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BOOK OF ABSTRACTS

Editors

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Dr. Patrycja Chodnicka-Jaworska


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Editors

M. Veysel Kaya
Patrycja Chodnicka - Jaworska

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Dr. Imdat Dogan

Dr. Imdat Dogan holds an MBA degree in Finance & Investments and PhD degree in Banking and Finance. He has worked at investment banks and investment management firms in New York City such as Goldman Sachs Co., Deutsche Bank Asset Management, Prudential Equity Group and BlackRock Inc. on a full-time and consultant basis. Dr. Dogan is an expert on portfolio investments in different asset classes, private equity and venture capital funds in technology and energy sectors.

Keynote Speakers

Prof. Ing. Claudio Cilli
Università degli Studi di Roma “La Sapienza”
“Cyber Warfare & The New Threat to Security”

Dr. Konrad Gunesch
American University in the Emirates in Dubai
"The Total Artwork Between History and Modernity, Art and Economics, Advertisement and Branding, and Event Exhibitions: A Transdisciplinary Ideal Applied to Film Productions and Olympic Games"

“Special thanks to conference chair and keynote speakers”
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Organizational Ostracism and Counter Productive Work Behaviour in Educational Institutions

Esra Ulukok, Imdat Dogan, Mahmut Saylikay, Adnan Akin
Solving Surabaya’s Traffic Problem with “Suroboyo Bus”

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Abstract

Traffic conditions in developing countries pose serious problems such as in the Surabaya region, Indonesia. As we know, Surabaya is one of the largest and most populous cities in Indonesia. The high number of vehicles on the road and increasing urbanization are the main factors causing congestion. The economic impact arising from this congestion was so great that the government created the “Suroboyo Bus” program, one of bus rapid transit-based bus transportation that is expected to reduce traffic congestion in the region and improve accessibility and mobility in the city of Surabaya. This study aims to measure the success rate of this project in reducing traffic congestion levels in Surabaya. This research uses a qualitative method. Primary data is obtained by conducting a survey of the people in the Surabaya, and around Surabaya. The survey method used was a closed questionnaire. While secondary data is obtained by looking for data through relevant agencies and through existing documents. The results showed that the suroboyo bus was still not optimal in reducing traffic congestion rates in Surabaya. The high number of private vehicle users, the unavailability of bus lanes, and the high traffic flow that enters Surabaya is a contributing factor.

Keywords: Suroboyo Bus, Traffic Congestion, Surabaya
Homes and Pits: Identity of Transylvanian Romanian Gold Miners between 1850 and 1918

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Abstract

The debate related to Roșia Montană is a recurrent one in Romanian public sphere. Recently was reignited due to the Romanian government’s decision to postpone the inclusion of Roșia Montană on the UNESCO World Heritage List. My paper is covering the topic of gold mining from a historical perspective. I will discuss the daily lives of resident gold miners in the Apuseni Mountains, a major gold-mining area since the Antiquity. In 1850-1918, it became the site of large scale mining operations. During this period, Transylvania was still a part of the multi-ethnic and multicultural Hapsburg Empire (Austria-Hungary after the 1867 Compromise). The paper will analyze how professional identity was linked to gender and national identity. First, work was divided along ethnic lines: gold miners were Romanians, while the owners and professionals were mainly Germans and Hungarians. In addition to the ethnic inequality, there was also massive economic inequality between the poor gold miners on the one hand, and the wealthy owners and well-to-do professional elites on the other. The gold mining is a male-dominated bastion but women were used in the process, the life of women from this area being very hard. The paper argues that, apart from ethnicity and gender, there were important elements that shaped the identity of miners: a work experience in a dangerous place, low-paid backbreaking work, sub-standard living conditions. What most Romanian gold miners working in these conditions had in common was, above all, poverty, a paradox considering that gold was the most expensive metal.

Keywords: Transylvania, gold miners, Rosia Montană, identity
The Impact of ERP System Effectiveness on Firm Performance and The Mediating Role Of Agile Supply Chain: Evidence From Jordan

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Abstract

Even that no one can deny that the integration between information technology, management and accounting is not an option anymore in organizations, but the benefits of such costly systems implementation are still questionable. This study examines the association between the effective implementation of the enterprise resource planning systems and organizational performance by examining the mediating role of the agile supply chain. Attaining the study objectives, the population entailed all employees working in manufacturing firms listed in the Amman Stock Exchange and the significant retail firms in Jordan. The study used a purposive sample consisted of enterprise resource planning, and supply chain specialists work in firms adopt the system and implement the agile supply chain approach, a total of 367 self-administered questionnaires were distributed accordingly. The results reveal that enterprise resource planning is widely implemented in mid- and large-sized organizations. With a confidence level of 95%, they show that the effective implementation enhances the firms' performance. Also, they indicate that applying agile supply chain helps in responding successfully to the customer demands, and this confirms the mediating role of it since the relationship between enterprise resource planning and performance turns out to be stronger when implementing this approach. The study recommends consulting experts about the best practices to implement enterprise resource planning in parallel with agile supply chain methodology. Further research needs to shed lights on system effectiveness and agile benefits.

Keywords: ERP Effectiveness; Agile Supply Chain; Financial Performance; Manufacturing and Retail firms; Jordan.

JEL Classification: M40; L16; M1; L21; L25; L60.
How Should an Understanding of Gender Inequalities Inform the Design and Delivery of Policies to Tackle Global Poverty?

