their pragmatic use in L2. Teachers and designers of EFL textbooks often have no guide as to which directive constructions should be taught at different levels of proficiency. Also, they usually lack information as to the specific differences in use between L1 and L2 as regards the production of directive speech acts. This paper puts forward a Lexical-Constructional (Pérez-Hernández y Ruiz de Mendoza, 2011) approach to the teaching of directives in English. For this purpose, it makes use of the theoretical notions of Idealized Cognitive Model (ICM, Lakoff 1987), in order to account for the semantics of requests, and of (multiple sources)-in-target metonymies (Pérez-Hernández, 2013), in order to provide an explanation of the multi-sided nature of directive illocutions. The main objective is to endow teachers and students with the necessary conceptual and linguistic tools to build their directive speech acts in a manner flexible enough to adapt to the context of use and to their communicative needs.

Keywords: Requests, Lexical-Constructional Model, explicit instruction, illocutionary constructions, constructional grammar

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BOOK of ABSTRACTS

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A Study on Mobile Banking: Comparative Analysis of Public and Private Sector Banks in India

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Abstract

India is one amongst the quickest growing countries in terms of the mobile user. Currently, mobile phones aren't solely a medium of voice communication however additionally widely used for mobile services. Mobile-based services or M-services are outlined as electronic services that are a unit delivered to the consumers via mobile technologies using mobile devices. M-services are a restricted idea of E-services that are able to produce services anywhere at any time. Because of this reason, this idea turning in style among individuals. In India, we've got more than 800 million mobile users however still mobile banking is used by forty million customers roughly. There are often numerous reasons behind this, like a need for active collaboration between banks and telecom Company, lack of accessibility to customers, cost, awareness concerning the mobile banking app etc. Banks have to work on making mobile banking awareness among the customers. They have to push the advantages of mobile banking and its effectiveness. In this paper, we aim to work out customer perception concerning the mobile banking services of banks. The client has completely different views on mobile banking services provided by their service suppliers. We examine the expectations of customers from banks towards the mobile industry. During this paper, we additionally evaluate the impact of mobile banking on customer expertise after using mobile banking. This paper reflects the modification in transactions mode of customers through mobile banking. This paper additionally shares the initiatives taken by customers in their banking usage when switching to mobile banking. For the survey, we have chosen 10 banks (5 public sector and 5 private sector banks) and tried to spot the characteristics of the mobile banking industry of these banks.

Keywords: Customer Perceptions; Customer Experience; Features; Initiative; Technology

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Business Challenges in Ship Chartering

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Abstract

Chartering is activity inside the shipping business where a possessor hires the employment of his vessel to a charterer. The contract between the parties is named a charter party. The 3 main varieties of the charter are dying charter, voyage charter, and time charter. A voyage charter is the hiring of a vessel and crew for a voyage between a load port and a discharge port. The charterer pays the vessel owner on a per-ton or lump-sum basis. The owner pays the port costs (excluding stevedoring), fuel costs and crew costs This paper constitutes a review of the most vital aspects of business challenges arising from charterer, operations and claims problems. It also includes the risks borne by the possessor and the charterer throughout the chartering method, from a monetary, operational and legal perspective. The above-mentioned issues are of utmost importance and are taken into account when analyzing chartering observe. Therefore, it's principally addressed to the shipping practitioners, maritime economists, academics, students and researchers who wish to make a comprehensive read on this topic; which is going to create an opportunity for a more profound study on chartering aspects (legal, economic, social control and practical). Hence, for this research, all the data has been primarily sourced by conducting intensive interviews and other qualitative research techniques.

Keywords: Challenges, business, ship chartering,

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The Sneaky Enemy of Income Distribution Inequality: An Investigation of Economic Growthiness Projected on Selected OECD Countries

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Abstract

The issue of income distribution inequality has been one of the main investigations of macro economic problems, in last decades. The unrelieved increasing of inequality with socio-economic drawbacks within its factual structure, cannot be prevented in capitalist order. Inasmuch as, the problematic contains various and well rounded reasons. With the encouragement of the industrial revolution; capitalists, focused on economic growth, have not had the time to think about the problem of income distribution inequality. Although the government factor came into play to solve the problem, the dominance of capital debilitated the sovereign of governmental institution. The most obvious exemplifications of this issue are the US and PRC economies. Both of them are the largest two countries in the world. Yet, both of them have high Gini index levels in the last instance.

Keywords: Rapid economic growth, income distribution inequality, OECD countries.