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Abstract

This paper will explain how the obstacles caused by gender inequality should be understood for an effective policy design against global poverty. Gender inequality and poverty have been linked, suggesting that when the latter is reduced so is the poverty rate (Ehrenpreis, 2008). Poverty is multidimensional, which means it cannot be measured only by income. Thus, there are other factors that constitute poor people’s experience that better inform policies to relieve it, such as health, education, living standard, disempowerment, quality of work and threat from violence (Oxford Poverty & Human Development Initiative, 2018) and it frequently intersects with gender. This paper refers to disempowerment as those who, due to social and structural processes beyond their control, do not have the ability to act on their desires (Paruzzolo et al, 2010). A World Bank research in the early 2000s highlighted the efficiency gains from channelling resources through women (World Bank, 2003). This enforced the idea that investing in women is one of the most efficient routes to ensuring development aims and led to a ‘generalised bid to alleviate poverty primarily, or even exclusively, through women’ (Chant, 2003) instigating the ‘feminisation of poverty alleviation’ (Chant, 2008). The poverty experience is gendered by the differential impacts on women and men, girls and boys, and by their different responses. This inequality is rooted in cultural beliefs constructed by formal and social institutions that weight against women’s equal participation in private and public life (Alsop and Healy, 2008). Poverty as a gendered experience allows policy makers to address a wider range of issues beyond income. The understanding of specific needs of women and men contribute to tailored programs such as medical treatment for pregnant and breastfeeding women or reducing maternal mortality rates (Paruzzolo et al, 2010). The essay will introduce the theory of gender mainstreaming and the challenges for women expertise, theories on the feminisation of poverty and the instrumentalisation of women for poverty alleviation policies. Development policy has touched on economic inequalities and social discrimination in an sporadic way, but has remained largely focused on economic growth and the eradication of absolute poverty (Kabeer, 2015). Therefore, the essay will argue how addressing gender inequality through a human rights lens, rather than smart economics, can help achieve holistic gender equality in the social relation of genders. Also, it will analyse the gendered accessibility to resources and how roles are reinforced and exploited by poverty alleviation policies.

Keywords: Poverty, gender inequality, smart economics, development
Pre-Service Teachers' Views about the Importance of Technology in Science Teaching:
A Case Study in Biology Education

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Abstract

The changing needs of the society depending on the information and communication technologies have touched almost every piece of our life. Teachers have to be well trained to meet contemporary teacher standards. Not only the qualified teachers should be equipped with the subject matter of the field and with pedagogical information, but also they should have expertise in technological information. Pre-service teachers who have expertise in biology teaching regarding the interaction between educational technologies, are going to be one of the most important and essential investments for the humanity. In this respect, the major concern of this research is to observe the views of pre-service teachers’ about the importance of technology in biology teaching. The research is conducted with the microteaching method with integrated technology applications in biology lessons. The research method is based on case study method with content analysis technique. The data was collected from semi-structured interview form. Before the application, the importance of technology was asked to the participants. The views were coded and categorized into five groups: effective learning, laboratory applications, integrated to the era, information and time. After the application, the advantages, disadvantages and difficulties of the technology were asked in detail and all sections were all categorized like as the beginning groups and more. In the findings part all coded answers with frequency of pre-service teachers were given with tables and some examples of the views are also presented. As a result of the research, benefits of technology integration in the teaching process were identified and the pre-service teachers were all aware of the advantages, importance and necessity of these technologies for biology lessons.

Keywords: Educational technology, biology teaching, importance
Determination of Prospective Biology Teachers’ Cognitive Structures on the Concept of Smart Board and Animation

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Abstract

The aim of this study is to determine the cognitive structures of prospective biology teachers about smart board and animation concepts by using word association test. The use of technological tools is very important in biology education to provide permanent learning and concretization of abstract concepts. In addition to the use of classical technological tools, it has been aimed to reveal the cognitive structures of prospective biology teachers’ about smart board and animation concepts which are actively used in the classroom in recent years. Content analysis technique, which is one of the qualitative research methods, was used in the research. The data of the research was obtained by using Word Association Test (WAT) which was applied as pre-test and post-test to prospective teachers in instructional technology and material development course. Data were analyzed by using Atlas.ti program. The answers of the teachers were coded and categorized into the groups, the frequency and percentage tables were also formed for two concepts. In addition, pre-test and post-test frequencies were compared according to the mind map models. As a result of the research, the answers obtained from the pre-test were calculated as 113 and the post-test was 194 for smart board concept. The codes related to this concept are grouped under 3 categories; technology, advantages and education. The positive change between these categories was found in the advantages category. The answers obtained from the concept of animation were calculated 126 in the pre-test and 195 in the post-test and 4 categories were classified as function, entertainment, education and image features. According to these categories, the highest change was found in the education category. As a result of the research, it was found out that prospective teachers’ cognitive structures were changed in a positive way and they all were created the related words more easily and conveniently about the two concepts.

Keywords: Cognitive Structure, Smart board, Animation, WAT.
Energy Poverty, Subjective Well-Being, and Health

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Abstract

Against the background of a global mission to reduce poverty and energy consumption, energy poverty - commonly defined as a problem of people suffering from the unaffordable cost of energy services in developed countries - has attracted significant attention in the last decade. Despite this, owing to a lack of consensus regarding the definition and appropriate methods of measuring energy poverty, little is known about how it comparably affects people’s well-being and health in a cross-country setting. Thus, with our original survey of 12 European countries, we examine the impacts of unaffordable energy expenditure on subjective well-being and health, and identify income thresholds and health characteristics of households vulnerable to energy poverty. We find that while the income thresholds for countries with lower energy efficiency are significantly higher, ranging from the 39th to the 91st percentile, the impact on subjective well-being is almost the same. Also, we show that in countries with lower energy efficiency, vulnerable households would have poorer health. On the other hand, countries with either a warmer climate or higher energy efficiency can decouple poor health and vulnerability to energy poverty. This result implies a need for a different definition of energy-poor to be considered for each country in order to implement effective policies.

Keywords: Energy poverty, subjective well-being, health
An Assessment of the Scale of Inequality Among Older People in Russia in Retrospect

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Abstract

Current trends in the global development demonstrate the resilience of the population ageing. At the same time, society faces inequality between older people of the same generation. The demographic changes in Russia are characterized by the growth acceleration of the number of older people. For example, in 2017 the number of retirees exceeded 40 million people, which made more that 28% of the general country population. The main and, frequently, the only source of income for the vast majority of the mentioned population category is pension. In this study we aim to identify significant factors defining the risk of becoming poor and pre-poor in modern society in the Russian Federation and a wider region. These factors can be divided into socio-demographic, professional and medical. Socio-demographic factors are: age, sex, marital status, need to take care of somebody, social isolation; professional factors include: education, scope of activities, economic sector, employment, discrimination; medical factors are presented by health state, living conditions. Besides, the risk for older people to become poor is greatly influenced by the events and factors which were present or absent in the earlier period of life (working life). Thus, this study contributes to the development of ideas about the parameters of socio-economic differentiation, needs and preferences of older adults in Russia, which allow to form a scientifically based idea about economically and socially effective instruments of state and corporate policies aimed at improving the quality of life and well-being of the older adults.

Keywords: Inequality, Older Adults, Well-being
Temperament and Character Dimensions in Patients Diagnosed with Depression

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Abstract

The aim of this study was to assess temperament and character trials in a group of patients diagnosed with depression. To evaluate temperament trials the Temperament and Character Inventory created by Cloninger was used. The inventory based on Cloninger's psychobiological model that identifies four dimensions of temperament (Novelty seeking NS, Harm Avoidance HA, Reward Dependence RD and Persistence) and three dimensions of character (Self-Directedness SD, Cooperativeness C and Self-Transcendence ST). The study included 30 patients diagnosed with depression and 30 individuals from the control group. Patient diagnosed with depression obtained higher scores in HA dimension and lower scores in scales NS and SD. The intensity of temperament and character dimension are different in the group of patients diagnosed with depression from those in the control group.

Keywords: Depression, temperament, character

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Abstract

This paper examines the causal relationships between trade, economic growth, energy consumption and carbon emissions in Turkey for the period 1960 – 2014 by estimating Directed Acyclic Graphs (DAGs) and employing an innovation accounting analysis. In doing so, we attempt to investigate both the direct and indirect contemporaneous and dynamic causal relationships between these variables. The resulting DAG patterns and forecast error variance decompositions (FEVDs) suggest that the main determinants of carbon emissions in Turkey are income per capita and energy use in contemporaneous time, and trade becomes one of the driving forces of carbon emissions in the short- and the long-run. The empirical evidence also suggests that income per capita largely contributes to trade, and energy use and carbon emissions do not account much for both the trade and income per capita over the estimation period.

Keywords: Economic Growth, Trade, Energy Consumption, Carbon Emission

JEL Classification: F18, O4, Q3, Q4, Q5
Examing the Correlation of the Level of Wage Inequality with Labor Market Institutions

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Abstract

Technological change is responsible for major changes in the labor market. One of the offspring of technological change is the SBTC, which is for many economists the leading cause of the increasing wage inequality. However, despite that the technological change affected similarly the majority of the developed countries, nevertheless, the level of the increase of wage inequality wasn’t similar. Following the predictions of the SBTC theory, the different levels of inequality could be due to varying degrees of skill inequality between economies, possibly caused by variations in the number of skilled workers available. However, recent research shows that the difference mentioned above can explain a small percentage of the difference between countries. Therefore, most of the resulting inequality could be due to the different ways in which the higher level of skills is valued in each labor market. The position advocated in this article is that technological change is largely given for all countries without much scope to reverse. Therefore, in order to illustrate the changes in the structure of wage distribution that cause wage inequality, we need to understand how technology affects labor market institutions. In this sense, the pay inequality caused by technological progress is not a phenomenon we passively accept. On the contrary, recognizing that the structure and the way labor market institutions function is largely influenced by the way institutions respond to technological change, we can understand and maybe reverse this underlying wage inequality. Consequently, we would like to examine to what extent the reason behind the increase of wage inequality in some countries but not in others is attributed to the structure and the way the institutions of labor market work. In this article, we will attempt to examine this hypothesis by empirically elaborating on the relationship between SBTC, inequality and labor market institutions.