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Competency Model for Micro Entrepreneurs Applied to the Formation of Clusters and Cooperation Networks in Depressed Environments

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Abstract

Micro-enterprises have become an important source of employment, production and income for the countries of Latin America and the Caribbean. This is, because of governments and international institutions have strongly promoted various policies aimed at creating, developing and improving the competitiveness of these economic units. On the other hand, networks of cooperation, or associativity in groups of micro entrepreneurs that carry out similar activities, are one of the best mechanisms used to improve their productive and performance levels; However, in depressed environments, micro entrepreneurs are generally unaware of their basic competences; and, especially its application and the benefits obtained when these are linked to the development of business management. Under these premises, a competency model is proposed for micro entrepreneurs who carry out their activities in depressed environments. Based on a documentary research and a fieldwork, competences are identified and grouped in dimensions; Likewise, the importance of the model is determined with the support of a panel of experts linked to the microenterprise sector. The scope of action focuses on Region 5 of Ecuador, made up of 4 provinces (Guayas, Los Ríos, Bolívar and Santa Elena). The proposed competences are oriented to an easy and correct application, and distributed in the areas of action in which micro entrepreneurs develop their activities. Twenty-seven (27) competencies that make up the model for micro entrepreneurs in depressed environments are established, grouped into four (4) dimensions: Self-management, Motivation, Empathy and Social Skills. The results show us that the efficiency of micro entrepreneurs in the management of their business activity depends on the application of their basic skills, and that a competency model adapted to their environment, has a positive impact on the improvement of their work performance and in an adequate organization of their businesses. In addition, it is shown that both the improvement of administrative management and its productivity depends on the actions that promote the formation of clusters by affinities, of the interaction in networks with the other intervening actors, such as suppliers, consumers and competitors. and above all the dependence with the application of his emotional intelligence

Keywords: Competency model, micro entrepreneur, clusters, cooperation networks, business competences

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Bayesian Spatio-temporal Analysis for Dengue Fever in Major Cities of Pakistan (2006-2017)

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Abstract

Bayesian spatio-temporal models are very common to analyze epidemiological data and that works with both small areas and large areas under study. We have used combinations of predictors to model the best combinations of the factors that are most responsible for the spread of dengue fever and the analysis is based on the Deviance Information Criterion (DIC). Our results show that rainfall, sanitation and the availability of hospitals are the main driving forces in the increase of the number of dengue cases in Pakistan. Sanitation and hospitals are significantly responsible for the continuation of disease especially in less developed areas, but also in a poorly maintained metropolitan city like Karachi, on smaller numbers, also literacy in the study area is significantly affecting. With higher temperatures the chances of dengue spread are less. Bayesian spatio-temporal models have yielded better analysis in the cases where the intercept of the model is kept fixed. Karachi has shown to be most prone to the continuation of the dengue larvae in the period under analysis. Erratic patterns of the rainfall are a reason for the increase in the cases of dengue in the northern Pakistan.

Keywords: Dengue, Bayesian, spatio-temporal, Disease, Environment, WinBUGS, MCMC, R, Pakistan

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Examining the Role of Financial Development on Growth of Sectors at Local Level: Evidence from India

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Abstract

This paper examines the role of local financial development on growth of different sectors using unique district level data from India. To avoid endogeneity among variables, dynamic panel data method as suggested in Arellano-Bond GMM technique is used. More than 2,200 district-year observations are analyzed to examine the growth of three sectors - manufacturing, construction and transportation. The empirical evidence provide support for the view that higher financial development at the regional level results into higher economic growth across all the three sectors. Further, for same level of financial development, the growth propensity of manufacturing is higher than that of construction and transportation indicating higher credit constraint in manufacturing sector.

Keywords: Financial development; Economic growth; Regional economic activity

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Determination of the Factors Affecting the Peception of Accounting Profession in Students with a Undergraduate Level on Accounting Education

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Abstract

The aim of this study is to determine the perceptions of senior about the accounting profession and the factors affecting the selection of this profession. For this purpose, face-to-face survey method was used to collect data. The sample of the study consists of 175 senior. SPSS 21 program was used for data analysis. Frequency and factor analysis and T test were used to analyze these data. The senior of the department of business administration are evaluated according to their gender, age, types of education, accounting courses and environmental factors. The results show that there were significant differences between factors effecting senior towards the accounting profession.

Keywords: Career, Accounting Profession, The senior of the department of business administration.

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