Keywords: Wage inequality, SBTC, minimum wage, trade unions, collective bargaining
Global Income Inequality and Poverty Reduction: Trends and Remedies

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Abstract

There is a global consensus that world economy needs not only grow faster, but also grow in a way that the poor receive a greater share of the benefits of that growth. It is well documented that income inequality is on the rise, with the richest 10% earning up to 40% of total global income. The poorest 10% earn only between 2% and 7% of total global income. After long time of neglect, inequality has re-entered the mainstream development policy agenda at both national and global levels indicating that relevant policies should be universal in principle paying attention to the needs of disadvantaged and marginalized populations. As highlighted in almost all SDG’s documents, income inequality is a global problem that requires global solutions. This involves improving the regulation and monitoring of financial markets and institutions, encouraging development assistance and foreign direct investment to regions where the need is greatest. Facilitating the safe migration and mobility of people is also key to bridging the widening divide. SDG 10 encompasses 10 targets with the objective of promoting social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status. Achieving SDG 10 reaffirms that the 2030 development Agenda will focus not only on eradicating poverty but also on tackling inequalities in all its forms through adopting sound policies to empower the bottom percentile of income earners, and promote economic inclusion of all regardless of sex, race or ethnicity. This paper analyses the resent status of income inequality and its relationship with economic growth and poverty in selected developing countries. The paper highlights that there is a triangular relationship between income distribution, poverty and economic growth; while accelerated economic growth is a primary factor in reducing poverty, inequalities can constrain poverty reduction significantly. Empirically, the study finds:

• A negative correlation between income inequality and average economic growth indicating a higher Gini coefficient associated with lower growth over the medium term.
• A weak negative correlation between economic growth and poverty rate, indicating that the impact of growth on poverty reduction has been very low as it is only one of a number of factors affecting poverty.
• A positive correlation between income inequality and poverty rate indicating that the more unequal societies tend to have higher levels of poverty.
• While high-income countries are home to 19.5% of the world’s population, they account for almost 57% of global GDP that means high global inequality.
• The standard deviation of GDP per capita of 230 countries has been increasing over the last two decades indicating that richer countries have been experiencing higher growth in per capita income leading to more international income inequality.
• Estimated Lorenz curve clearly displays a considerable degree of income inequality among selected developing countries. The bottom half of population in these countries just enjoys around 18.2% total GDP per capita and 75% of population is just responsible for around 21% of total GDP per capita in 2015.
• Available data also shows that the depth of poverty in rural areas is deeper than the urban areas indicating that poverty is mainly a rural phenomenon in developing countries.

Keywords: Income, poverty, economic growth
How Does The Treatment of Missing Prices Influence a Household Demand Analysis?

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Abstract

The definition of prices represents an important issue in household demand analysis employing budget survey data. The first problem is that the real prices of purchased goods are not usually available. Instead, the overall quantity and expenditures for a good are often reported. Hence, unit values can be calculated and employed instead of real prices, regional prices, or price indices. The second problem is that for the households that do not report expenditures or do not buy the good at the moment of a survey, we do not have information on their unit values. The literature offers several treatments. Assign to those observations sample mean of the other unit values, input regional or national prices, estimate missing prices on the base of other observations, or delete these observations. We compare these techniques and evaluate them on an empirical example. We analyse the demand for six meat categories of Czech households through an AIDS model for 2012-2016. We choose meat because of three factors. It is the most analysed food item in the history, the consumption of red meat contributes to the problem of population obesity, meat together with dairy products represent 80% of CO2 emissions coming from food consumption. Results show that income elasticities are only slightly influenced by the treatment of missing unit values. On the contrary, the estimates of own-price elasticities where the prices play crucial role differ significantly, up to 28 percentage points. Such difference can highly influence the conclusions of studies exploring environmental taxes, calories intake, distributional impacts, and other policy propositions. Although our results are sample specific, we want to bring the discussion about the replacement of missing price information and remind that the chosen method should be very well discussed and verified to be suitable before being employed in the concrete analysis.

*Keywords:* Demand, household, elasticity, unit values, selectivity
Oil and The Macroeconomy: The Case of Italy under The EMU

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Abstract

In this work we aim to investigate the role played by oil shocks in shaping business cycle fluctuations in Italy over the period 1999 – 2015, i.e. in the first seventeen years of euro. The empirical investigation is conducted by using the structural VAR (Vector Autoregression) methodology and by modelling the interaction between Euro-area macroeconomic variables and Italian variables. Our main findings can be summarized as follows: under the EMU, oil price shocks have had a notable role as drivers of price and output fluctuations in Italy. In particular, it is shown that an increase in oil prices causes an increase in prices and significant recessionary effects in the economic system. Thus, the important conclusion is that oil prices still matter for the Italian economy.

Keywords: Oil Shocks; Business Cycles; Structural VARs; Euro Area; Italy
Revisiting the Impact of Oil Price on Trade Deficit of Pakistan: Evidence from NARDL and Asymmetric Multipliers

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Abstract

Oil prices are believed to have a major impact on several economic indicators, leading to several instances where a comparison between oil prices and trade deficit of oil importing countries have been carried out. Building up on the narrative, this paper sheds light on the ongoing debate by inquiring upon the possibility of asymmetric linkages between oil prices, industrial production, exchange rate, whole price index and trade deficit. Our results from NARDL model suggest that there are significant asymmetric effects among the main variables of interest. Further, our findings indicate that any variation in oil prices, industrial production, exchange rate, and whole price index on trade deficit tend to fluctuate in long run. In addition to this, the Wald test simultaneously conducted concludes the absence of any significant evidence of the asymmetry in the oil prices impact on the trade balance in the short-run.

Keywords: Trade deficit, oil prices, developing economy, nonlinear autoregressive distributed lags (NARDL).
Determinant factors of Biogas Technology Adoption for Household Energy Use and Its Challenges: Evidence from Eastern Zone of Tigray, Ethiopia

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Abstract

This paper analyzes the determinant factors influencing household’s decision to adopt biogas energy technology and its impact in Eastern zone of Tigray. 248 households from three woredas of eastern region were surveyed and analyzed using logistic regression model. 96 biogas adopter households and 152 non adopters were used for the analysis. Number of cattle owned and land access per tsimad were affecting biogas technology adoption positively at one percent level of significance. Gender of the household head (being male) and being secondary education literacy as compared to illiterate households was found to be positive and significant at 5 percent while family size was found to be negative and significant at 10 percent. This paper also highlighted the problems related to the adoption of the technology like technicality problem, inadequate combustion, unaffordable price, demands water and animal dung, lack of enough knowledge of how to apply slurry and lack of spare materials. The researchers also found the tech has improved sanitation, time saving, smoke reduction and improves household’s livelihood. The researchers conclude that efforts are needed to increase the widespread adoption of the technology, increasing benefits of the technology for baking enjera and awareness creation on technology adapting. Thus, policy makers need to focus on extensive training programs, building interface among the energy office and agriculture office at woreda level, creation of market for spare parts of the technology and introducing new benefits of the technology.

Keywords: Biogas, logistic regression, eastern zone of Tigray, Ethiopia
The Impact of Organizational Change on the Performance of Human Resources in the Algerian Organizations

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Abstract

The organization is aiming its objectives by adopting methods of change, where a human resource is the best factor to manage change because of its significant impact on the organization’s performance and productivity. The organization engaging them in stages of the application of the change. We will in this research study organizational change and its impact on the performance of human resources in the Algerian organization. This research aims to present the results of the field study of a sample of human resources working in the Algerian organizations, and demonstrate the impact of organizational change on the performance of human resources in organizations that adopt quality management system.

Question: What is the impact of organizational change on the performance of human resources in the Algerian organization?

Keywords: organizational change, the performance of human resources, quality management system, human resources.
Analyzing Business Practices of Spaza Shops in Terms of Training and Education: A Case Study of Durban, South Africa

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Abstract

A spaza shop in South Africa (also known as Tuck Shop) is a small shop that sells simple consumables like bread, milk and drinks, usually for cash. Most spaza shop owners/managers do not have business training and this can affect their optimal operations. This study investigated the question; to what degree does a lack of business training affect the operational management of spaza shops in Durban, South Africa? This question is addressed with the objective of determining the key management practices amongst spaza shop owners/managers, and to assess where gaps between these practices and optimal operations exist. Data collected via mixed method questionnaires are analysed qualitatively and with statistical methods and used to address this question. Preliminary statistical analyses reveal that approximately 90% of spaza shop owners/managers adopt informal business practices. Quantitative analyses show that greater numbers of spaza shop owners or managers make low profits in their businesses. Moreover, mostly informal business practices are used and this correlated to some extent with the low profits. Further analyses show that the level of education, the extent of formal business practices, such as informal record keeping, have a significant impact on the profit range for spaza shops. Qualitative findings are used to explain some of these results.

*Keywords:* Spaza shop, business, education
Public Perception of Insurance in Romania: A Survey of Insurance Consumers and Non-Consumers

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Abstract

Under the concept of participatory design, digital game-based learning (DGBL) could provide concrete help for student learning with its creative process. However, studies on this topic are still insufficient. Interviews were conducted to explore the ideas and suggestions of potential users (senior elementary schoolers) and design experts. By integrating the needs and expectations of users and designers, design principles are synthesized and provide references for the follow-up research and development of the Digital Storytelling project. The results revealed that users pay attention to the clarity and completeness of game information, and wish to increase the chance of interacting with others through multimedia or functional design. In addition, users also wish to have different ways of playing game depending on their diverse levels. The expert suggested to examine overall game design with usability and emphasized that various playmates can stimulate more creative ideas. The expert also indicated that too much interaction would hinder student learning and that a user needs assessment must be implemented thoroughly beforehand. By meeting the balance of arguments between both sides, the development of a DGBL should focus on the rules of game, interaction mechanisms, and user interface in order to improve usability and satisfaction.

Keywords: Participatory Design, potential users, Digital Game-based Learning
Predicting Brand Perception with Web Search Traffic Information

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Abstract

Brand positioning is very important for companies and the concept can be defined as differentiation itself from rival’s product of business. Companies have to build strongly brand position and manage it to be successful within sector. The aim of this study is to examine hotel brand perception based on web search traffic. Data were collected by Google Trends and used social network analysis. The last three years of time series on web search traffic information used in the study. Findings show that hotel search behaviors on web of consumer reveal the positioning their mind regarding hotel brands. According to analysis, Hilton, Ramada, Radisson and Titanic are the hotels with the highest number of incoming and outgoing connections. Some hotels such as Larissa, Eftalia, Cactus, Orka and Euphoria are outside the network and not a strong position. The study contributes to existing literature and practitioners. The study expands literature on brand and brand positioning and proposes a new approach can be used by hotels to track consumer perception.

Keywords: Brand Positioning, Social Network Analysis, Web Search Traffic

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The Impact of Supportive Policies on SME Development in Case of the Republic of Kosovo

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Abstract

This paper examines the effect of government policies affecting the development of SMEs. SMEs are promoters of economic development, but being small, they are also very vulnerable to the unfavorable business environment thus they need to be supported. The paper will specifically address the impact of government subsidies and capital investments in supporting the development of the first SMEs in their turnover. Kosovo is a country in transition therefore it is expected that these effects will be interesting, as the opportunities of government institutions to help them are very poor either by the lack of means or by the wrong allocation of funds in sectors that have no influence in the economy. The analysis of the results was done using econometric models such as simple OLS regression and auto-correlation vector analysis VAR. There are many studies that have provided different opinions about the effects of these supporting policies on SME development. Hence, their findings and results from empirical analysis will draw useful conclusions and recommendations.

Keywords: SME-s, effects, policies, government, development.
Application of Forensic Accounting on Fraud Detection in Nigerian Deposit Money Banks (DMBs)

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**Abstract**

The study analysed the problems of Forensic Accounting (FA) practice in Nigeria, appraised the perception of DMBs’ staff on what fraud portends for the Nigerian Banking Industry and their future, and examined the effect of FA on Fraud Detection (FD) in DMBs in Nigeria. Primary data with the aid of structured questionnaire was used to elicit information from the respondents. Sample size consists of 4 staff each from 10 banks out of the 22 banks in Nigeria and 40 forensic accountants purposively selected. Descriptive and inferential statistics were used. SPSS version 23 was used to examine the relationship between FA and FD in DMBs. The study reveals that fear of possible bad publicity for organizations during litigations on fraud matters among other factors associated with problems of FA practice in Nigeria. It also finds out that fraud could erode investors’ confidence in the industry and could lead to loss of employment, among others. The multiple regression analysis results show a positive nexus between FA through its proxies and FD in DMBs. The study recommends among others the need for the establishment of FA unit in DMBs for timely combat of frauds in the industry.

**Keywords:** Deposit Money Banks, Financial Institutions, Forensic Accounting, Fraud

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Abstract

In the 1980s and 1990s, Spain and Mexico went through a significant process of liberalization, deregulation and privatization of their financial systems. The process was accompanied by a surge of M&A of banks. Spanish banks expanded to Latin America and Mexico. The Mexican government initiated a program of merger and acquisitions of its private domestic banks to foreign financial institutions. The paper aims to construct a comprehensive analysis of the Santander M&A process of Banco Mexicano and Banco Serfin from 1994 to 2007. The objective of the Spanish banks was to achieve economies of scale, greater participation in the financial systems of Latin America, as well as greater profits, cost-efficiency and productivity. The goals set by the Mexican government were to attain efficiency in the financial system, restructure its bankrupt banks, improve bank intermediation and foster economic growth. The research also contributes to the actual discussions of the effectiveness of neoliberalism in the financial sector. The main hypothesis of the paper is that Santander’s M&A of Mexican banks achieved technical and economic efficiency. A higher efficiency translates to lesser costs in the financial system, lower interest rates, and higher economic growth. Research Questions: What is the role of the financial system in an economy? ¿What type of banks (state or private) have been and are more efficient? What was the process of liberalization, deregulation and privatization of the financial system that took place in the 1980s and 1990s? What was the process of liberalization, deregulation and privatization of the financial systems in Mexico and Spain? Why was the privatization process done through mergers & acquisitions? In the paper different methods are used to measure the efficiency of the merger & acquisition of Mexican banks. A case study method is applied to study the M&As. A comparative historical perspective helps to understand the relationship between Spanish and Mexican banks. A financial-accounting method, proposed by Calomiris and Karceski (2000), presents the pre and post-merger financial, productivity and accounting indicators. Finally, an econometric approach helps measure cost-efficiency and alternative profit-efficiency in the banking system proposed by Berger and Mester (1997). The final results of the Santander M&A of Mexican banks, indicate that all financial/accounting indicators improved after the M&A. The econometric results were mixed, cost efficiency was achieved in some years, but not in others, the same applies for alternative profit efficiency. Access to credit increased and interest rates decreased, helping economic growth.

Keywords: Banks, Mergers & Acquisitions, Spain, Mexico, Santander
Language and Business Two Meeting Roads: The Case of Business E-mails as a New Emerging Discourse

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Abstract

In daily life one devotes a lot of time to communicating and interacting. We can communicate in several ways as in reading, writing, gesturing, and drawing. Actually, we can distinguish two different forms of communication, and language is a powerful means to express our thought and knowledge to other people. Language serves both business and communication; therefore, persons who have strong oral and written communication skills are highly demanded. Indeed, the ability to communicate increases productivity, it allows the perception of stakeholders’ needs whatever the function is: working for an employer, investing in a company, buy or sell products; communication skills determine the success of business. E-mails which are part of computer-mediated communication have brought their own emergent forms of discourse that need to be described and understood. The purpose of this study is to analyze the characteristics of e-mails used in business communication. This newly emerged medium is a new type of discourse; it is developing its own language. Electronic language is regarded as a new variety with specific features; therefore, the researcher wonders how e-mail as a new emerging communicating genre affects the choice of the language. The analysis based on the corpus which consists of 100 e-mails has revealed the use of a wide range of abbreviations and syntactic reductions. In fact, the function which the language serves is considered as a feature of variation in language use, this is the case of e-mails.

Keywords: Business, communication, discourse, computer mediated communication, e-mails, communication skills.
Disregarding the Separate Legal Personality of a Company in Ireland, in The United States of America and Nigeria

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Abstract

This Postgraduate LL.M research studies is focusing on the concept of ‘Disregarding’ ‘Separate Legal Personality’ of a company’. A Company Law topic that the LL.M Thesis explores and analyses the ‘Disregarding’ of ‘Separate Legal Personality’ of companies in Ireland, in the United States of America and Nigeria in this modern era. The researcher was motivated to research on ‘Disregarding’ the ‘Separate Legal Personality’ of a company when he realised the inconsistencies and controversies surrounding the topic since 1897 when the topic’s pioneer case Salomon v Salmon & Co. Ltd 1897 AC 22 was overturned by the United Kingdom House of Lords (HL). Also, the Researcher realised that there are comparative exceptions in the Disregarding of ‘Separate Legal Personality’ of a Company still exist in Ireland, in the United States of America and Nigeria. The researcher utilised the Qualitative Research Approach Method and Case Studies which were researched from multiple sources, including Law Books and Legal Journal Articles. The ‘Disregarding’ of ‘Separate Legal Personality’ of a Company is a significant and household concept in Company Law, therefore figuring out the methods for ‘Disregarding’ ‘Separate Legal Personality’ of a Company and the comparative exceptions which still exist in the aforesaid jurisdictions seems to be a worthwhile research. This, I believe would enable the legislators to harmonise and update laws for ‘Disregarding’ the ‘Separate Legal Personality’ of a Company in this modern era as there has been no proactive measures to abolish these inconsistencies and controversies.

Keywords: Law; Company Law; Corporate Law; Separate Legal Personality; Limited Liability; Disregarding the Corporate Veil; Legal Entity, Salomon v Salomon & Co. Ltd.
Time Series Analysis in Forest Sector Modeling

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Abstract

Against the background of the emergence of bioeconomy and its steadily increasing importance in forestry and timber industry, a sustainability takes an essential role when it comes to management of forest production. The minimization of risks goes hand in hand with the optimization of timber supply chains, for both of which knowledge about future developments in timber market are indispensable. In this context, reliable short-term and medium-term forecasts help to prevent whip effects and to align sales as profitably as possible. The models aiming at conducting predictions about future prices and volumes in the forest sector often suffer from a high degree of complexity which turns out to be quite disadvantageous as an extensive knowledge of very different and precise data is required, which often are not-time consistently or only limited available. With that in mind, a challenge is taken up to develop a model as simple as possible. To do this, the technique of time series is applied.

Keywords: Forest Sector Models, Time Series Analysis
Presidential Impeachment: An American Perspective

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Abstract

As party polarization has increased over the last 30 years, and more Washington Outsiders occupy the presidency, it is not a coincidence that every president since Ronald Reagan has faced an impeachment filing from the opposing party. Should Trump be worried about these politicians demanding for his immediate impeachment and removal from office? In a nutshell, the answer is no. These filings have become routine and expected as a symbol of opposition with no real expectations of ever leading to an impeachment trial or removal from office. Impeachment efforts have become purely political and symbolic and with each strike the sharpness of impeachment threats becomes duller and duller. The increased calls for impeachment are a byproduct of Trump’s outsider status in the face of establishment politics. They are also the results of three key political developments over the last 30 years; increased political polarization, growth in interest groups, and the ever-reaching nature of the internet and social media. As a consequence of these changes, political opponents have a greater incentive to be vocal about impeachment, especially against a Washington Outsider president with political behavior that is both controversial and threatening to the establishment. These opponents have been allowed to thrive in a highly partisan environment and they have their own personal incentives to promote Trump’s impeachment, even if the likelihood of his removal is slim to none.

Keywords: President, Impeachment, Trump
A Descriptive Study: To Convert the Religious System on to Secularism, The Multic Disciplinary Strategy should be Followed

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Abstract

The general concept of the "secularism" among people depends on a variety of factors such as the society's composition, cultural & political history, and the ethical level in each society. Although prevailing international circumstances, push the Iranian governors to change their strategies towards secularism and subsequently following the human's right, the traditional Islamic believes among people is the big challenge in between to reach this great reform. In the case of secularism and Islam, the world is misinformed and misguided. The majority of people in Iran and other Islamic lands who engage in these discussions do not have a clear idea of the real Islamic style of life. To obtain the goal, Islamic scholars should firstly brush out their mind and secondly do comprehensive efforts to aware their religious followers about the issue. In this way our society needs to be alert and ready to be changed based on the global concept of Human's Right. In conclusion, to convert the present form of the government unto a secular system our people must take great steps to promote their level of thinking. Reaching democracy and social justice is just possible in essence of changing the present system to the secular society and equality of human being. To resolve the existing problems in the Islamic societies both Islamic scholars and Muslims should leave the traditional concepts and reform their mind essentially.

Keywords: Secularism, human right, government mode, democracy
A Socio-Technical Appraisal of Energy Cooperatives for Transition to Low-Carbon Energy

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Abstract

Community renewable energy (CRE) is well recognized as a strategy to transition from centralised to decentralised energy systems. Consequently, there has been a recent surge in the design, development and implementation of CRE projects; largely promoted by policy initiatives and community efforts around the world. CRE is acknowledged for its critical role in increasing the share of renewable energy, as well as for fostering local participation in sustainable energy plans. However, there is insufficient research exploring citizens opinions regarding the concept of CRE, particularly viewed through the perspective of social capital theory. The aim of the study was to evaluate perceptions of citizens and experts towards CRE projects. We adopted a qualitative method (single case study) to gain comprehensive insight into the opinions of the general public and experts towards transitioning to low-carbon energy. A multi-level perspective (MLP) framework on socio-technical systems and social capital theory were leveraged to consider the co-evolution of technology and society. This empirical research contributes to the growing literature on transition at the niche-level of the MLP. The results from the study revealed a positive attitude of the public towards CRE projects and pointed to high interest in participating in CRE projects to develop and improve communal areas. We found evidence for a high level of trust between community members. However, concerning institutional trust, most participants showed little confidence in external developers and the local government for joint ownership, but acknowledged the contribution of experts concerning the implementation of CRE projects. Findings from this study are instrumental to promoting and creating awareness about community renewable energy projects in South Africa. Furthermore, it helps guide policymakers seeking to implement national and regional policies supporting the deployment of small-scale generators and CRE projects.

Keywords: Community renewable energy, social capital, solar PV sources, urban areas.
The Investigation of the Effect of Negative Numbers on the Perceptions, Attitude and Behaviours of People: A Scale Development Study

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Abstract

In this study, it was aimed to develop a scale in the scope of examining the effect of negative numbers on the perception, attitude and behaviors of individuals. In this direction, 45 question sentences were prepared which were positively and negatively related to certain criteria. The content and scope validity of the questionnaire was evaluated before the application and a questionnaire was applied to 400 individuals in Kalecik district of Ankara province for structural validity. The validity of the scale was tested by entering the data in SPSS statistical program and by using reliability and factor analysis. With factor analysis, the scale was grouped under 4 factors as 4 Attitudes and Attitudes “,” Perception “,” Awareness Raising Faktör and ”Behavioral Intention Faktör. As a result of the reliability analysis, 6 sentences were deduced from the questionnaire and the overall reliability of the scale (Cronbach-Alpa) was found to be 0.831. The results showed that the scale was valid and reliable.

Keywords: Perception, Attitude, Negative number, Negative Number Perception and Attitude Scale
The Political Economy of Turkey and Greece: Relations from 19th to 21st Century

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Abstract

Historical relations of Turkey and Greece can be considered as fluctuant in terms of political economy. These two countries have a common heritage and promising cooperation in terms of economic and political diplomacy for the coming decades. These two countries are NATO members, neighbors, and share enhancing bilateral dialogue mechanisms. In this regard, a new era has begun in the Turkish-Greek relations as of 1999. It can be said that marked with the establishment of various dialogue mechanisms such as regular political consultations, exploratory contacts on Aegean issues as well as high-level cooperation council meetings are on the agenda.

On the one hand, Turkey and Greece have a considerable amount of unsolved conflicts such as continental shelf issues in the Aegean Sea, Cyprus issue, and the latest energy crisis in the Eastern Mediterranean. It is a fact that the dead-ended Cyprus issue in the international arena is the longest frozen EU based conflict among these two states. These issues mainly remain unsolved due to their zero-sum approach. The breaking and starting point of the relations among these two culturally integrated nations can be seen in the first half 19th century. Greek-Turkish ties have been gone through many phases, such as; times of conflict, tension, calm, and cooperation. Independence from the Ottoman Empire and subsequent periods of four different wars that occurred from 1830 through 1923 prevented these two nations from establishing bilateral economic relations. On the other hand, there have been rapprochement stages in the recent subsequent decades, which enabled two countries to improve their economic ties. The implementation of tangible projects to the benefit of the two countries is vital elements for reconciliation.

This study intends to review the recent economic and political history of these two nations by using the latest data. In doing so, it will scrutinize their consolidated mutual trust and stability by scaling up bilateral relations in investment, trade, and tourism in every possible field and attribute for the foreseeable future. Thus, it will be achieved a prospective outlook through the examination of economic indicators in these two countries.

Keywords: Economic Nationalism, Political Economy, Turkey, Greece

JEL Classification: F52, P48, E61
The Relationship between Islamic Work Ethic, Modern and Post-Modern Values: Participation and Deposit Bank Comparison

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Abstract

Modern values, the understanding of making the traditional depend on the new; what is established and customary is the tendency and the way of thinking to fit into the new. Post-modern values, however, arise without rejecting the notion that modernism is a universal value that must be accepted by all. On the other hand, the role and influence of religion as a social phenomenon, more specifically, Islam reveals the deterministic role and influence of Islam in the social, economic, cultural and political life. The effects of Islam on the work-life balance lead to different reflections both on demographics and different sectors. In this respect, Islamic work ethic is based on the “Qur'an and Sunnah and in this sense, it functions extremely important both in terms of market functioning which aims and directs the production of goods and services, and to ensure the internal control of the individual. In this study, we examined the relationship between the levels of Islamic work ethics, modern values and post-modern values of employees working in participation and deposit banks. In the study, face-to-face survey method, one of the primary data collection methods, was performed. “Modern and post-Modern Values Scale”, 12 items developed by Diez, Hofer and Fries (2007), and “Islamic Work Ethics Scale”, 17 items developed by Abbas (1988), were utilized. The results reveal that Islamic work ethics is significantly higher in participation bank employees than deposit bank employees, post-modern values were significantly higher in females than males, modern and post-modern values were significantly higher in private banks than in public banks.

**Keywords:** Islamic work ethic, modern and post-modern values, finance, traditional and participation banks
Organizational Ostracism and Counter Productive Work Behaviour in Educational Institutions

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Abstract

The need for belongingness, which forms a step in Maslow’s hierarchy of needs, should be satisfied for individuals not only in non-business life but also in business life. Humans do not only act in accordance with the principle of economics rationally but also they do attach importance to interpersonal interaction as being social presence. Therefore, it is necessary to investigate the negative attitudes and behaviors that may arise should the employees are ignored, rejected and excluded from the group. The main purpose of this study is to determine the effect of teachers’ perception of organizational exclusion on work behaviors that are active in public and private high schools in Kirikkale. For this purpose, the questionnaire including the scale of organizational ostracism and counterproductive work behavior was applied in face-to-face interviews with teachers. 111 of the distributed questionnaires were analyzed and the effect of organizational exclusion on productivity was investigated.

*Keywords:* Ostracism, Workplace Ostracism, Counterproductive Work Behavior, Productivity.